



BIO

Edwin Clifford Mensah, Ph.D.

Dr. Edwin Clifford "Cliff" Mensah serves as the Associate Dean and AACSB Accreditation Director in the Thomas College of Business and Economics at the University of North Carolina, Pembroke (UNCP). With more than two decades of experience in higher education, he has established a distinguished record of academic leadership, teaching, research, accreditation, and institutional advancement.

Dr. Mensah earned both his Master's degree and Ph.D. in Economics from North Carolina State University after completing a Bachelor of Science (Honors) in Agriculture, Plant Breeding and Genetics at the University of Ghana-Legon. Since joining UNCP in 2004, he has served in numerous leadership roles, including Interim Associate Dean, Department Chair, and AACSB Accreditation Director, helping guide the college through multiple successful AACSB accreditation reviews while advancing strategic planning, curriculum innovation, and continuous improvement initiatives.

As Associate Dean, Dr. Mensah provides leadership in academic affairs, undergraduate programs, curriculum development, faculty support, student success initiatives, and accreditation. He has led efforts to strengthen Assurance of Learning processes, develop strategic plans, integrate artificial intelligence into the curriculum, expand academic offerings in areas such as analytics, supply chain, and human resources, and secure more than \$400,000 in external scholarship funding to improve educational access for Pell eligible students.

Beyond his academic leadership, Dr. Mensah serves on several committees including UNCP's Foundation Board, where he supports the university's advancement and philanthropic initiatives. Working collaboratively with college and university leadership, he helped articulate the vision for the Thomas College of Business and Economics' new academic building to prospective donors and contributed to fundraising efforts that resulted in the establishment of the Ernest Ansah Study Room, a dedicated learning space that enhances student engagement and collaborative learning within the college.

Dr. Mensah's research spans several areas including applied microeconomics, development economics, agricultural economics, consumer economics, and technology adoption. His work has appeared in numerous peer-reviewed journals. His research has been supported through competitive grants from organizations including the U.S. Department of Defense and the Institute for Money, Technology and Financial Inclusion (IMTFI) at the University of California, Irvine. He is also the author of *Economics of Technology Adoption: A Simple Approach*.

Dr. Mensah maintains an active international profile through research collaborations, conference presentations, and academic partnerships. He serves as a Visiting Professor at Valley View University and Data Link Institute in Ghana and is a member of the Vice Chancellor's General Advisory Council at Valley View University. His professional service includes editorial and manuscript review responsibilities, program review, external doctoral

dissertation examination, and service on local and international advisory and governing boards in higher education and the nonprofit sector.

Throughout his career, Dr. Mensah has remained committed to student-centered leadership, faculty development, and community engagement. His leadership philosophy emphasizes collaboration, transparency, integrity, shared governance, and continuous improvement while fostering innovation and preparing graduates to succeed in an increasingly interconnected global economy.

Dr. Mensah's commitment to excellence in teaching and scholarship has been recognized through numerous awards, including the Peter B. Vail Facultyship Award at the University of North Carolina at Pembroke and the Outstanding Teaching Award from North Carolina State University.

Edwin Clifford Mensah, Ph.D.

Thomas College of Business & Economics
Economics, Marketing, Entrepreneurship & Analytics Department

Email: ecmensah70@gmail.com

Tel: (919) 302 7264

Education and Credentials

NORTH CAROLINA STATE UNIVERSITY

Ph.D., Economics

August 2005.

Dissertation Title: The Market Impact of the Simultaneous Adoption of Complimentary Agricultural Technologies.

NORTH CAROLINA STATE UNIVERSITY

Master of Economics (Ph.D Preparatory Track—Started Fall 1999)

December 2004.

UNIVERSITY OF GHANA-LEGON

Bachelor of Science in Agriculture, Crop Science (Honors)

June 1996.

(Thesis Area: Molecular Markers—Plant breeding & Genetics)

Fields of Interest

- Applied Microeconomics
- Development Economics
- Environmental Economics
- Agricultural Economics

Professional Experience

UNIVERSITY OF NORTH CAROLINA AT PEMBROKE, College of Business & Economics
Professor of Economics, July 2026-Present

Associate Dean & AACSB Accreditation Director, November 2022-June 2026

Interim Associate Dean & AACSB Accreditation Director, July 2021-October 2022

Professor & AACSB Accreditation Director, June 2017-June 2021

Associate Professor & AACSB Accreditation Director, Sept. 2015-Spring 2017

Department Chair & Associate Professor, August 2012–August 2013

Interim Department Chair & Associate Professor, June 2011–July 2012

UNIVERSITY OF NORTH CAROLINA AT PEMBROKE, School of Business

Associate Professor of Economics (Tenured), Summer 2011– Spring 2017

- Taught Principles of Microeconomics and Economics of Social Issues
- Taught Contemporary Public Issues (Esther G. Manor Honors College)

- Taught ECN 3010 Managerial Economics
- Taught ECN 3080 Environmental Economics
- Taught ECN 5030 Foundations of Economics (Graduate level-MBA)
- Taught ECN 5150 Managerial Economics (Graduate level-MBA)

DATA LINK INSTITUTE, Business Department, Tema-Ghana

- **Board/Council Member**, 2019-Present
- **Special Advisor to VP Admin**, Summer 2015
 - *Reviewed and edited HR Policy and Faculty Handbook*
- **Visiting Professor**, Summer 2011, Summer 2012, Summer 2013, Summer 2014.

UNIVERSITY OF NORTH CAROLINA AT PEMBROKE, School of Business

Assistant Professor of Economics, Fall 2005 – Spring 2011

- Taught Principles of Microeconomics and Economics of Social Issues
- Taught ECN 3010 Managerial Economics
- Taught a level 400 course in Environmental Economics
- Taught ECN 5030 Foundations of Economics (Graduate level-MBA)

DATA LINK INSTITUTE, Business Department, Tema-Ghana

- **Visiting Professor**, Summer 2010.

VALLEY VIEW UNIVERSITY, Business Department, Accra-Ghana

- **Member of Vice Chancellor's General Advisory Council**, Spring 2026
- **Visiting Professor**, Summer 2007, 2008, 2009.

UNIVERSITY OF NORTH CAROLINA AT PEMBROKE, School of Business

Instructor, Fall 2004 – Fall 2005

- Taught Principles of Microeconomics and Economics of Social Issues

NORTH CAROLINA STATE UNIVERSITY, Department of Economics

Instructor, Fall 2001 – Summer 2004

- Taught courses in Microeconomics and Macroeconomics

NORTH CAROLINA STATE UNIVERSITY, Department of Economics

Teaching Assistant, Fall 2000 – Spring 2001

- Taught Lab sections for Fundamentals of Economics (EC 205)

UNIVERSITY OF GHANA, Crop Science Department, Legon-Accra

Teaching/Research Assistant, 1996 – 1997

- Built lesson plans and taught undergraduate students courses in plant breeding and genetics; organized practical lessons/lectures for undergraduate students; assisted with research projects in the Crop Science Department.

Published Refereed Articles

Applied or Integrative/application Scholarship

- Rahman, M.N., Mensah, E.C., & Farzana, R. (Accepted, *Forthcoming*). Revisiting the Complementarity between Foreign Portfolio and Direct Investment Outflows. *Journal of Accounting and Finance*.
- Koirala, B., Pradhan, G., & Mensah, E. C. (2025). The Environmental Kuznets Curve and CO₂ Emissions Under Policy Uncertainty in G7 Countries. *Economies*, 13(12), 363. <https://doi.org/10.3390/economies13120363>
- Bahhouth, V., Wakim, G. & Mensah, E. (2024). Facing Global Challenges, Does Business Unique Structure Play a Key Role in Building Resilience–Case of Businesses in Zambia & Mozambique? *Journal of Emerging Economies and Policy* Volume: 9 Issue: 1, 1 - 9, 30.06.2024
- Kang, Z., Mensah, E. C., & Gonzalez-Ehnes, R. (2023). A Revisit to Firm Profitability-Size Relationship in the Presence of Firm Financial Leverage. *International Journal of Accounting and Finance*. Vol 11 No. 2 pp 132-157 <https://doi.org/10.1504/IJAF.2022.131450>
- Konou, C. M., & Mensah, E. C. (2022). Evaluating the economic well-being in the context of Africa. *South African Journal of Economics (SAJE)*, 90 (2), 243-259.
- Mensah, E. C., Ziemnowicz, C. H., & Parnell, J. E. (2021). Crisis perception, experience, and preparedness among managers in Ghana. *Journal of International Business and Economy*, 22 (1).
- Parnell, J., Mensah, E. C., & Oppong, D. (2019). Beyond market strategies: political and social dynamics of firm strategy and performance in Ghana. *International Journal of Business and Emerging Markets*, 11 (4), 368-397.
- Parnell, J., Mensah, E. C., & Oppong, D. (2018). Strategic Political Emphasis (Spe), Environmental Uncertainty, and Firm Performance in Ghana. *Journal of Business Strategies*, 35 (1), 30.
- Dzokoto, V. A., Aggrey, J. K., Houngebeke, H., & Mensah, E. C. (2018). Exploring Knowledge Gaps and Financial Exclusion in Ghanaian Monetary Transitions. *Journal of Information & Knowledge Management*, 17 (3), 25.
- Bahhouth, V., Spillan, J., & Mensah, E. C. (2018). Do businesses in South America have the key ingredients to compete globally? Case of Colombia, Peru and Chile. *Journal of International Business Research and Practice*, 12, 13.
- Bahhouth, V., Mensah, E. C., & Thomas, W. (2017). Is it wise to follow the market? Empirical evidence from the US market. *Academy of Business Research Journal*.
- Bahhouth, V., Mensah, E. C., & Spillan, J. (2016). An Exploratory Study of Ghanaians' Involvement in Stock Trade. *Journal of Applied Financial Research*, 1 (6).
- Maysami, R. C., Goby, V. P., & Mensah, E. C. (2014). Enhanced Customer Satisfaction in the Wake of Bank Liberalization: The case of Singapore. *International Journal of Business, Marketing, and Decision Sciences*, 7 (1).
- Parnell, J., Spillan, J., & Mensah, E. C. (2014). Competitive Strategy and Performance in Southern Ghana. *International Journal of Management and Enterprise Development*, 13 (2).

- Dzokoto, V. A., Mensah, E. C., & Opare-Henaku, A. (2013). The Impact of Currency Redenomination on Monetary Gift Giving in Ghana: An Exploratory Assessment. *Business Studies Journal*, 5 (2).
- Asiedu, C., Dzokoto, V. A., Wallace, D., & Mensah, E. C. (2013). Conceptions of Poverty and Wealth in Ghana. *International Journal of Business and Social Sciences*, 4 (9).
- Bahhouth, V., Spillan, J., & Mensah, E. C. (2013). Predictive Power of Personal Factors in Studying Students' Perception of Sales Profession in Ghana. *International Journal of Business and Social Sciences*, 4 (7).
- Opare-Henaku, A., Mensah, E. C., & Dzokoto, V. A. (2013). Ghanaians' Perception and Evaluation of the New Ghana Cedi. *International Journal of Business, Humanities and Technology*, 3 (4).
- Mensah, E. C., Bahhouth, V., & Ziemnowicz, C. (2011). Ethnocentrism and Purchase Decisions among Ghanaian Consumers. *Journal of Applied Business and Economics*, 12 (4).
- Bahhouth, V., Mensah, E., & Ziemnowicz, C. (2010). Use of Logistic Strategy among Small Manufacturing Firms: The Case of Ghana. *International Journal of Business, Marketing, and Decision Sciences*, 3 (2).
- Dzokoto, V. A., Mensah, E. C., & Opare-Haneku, A. (2010). A Bird, a Crocodile, and the 21st Century Cowrie Shell: Analyzing Ghana's Currency Change. *Journal of Black Studies*.

Basic or Discovery Scholarship

- Zhang, J., Zhang, L., Mensah, E. C., Fan, Y., & Parnell, J. A. (2019). Evaluation of ecologically sustainable development on Liaohe oil field. *Ekoloji*, 28 (107), 4357-4367.
- Mensah, E. C., & Kang, Z. (2016). Examining Consumer Adoption and Perception of Mobile Money in Ghana. *International Journal of Electronic Finance*, 9 (1), 18-41.
- Kang, Z., Maysami, R. C., Mensah, E., & Pham, A. (2013). An Investigation on Vietnamese Real Estate Equity Market's Return and Volatility. *Journal of Applied Economics and Business Research*, 3 (3), 146-153.
- Agyir, I., Mensah, E. C., & Agei-Sasu, F. (2012). Factors Affecting the Intensity of Export Success in Ghana's Horticultural Industry. *International Journal of Business, Humanities and Technology*, 2 (7).
- Dzokoto, V. A., Mensah, E. C., Twum-Asante, M., & Opare-Haneku, A. (2010). Deceiving our Minds: A Qualitative Exploration of the Money Illusion Effect in Post-Redenomination Ghana. *Journal of Consumer Policy*, 33 (4), 339-353.
- Mensah, E. C., & Maysami, R. C. (2010). Revisiting the Synergy Between No-Till and Roundup Ready Soybean Technology. *Journal of Development and Agricultural Economics*, 2 (3), 065-077.
- Dzokoto, V. A., & Mensah, E. C. (2010). Making Sense of a New Currency: An Exploration of Ghanaian Adaptation to the Ghana Cedi. *Journal of Applied Business and Economics*, 10 (5).
- Mensah, E. C., & Wohlgenant, M. K. (2010). A Market Impact Analysis of Soybean Technology Adoption. *Research in Business and Economics Journal*, 1, 142-159.

- Crandall, W. R., & Mensah, E. C. (2008). Crisis Management and Sustainable Development: A Framework and Proposed Research Agenda. *International Journal of Sustainable Strategic Management*, 1 (1), 16-34.
- Mensah, E. C. (2007). Factors that affect the Adoption of Roundup Ready Soybeans in the U.S. *Journal of Economic Development and Business Policy*, 1 (1).

Refereed Proceedings

Applied or Integrative/application Scholarship

- Bahhouth, V., Gonzalez-Ehnes, R., Mensah, E. C., & Khoureiri, R. (2021). Are Mexican and Brazilian Businesses Competing Rivals. *2020 IABPAD Online Fall Conference*.
- kang, Z., Mensah, E. C., & Gonzalez-Ehnes, R. (2020). A Study of the Impact of Firm Size on Stock Return. *2020 IABPAD ONLINE Fall Conference*.
- Mensah, E. C., & Bahhouth, V. (2019). Global Competitiveness in Sub-Saharan Africa: A Three-Country Comparison. *Institute for Global Business Research International Conference*.
- Mensah, E. C., & Parnell, J. (2019). Strategic Capabilities, Market and Nonmarket Strategies, and Financial and Non-Financial Performance in Ghana. *2019 Southeast Decision Science Institute (SE DSI) Annual Meeting*.
- Parnell, J., & Mensah, E. C. (2019). Strategic Capabilities, Market and Nonmarket Strategies, and Financial and Non-Financial Performance in Ghana. *2019 Southeast Decision Science Institute (SE DSI) Annual Meeting*.
- Bahhouth, V., Mensah, E. C., & Spillan, J. (2018). Are South America Countries Ready to Face the Global Challenges? Case of Colombia, Peru, and Chile. *International Academy of Business and Public Administration Disciplines*.
- Parnell, J. A., Mensah, E. C., & Oppong, D. (2017). An assessment of strategic political emphasis (SPE), environmental uncertainty, and performance in Ghana. *North American Management Society*.
- Mensah, E. C., Parnell, J., & Ziemnowicz, C. (2015). Crisis Management in Ghana: An Exploratory Study. *Midwest Academy of International Business*.
- Bahhouth, V., Mensah, E. C., & Spillan, J. (2015). An Exploratory Study of Ghanaian Involvement in Stock Trade. *Academic and Business Research Institute*.
- Bahhouth, V., Mensah, E., & Thomas, W. (2015). Is it Wise to Follow the Market? Empirical Evidence from the US Stock Market. *Academic and Business Research Institute*.
- Mensah, E. C., & Davis, N. O. (2014). Consumer Perception of Genetically Modified Salmon in Southeastern North Carolina: An Exploratory Study. *International Organization of Social Sciences and Behavioral Research (IOSSBR) conference*.
- Mensah, E. C., & Kang, Z. (2013). On the Issue of Mobile Money in Ghana: How is it Perceived? *International Academy of Business and Public Administration Disciplines*.
- Maysami, R. C., Bahhouth, V., & Mensah, E. C. (2010). Leave the Textbook at Home: Integrating Multimedia Content in Introductory Economics Classes to Enhance

Learning and Subject Retention. *International Academy of Business and Public Administration Disciplines*.

- Bahhouth, V., Mensah, E. C., & Maysami, R. C. (2010). Effects of Lifestyle, Culture and Tradition on Consumer Behavior in Ghana. *The 4th International Conference of the American Institute of Higher Education*.
- Bahhouth, V., Mensah, E. C., & Ziemnowicz, C. (2010). Effects of Lifestyle, Culture and Tradition on Consumer Behavior in Ghana. *International Academy of Business and Public Administration Disciplines*.

Basic or Discovery Scholarship

- Agyir, I. S., Adjei-Sasu, F., & Mensah, E. C. (2011). A Tobit Estimation of the Intensity of Export Success of Horticultural Enterprises in Ghana. *International Academy of Business and Public Administration Disciplines*.
- Maysami, R. C., & Mensah, E. C. (2010). Gains from Banking Sector Deregulation: Evidence from Singapore. *International Academy of Business and Public Administration Disciplines*.
- Dzokoto, V. A., & Mensah, E. C. (2009). Making Sense of a New Currency: An Exploration of Ghanaian Adaptation to the Ghana Cedi. *National Business and Economic Society Annual Conference*.
- Maysami, R. C., & Mensah, E. C. (2009). Financial Deregulation and Banking Sector Performance. *Global Business Development Institute*.
- Mensah, E. C., & Wohlgenant, M. K. (2008). The Market Impact of Roundup Soybean Technology Adoption. *MBAA International*.
- Mensah, E. C. (2006). Factors Affecting the Adoption and the Extent of Adoption of Roundup Ready Soybeans. *The Hawaii International Conference on Business*

Invited Articles/Reviews

Dzokoto, V. A., Young, J., & Mensah, E. C. (2010). A Tale of Two Cedis: Making Sense of a New Currency in Ghana, West Africa. *Journal of Economic Psychology*, 31 (4), 479-756.

Books, Monographs, Compilations, Manuals

Book

- Mensah, E. C. (2007). *Economics of Technology Adoption: A Simple Approach*. Germany: VDM dr Muller Verlag.

Presentations of Refereed Papers

International

- Bahhouth, V., Mensah, C., & Cohen, S. (2025, March). Effect of COVID-19 Pandemic on Financial Strength of Businesses Across US Economic Sectors –

Empirical Analysis. Academy of Business Research, New Orleans, United States of America.

- Noman, A., Rahman, M., & Mensah, E. (2024). *Revisiting Complementarity between Foreign Portfolio and Direct Investment Outflows*. Academy of Economics and Finance, Charleston, South Carolina.
- Bahhouth, V., Mensah, E., & Khoueiri, R. (2022, April). Effect of COVID-19 Pandemic on Businesses in Emerging Countries. Case of Two South African Countries. IABPAD, Dallas - Online, Texas.
- Kang, Z., Mensah, E. C., & Gonzalez-Ehnes, R. (2020). *A Study of the Impact of Firm Size on Stock Return*. International Academy of Business and Public Administration (IABPAD) Conference, Dallas, Texas.
- Bahhouth, V. & Mensah, E. C. (2020, April). *Are Mexican and Brazilian Businesses Competing Rivals*. International Academy of Business and Public Administration (IABPAD) Conference, Dallas, Texas.
- Bahhouth, V. & Mensah, E. C. (2019, April). *Global Competitiveness in Sub-Saharan Africa: A Three-Country Comparison*. Institute for Global Business Research International Conference, New Orleans, Louisiana.
- Bahhouth, V., Mensah, E. C., & Spillan, J. (2018). *Are South America Countries Ready to Face the Global Challenges? Case of Colombia, Peru, and Chile*. International Academy of Business and Public Administration Disciplines, Las Vegas, Nevada.
- Parnell, J. & Mensah, E. C. (2018). *Nonmarket Strategy Across Four Continents: Assessing Cronyism in the United States, Venezuela, India, and Ghana*. Association of Private Enterprise Education, Las Vegas, Nevada, United States of America.
- Bahhouth, V., Mensah, E. C., & Thomas, W. S. (2015). *Is the Market Right? Examining the Market Signals Across Economic Sectors*. International Academy of Business and Public Administration Disciplines, Dallas, Texas.
- Bahhouth, V., Mensah, E. C., & Spillan, J. (2015). *The Role of Internet Technology and Personal Profile of People in the Stock Trade of Developing Nations: The Case of Ghana*. International Academy of Business and Public Administration Disciplines, Dallas, Texas.
- Parnell, J., Mensah, E. C., & Ziemnowicz, C. (2015). *Crisis Management in Ghana: An Exploratory Study*. MBAA International, Chicago, Illinois.
- Mensah, E. C. & Davis, N. O. (2014). *Consumer Perception of Genetically Modified Salmon in Southeastern North Carolina: An Exploratory Study*. International Organization of Social Sciences and Behavioral Research (IOSSBR) Conference, Atlantic City, New Jersey.
- Zhang, L., Mensah, E. C., Zhu, H., & Parnell, J. (2014). *Developing an Evaluation Indexation System for a Chinese State-Owned Enterprise: The Case of Liaohe Oil Field*. Southwest Decision Science Institute Conference, Dallas, United States of America.

- Mensah, E. C. & Kang, Z. (2013, April). *On the Issue of Mobile Money in Ghana: How is it Perceived?* International Academy of Business and Public Administration Disciplines, Dallas, Texas.
- Spillan, J., Bahhouth, V., & Mensah, E. C. (2013, February). *Predictive Power of Personal Factors in Studying Students' Perception of Sales Profession in Ghana.* International Academy of Business and Public Administration Disciplines, Charleston, South Carolina.
- Parnell, J., Spillan, J., & Mensah, E. C. (2013, January). *Business Strategy and Performance in Ghana: An Exploratory Assessment.* Academy of Management, Johannesburg, South Africa.
- Agyir, I. S., Adjei-Sasu, F., & Mensah, E. C. (2011, March). *A Tobit Estimation of the Intensity of Export Success of Horticultural Enterprises in Ghana.* Academic and Business Research Institute, Nashville, Tennessee.
- Bahhouth, V., Mensah, E. C., & Ziemnowicz, C. (2010, April). *Effects of Lifestyle, Culture and Tradition on Consumer Behavior in Ghana.* International Academy of Business and Public Administration Disciplines, Dallas, Texas.
- Bahhouth, V., Mensah, E. C., & Maysami, R. C. (2010, March). *Use of Logistic Strategy Among Manufacturing Firms in Ghana.* The 4th International Conference of the American Institute of Higher Education, Williamsburg, Virginia.
- Mensah, E. C., Bahhouth, V., & Ziemnowicz, C. (2010, March). *Are Ghanaian Firms Dealing with the Global Pressure to Improve Logistic Strategies?* MBAA International, Chicago, Illinois.
- Mensah, E. C., Bahhouth, V., & Ziemnowicz, C. (2010, February). *Relevance of Ethnocentrism on Ghanaian Consumer Buying Habits.* Southeast Decision Science Institute, Wilmington, North Carolina.
- Maysami, R. C. & Bahhouth, V. (2010, January). *Leave the Textbook at Home: Integrating Multi Media Content in Introductory Economics Classes to Enhance Learning and Subject Retention.* International Academy of Business and Public Administration Disciplines, Orlando, Florida.
- Maysami, R. C. & Mensah, E. C. (2010, January). *Gains from Banking Sector Deregulation: Evidence from Singapore.* International Academy of Business and Public Administration Disciplines, Orlando, Florida.
- Dzokoto, V. & Mensah, E. C. (2009, March). *Making Sense of a New Currency: An Exploration of Ghanaian Adaptation to the Ghana Cedi.* National Business and Economic Society Annual Conference, British West Indies, Saint Kitts.
- Maysami, R. C. & Mensah, E. C. (2009, March). *Financial Deregulation and Banking Sector Performance.* Global Business Development Institute, Las Vegas, Nevada.
- Mensah, E. C. & Wohlgenant, M. K. (2008, April). *The Market Impact of Roundup Soybean Technology Adoption.* MBAA International, Chicago, Illinois.

- Mensah, E. C. (2006, May). *Factors Affecting the Adoption and the Extent of Adoption of Roundup Ready Soybeans*. The Hawaii International Conference on Business, Honolulu, Hawaii.

Regional

- Noman, A., Rahman, M., & Mensah, E. (2024). *Revisiting Complementarity between Foreign Portfolio and Direct Investment Outflows*. Academy of Economics and Finance, Charleston, South Carolina.
- Crandall, W. R., Koirala, B., & Mensah, E. (2023). *Quant-focused, Small-sample Assessment: The Continued Paradox of the Revised 2020 AACSB AoL Model*. Southeastern Institute for Operations Research and Management Science, Myrtle Beach, South Carolina.
- Kang, Z., Mensah, E. C., & Gonzalez, R. (2020, March). *A Study of the Impacts of Firms' Financial Leverage on their Stock Performance*. 2020 Annual Meeting of Northeast Decision Sciences Institute (NE DSI), Cambridge, Massachusetts.
- Parnell, J. & Mensah, E. C. (2019). *Strategic Capabilities, Market and Nonmarket Strategies, and Financial and Non-Financial Performance in Ghana*. 2019 Southeast Decision Science Institute (SE DSI) Annual Meeting, Savannah, Georgia.
- Kang, Z. R., Maysami, R. C., & Mensah, E. C. (2012, February). *An Investigation on the Return and Volatility in Vietnamese Real Estate Equity Market*. Southwest Decision Science Institute Conference, Columbia, South Carolina.
- Maysami, R. C., Mensah, E. C., & Prombutr, W. (2009, February). *Out with the Old, in with the New: Technology Courses of the 21st Century*. Lilly Conference on College Education and Teaching, Greensboro, North Carolina.
- Wendt, W., Mensah, E. C., & Maysami, R. C. (2008, March). *Using Multi-media Digital Assets in a Critical Thinking Course Design*. 2008 UNC Teaching and Learning with Technology Conference, Raleigh, North Carolina.
- Maysami, R. C., Wendt, W., & Mensah, E. C. (2008, February). *To Instill Critical Thinking in Economics Classes through the Use of Multimedia Content and Podcasting*. Lilly Conference on College Education and Teaching, Greensboro, North Carolina.
- Maysami, R. C. & Mensah, E. C. (2007, October). *Financial Liberalization, Increased Competition, and Improved Banking Services: Evidence from Singapore*. The 43rd Annual Meeting of Southeastern Chapter of INFORMS, Myrtle Beach, South Carolina.

Presentations of Non-Refereed Papers

International

- Mensah, E. C. & Dzokoto, V. A. (2010, October). *Post Redenomination and Money Management among Ghana's Urban Poor*. Invited presentation at the Institute for Money Technology and Financial Inclusion (IMTFI) Annual Conference, Irvine, California.
- Dzokoto, V. A. & Mensah, E. C. (2011, December). *Does Mobile Money Matter? Exploring Mobile Money Adoption by Ghana's Urban Poor*. Invited presentation at . Institute for Money Technology and Financial Inclusion (IMTFI) Annual Conference, Irvine, California.
- Mensah, E. C. & Dzokoto, V. A. (2012, March). *Barriers to Mobile Money Transfer Uptake in Ghana*. Invited presentation at United States Agency for International Development (USAID). Microlinks--Microenterprise Learning Information and Knowledge Sharing. EPS SEMINAR #6, Washington DC, District of Columbia. <http://microlinks.kdid.org/events/eps-seminars/barriers-mobile-money-transfer-uptake-ghana>. Published March 30th, 2012.
- Mensah, E. C. & Kang, Z. (2012, December). *Mobile Money Transformations in Africa: An IMTFI Roundtable*. Invited presentation at University of California at Irvine (UCI) Initiative on Africa Conference, Irvine, California.
PANEL: Mobile Money Transformations in Africa: An IMTFI Roundtable
Focus: The Adoption of Mobile Money in Ghana.
UCI and Africa: Expanding Engagements, Ongoing Dialogues December 6th -7th, 2012

Research Reports

2011: Dzokoto, V. A., & Mensah, E.C., Does Mobile Money Matter? Exploring Mobile Money Adoption by Ghana's Urban Poor., submitted to Institute for Money Technology and Financial Inclusion (IMTFI).

2010: Mensah, E. C., & Dzokoto, V.A., Post Redenomination and Money Management among Ghana's Urban Poor., submitted to Institute for Money Technology and Financial Inclusion (IMTFI).

Other Professional Development

- Writing & Designing DOD Live Online Workshop, May 24, 2021
- Completed the National Institute of Health (NIH) Certification for IRB Human Subject research, Summer 2016
- Completed two Quality Matters Certifications (APPQMR & PRC) for teaching online. Summer 2012-Fall 2012.
- Participated in an AACSB Curriculum Development Series for Leadership. January 14th, 2013

➤ **Awarded Research Grants/Contracts**

External Funding (Administrative)

Awarded over \$400,000 by **Johnson Scholarship Foundation** to fund student scholarship:

- Amount (2026-2027): \$90000
- Amount (2025-2026): \$95000
- Amount (2024-2025): \$75000
- Amount (2023-2024): \$75000
- Amount (2022-2023): \$75000

External Funding (Academic)

- 1. Title: Cross Cultural Investigation on Trust**
 - **Amount:** \$57, 944.09
 - **Year Awarded:** 7/1/2016-5/31/2018
 - **Source:** Dept. of Defense-US Air Force/NSCU Subaward
 - **Principal Investigator:** Edwin Clifford Mensah

- 2. Title: Does Mobile Money Matter? Exploring Mobile Money Adoption by Ghana's Urban Poor.**
 - **Amount:** \$14,000.00
 - **Year Awarded:** 2011
 - **Source:** Institute for Money, Technology and Financial Inclusion (IMTFI), *University of California, Irvine*
 - **Principal Investigator:** Vivian A. Dzokoto
 - **Co-Investigator:** Edwin Clifford Mensah

- 3. Title: Post Redenomination and Money Management among Ghana's Urban Poor**
 - **Amount:** \$15,000.00
 - **Year Awarded:** 2010
 - **Source:** Institute for Money, Technology and Financial Inclusion (IMTFI), *University of California, Irvine*
 - **Principal Investigator:** Edwin Clifford Mensah
 - **Co-Investigator:** Vivian A. Dzokoto

Internal Funding

- 1. Title: A Quantitative/Qualitative Analysis of Mobile Money Adoption by Ghana's Urban Poor.**
 - **Amount:** \$10,000.00
 - **Year Awarded:** 2012
 - **Source:** UNCP Academic Affairs/Teaching and Learning Center
 - **Principal Investigator:** Edwin Clifford Mensah
 - **Co-Investigator:** Zhixin "Richard" Kang

2. Title: Determinants of a Farmer's Decision to Adopt Roundup Ready Soybean in Southeastern North Carolina

Amount: \$5,000

- **Year Awarded:** 2006
- **Source:** UNCP Academic Affairs/School of Business Summer Research Award
- **PI:** Edwin Clifford Mensah

Consulting:

1. Institute for Money, Technology and Financial Inclusion (IMTFI)/Ghana Technology University College (GTUC), June 2012-May 2013

- Directed conference the organization on the adoption of mobile money under the theme—*Reaching the Unreached: Mobile Money Uptake in Ghana*
- Served as the principal investigator on a series of research on mobile money and presented results at the March 12th-13th, 2013 conference
- Submitted six blogs on the mobile money stakeholder conference and research held on March 12th-13th, 2013
- Responsible for the submission of progress and final reports
- Responsible for the conference proceedings
- Responsible for the publication of a journal article

SERVICE

Select Academic/Professional Service:

Internal:

- Title IX Committee Member 2022-Present
- Chancellor's Chief of Staff Search Committee Member Summer 2022
- UNCP Foundation Board Spring 2022-Present
- Campus Appeal Board Fall 2012-Present
- Esther G. Maynor Honors College Council Member, 2013-Present
- Elected Faculty Senator, Spring 2015
- Bachelor of Interdisciplinary studies Council Member Fall 2014
- School of Business Peter B. Vail Facultyship Award 2011 Committee
- School of Business Dean Search Committee, Fall 2010-Spring 2011
- Co-Chair School of Business Common Body of Knowledge Modification Committee, 2010
- Advisor: UNCP African American Student Association, 2006-2009
- UNCP Grievance Committee Member
- UNCP Faculty Athletic Committee Member
- UNCP Textbook Taskforce Member
- MBA program modification/Advisory committee
- School of Business Marketing committee
- Recruiting, Retention & Student Success Committee

- Thomas College of Business and Economics Strategic Planning Committee

External Service to the Profession

Southeast Wind Coalition

Spring 2024-Present: Board Member

North Carolina State Employees Credit Union

Fall 2022-Present: Hope Mills Advisory Board Member

Board Member: Board of Trustees/Council

2019–2020: Data Link Institute of Business and Technology Council, Tema, Ghana.

Board Member: PRJ Editorial Review Board

2020: International Journal of Electronic Finance (IJEF).

2018: The Journal of Economics and Development Studies.

2017: International Journal of Sustainable Strategic Management as an Associate Editor.

Reviewer - Article / Manuscript

2021: Journal of Innovation and Entrepreneurship.

Reviewer - Book / Textbook

2010: McConnell, Brue, and Flynn. Economics: Principles, Problems, and Policies, 19th ed., McGraw-Hill (2010).

2006: Daniel R. Marburger. Managerial Economics, 1st ed., for McGraw-Hill (2006).

Editor: Associate Editor

2016: International Journal of Sustainable Strategic Management.

Invited Lecture

2014: Data Link Institute, Tema, Ghana.

2013: Data Link Institute, Tema, Ghana. Provided lectures in Economics. Lectures were held during the month of June 2013 at Data Link University, Ghana

2012: Data Link Institute, Tema, Ghana. Provided lectures in Economics. Lectures were held during the month of June 2012 at Data Link University, Ghana

2011: Data Link Institute, Tema, Ghana. Provided lectures in Economics. Lectures were held during the month of June 2011 at Data Link University, Ghana

2010: Data Link Institute, Tema, Ghana. Provided lectures in Economics. Lectures were held during the month of June 2010 at Data Link University, Ghana

2009: Data Link Institute, Accra, Ghana. Provided lectures in Economics. Lectures were held during the month of June 2009 at Valley View University, Ghana

2008: Data Link Institute, Accra, Ghana. Provided lectures in Economics. Lectures were held during the month of June 2008 at Valley View University, Ghana

Member: Committee/Task Force

2019: University of Stellenbosch Business School (External Ph.D Dissertation Examiner).

Reviewer - External Tenure

2020: York College- City University of New York (CUNY).

Professional Development

Assurance of Learning - Professional Development

2012: Quality Matters. Completed two Quality Matters Certifications (APPQMR & PRC) for teaching online. Summer 2012-Fall 2012.

Instructional-Related Conference

2013: AACSB Curriculum Development Series for Leadership.

Honors/Awards

Awards

2013: International Academy of Business and Public Administration Disciplines.

2011: Academic and Business Research Institute.

2010: Recipient of the 2010 Peter B. Vail Facultyship Award, University of North Carolina at Pembroke, School of Business.

2010: International Academy of Business and Public Administration Disciplines.

2010: International Academy of Business and Public Administration Disciplines.

2004: North Carolina State Graduate School "Outstanding Teaching Award" Spring

2004: North Carolina State University.

2004: Annual College of Management "Outstanding Teaching Award, North Carolina State University.

2003: First runner-up, College of Management essay contest, North Carolina State University.

2000: Dean's award for "Top African American Graduate Student, North Carolina State University.