

SUMMARISED CURRICULUM OF PROFESSOR FELIX AMOAH

DEPARTMENT OF MARKETING MANAGEMENT

NELSON MANDELA UNIVERSITY

Professor Felix Amoah is the Head of Department: Marketing Management and Professor in Marketing. He obtained a Bachelor of Technology in Marketing from the University of South Africa, followed by a master's degree, a doctoral degree and a Postdoctoral Fellowship in Marketing from Nelson Mandela Metropolitan University (NMMU), now known as Nelson Mandela University.

Professor Amoah has made significant contributions to teaching and learning at both the undergraduate and postgraduate levels. He has lectured a wide range of marketing modules, including Strategic Marketing, Services Marketing, Advertising and Digital Marketing, Business Research Principles, Marketing Management Project and Advanced Research Methodology. His commitment to curriculum innovation is demonstrated through his contribution to the development of a Postgraduate Diploma in Marketing, the design of a Short Learning Programme in Digital Marketing and the revision of marketing curricula to incorporate contemporary digital marketing concepts and practices. In addition, he has contributed to academic capacity development by delivering guest lectures, facilitating webinars and presenting academic writing workshops in South Africa and in other African countries.

His research focuses on consumer behaviour, customer experience, tourism marketing, retail marketing, digital marketing, online shopping and technology adoption. Professor Amoah has successfully supervised and co-supervised master's and doctoral candidates in marketing and continues to supervise postgraduate research studies. His scholarly output includes an extensive portfolio of peer-reviewed publications in reputable international and regional journals, addressing topics such as consumer purchase intentions, customer satisfaction, behavioural intentions, tourism experiences, online shopping behaviour, chatbot adoption and customer value. He is also co-author of the textbook *Business Research Principles*, which supports teaching research methodology in business and marketing.

Professor Amoah has demonstrated a strong commitment to postgraduate education and academic quality through his service as an external examiner for master's and doctoral dissertations at several universities across South Africa and other African countries. He has also served as a reviewer for the National Research Foundation and numerous accredited journals and served as a member of the Editorial Board of *The Retail and Marketing Review*. He has also served as Chair of programme review panels at universities in South Africa and as an assessor of promotion portfolios, evaluating candidates' research publication records for promotion to professorial rank at universities in Africa. His engagement with national and international academic networks is reflected in his membership of the Marketing Association of South Africa (MASA), participation in international conferences and collaborative partnerships with universities in South Africa, Ghana, Botswana, Zimbabwe, Germany and United Kingdom.

Professor Amoah has held several leadership and governance roles, including Head of Department, Acting Director of the School of Management Sciences (on an ad hoc basis), member of Senate, Chair of departmental advisory structures and member of faculty research, ethics and postgraduate committees. These appointments demonstrate his significant contributions to institutional governance, strategic planning and academic quality assurance.

Beyond academia, Professor Amoah is the co-founder of God's Gifted Heart Foundation, a non-governmental organisation that supports disadvantaged widows and children across several West African countries. In 2026, he was appointed to the Steering Committee of the Nelson Mandela Bay Business Chamber Entrepreneurship Programme, further reflecting his commitment to community engagement and entrepreneurship development.

Professor Amoah's academic excellence has been recognised through several prestigious awards and competitive research grants, including the Faculty Emerging Researcher of the Year Award, multiple Tata Africa Scholarships for doctoral studies and various research funding awards. His distinguished record of achievement in teaching, research, postgraduate supervision, academic leadership, curriculum innovation and international collaboration has established him as a respected scholar and leader in the field of marketing.