Peter Anabila

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RESEARCH

Areas: Organizational Behavior and Human Resource Management · Marketing · Sociology and Political Science · General Health Professions · Strategy and Management · Information Systems and Management

RESEARCH SUMMARY

16	424	11	12	4.38	81%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 16 publications listed below, 2013–2025. Field-weighted impact is the mean over the 16 works scored for it; 1.00 is the world average for works of the same field, type and year. 13 of the 16 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 16

1. Janet Anome, **Peter Anabila**, Benedict Weobong (2025). Risky drinking and sexual risk behaviours among young adults in Ghana: evidence from the La-Nkwantanang Madina municipality. *International Journal of Adolescence and Youth*. https://doi.org/10.1080/02673843.2025.2542267
2. **Peter Anabila**, Michael Mba Allan, Joshua Kofi Doe (2024). Assessing the Impact of e-Levy on Perceived Value and Customer Satisfaction of Mobile Money Innovation in Ghana. *Journal of International Consumer Marketing*. https://doi.org/10.1080/08961530.2024.2355483
3. **Peter Anabila**, Desmond Kwadjo Kumi, Leeford Edem Kojo Ameyibor, Michael Mba Allan (2024). E-commerce adoption among entrepreneurial firms in Sub-Saharan Africa. *Journal of Small Business and Enterprise Development*. https://doi.org/10.1108/jsbed-08-2023-0358
4. Michael Mba Allan, Clemence Alomenu, **Peter Anabila** (2024). Service quality and customer loyalty in Ghana's auto detailing service industry. *International Journal of Quality & Reliability Management*. https://doi.org/10.1108/ijqrm-08-2023-0258
5. Emmanuel Silva Quaye, Cleopatra Taoana, Russell Abratt, **Peter Anabila** (2022). Customer advocacy and brand loyalty: the mediating roles of brand relationship quality and trust. *Journal of Brand Management*. https://doi.org/10.1057/s41262-022-00276-8
6. Leeford Edem Kojo Ameyibor, **Peter Anabila**, Yvonne Kabeya Saini (2021). Brand positioning and business performance of alcoholic beverage firms in an emerging market context: the mediation effect of brand equity. *International Journal of Wine Business Research*. https://doi.org/10.1108/ijwbr-11-2020-0056
7. **Peter Anabila**, Victor Achiriga, Benard Okpattah, Sylvester Asare (2021). Market orientation and behavioural intentions of tourists in Ghana's tourist destinations: the mediation role of tourist satisfaction. *Journal of Strategic Marketing*. https://doi.org/10.1080/0965254x.2021.1874489
8. **Peter Anabila**, Leeford Edem Kojo Ameyibor, Michael Mba Allan, Clemence Alomenu (2021). Service Quality and Customer Loyalty in Ghana's Hotel Industry: The Mediation Effects of Satisfaction and Delight. *Journal of Quality Assurance in Hospitality & Tourism*. https://doi.org/10.1080/1528008x.2021.1913691
9. **Peter Anabila** (2020). Connecting the vital link nodes to superior value creation in private health-care marketing in Ghana: a relationship marketing paradigm. *International Journal of Pharmaceutical and Healthcare Marketing*. https://doi.org/10.1108/ijphm-11-2019-0071

10. **Peter Anabila** (2019). Integrated marketing communications, brand equity, and business performance in micro-finance institutions: An emerging market perspective. *Journal of Marketing Communications*. https://doi.org/10.1080/13527266.2019.1574868

11. **Peter Anabila**, Adelaide Naa Amerley Kastner, Cynthia A. Bulley, Michael Mba Allan (2019). Market orientation: a key to survival and competitive advantage in Ghana's private universities. *Journal of Marketing for HIGHER EDUCATION*. https://doi.org/10.1080/08841241.2019.1693474

12. **Peter Anabila**, Desmond Kwadjo Kumi, Janet Anome (2019). Patients' perceptions of healthcare quality in Ghana. *International Journal of Health Care Quality Assurance*. https://doi.org/10.1108/ijhcqa-10-2017-0200

13. **Peter Anabila** (2019). Service quality: A subliminal pathway to service differentiation and competitive advantage in private healthcare marketing in Ghana. *Health Marketing Quarterly*. https://doi.org/10.1080/07359683.2019.1575062

14. **Peter Anabila**, Janet Anome, Desmond Kwadjo Kumi (2018). Assessing service quality in Ghana's public hospitals: evidence from Greater Accra and Ashanti Regions. *Total Quality Management & Business Excellence*. https://doi.org/10.1080/14783363.2018.1459542

15. George Kofi Amoako, **Peter Anabila**, Ebenezer Asare Effah, Desmond Kwadjo Kumi (2017). Mediation role of brand preference on bank advertising and customer loyalty. *International Journal of Bank Marketing*. https://doi.org/10.1108/ijbm-07-2016-0092

16. **Peter Anabila**, Dadson Awunyo-Vitor (2013). Customer Relationship Management: A Key to Organisational Survival and Customer Loyalty in Ghana's Banking Industry. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v5n1p107