

# SERWAA KARIKARI

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## EDUCATION

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- 2023 Ph.D. Business Administration (Marketing), Morgan State University
- 2016 MSc. Business Administration (Marketing), Ghana Institute of Management and Public Administration (GIMPA)
- 2011 BSc. Administration (Marketing), University of Ghana
- 2010 Advanced Marketing, The Arctic University of Norway (UiT)

## POSITIONS HELD

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- 2023— Assistant Professor of Practice, Johns Hopkins Carey Business School
- 2023 Adjunct Instructor, Johns Hopkins Carey Business School
- 2018-2023 Graduate Assistant, Earl G. Graves School of Business & Management, Morgan State University

## RESEARCH INTERESTS

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Attitudes and persuasion, contemporary branding issues (brand and corporate activism)

## PUBLICATIONS

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**Karikari, Serwaa**, Kofi Osei-Frimpong, and Nana Owusu-Frimpong (2017), "Evaluating individual level antecedents and consequences of social media use in Ghana." *Technological Forecasting and Social Change*, 123, 68-79: <http://dx.doi.org/10.1016/j.techfore.2017.06.023>

## PAPERS UNDER REVIEW

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[ All papers listed here have received a "revise and resubmit" decision from a peer-reviewed journal. Some information has been suppressed to preserve the double blind review process]

1. Examining responses to brand activism through the lens of incongruence.
2. Consumer responses to brand activism: the roles of authenticity, justice, and empathy on brand-issue (un)expectedness.
3. Marketing the "Faast" Way: The Corn Dough Revolution.

## CONFERENCE PRESENTATIONS

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1. **Karikari, Serwaa**, Michael A. Callow (2023), "When do authenticity and justice perceptions drive responses to incongruence in brand activism?" poster presentation at the 2023 Marketing & Public Policy Conference (MPPC) in Arlington, VA.

2. **Karikari, Serwaa**, Michael A. Callow and Xingxing Zu (2022), “The brand activism bandwagon: Assessing the impact of incongruence on responses to brand activism,” presented at the *6<sup>th</sup> Annual Excellence in Diversity (EiD) Symposium* hosted virtually by The Johns Hopkins University.
3. **Karikari, Serwaa**, Michael A. Callow and Xingxing Zu (2022), “Evaluating the impact of incongruence on responses to brand activism,” presented at the *2022 Rising Scholars Conference* hosted virtually by The University of Chicago Booth School of Business.
4. **Karikari, Serwaa** and Michael A. Callow (2022), “Examining Responses to Incongruence in Brand Activism Alliances,” presented virtually poster at the *2022 Summer American Marketing Association (AMA) Conference (AMA)* in Chicago, IL.
5. **Karikari, Serwaa** and Shimi Ahmad (2022), “Is pandemic consumption sustainable? Exploratory insights from women during the COVID-19 pandemic,” presented virtually as a poster at the *2022 Marketing & Public Policy Conference (MPPC)* in Austin, TX.
6. **Karikari, Serwaa** and Michael A. Callow (2022), “Assessing consumer responses to brand activism” presented virtually as a poster at the *2022 Marketing & Public Policy Conference (MPPC)*.
7. **Karikari, Serwaa** (2021), “Shock activism appeals: Examining consumer responses to moderately incongruent brand activism,” presented at the *Second Annual Rising Scholars Conference* hosted virtually by Harvard Business School.
8. **Karikari, Serwaa** and Michael A. Callow (2021), “Understanding mask-wearing intention during the COVID-19 pandemic,” presented as a poster at the *2021 Marketing & Public Policy Conference (MPPC)*.
9. **Karikari, Serwaa** and Omar J. Khan (2021), “Differentiating the destination branding of emerging markets: A systematic review,” presented as a competitive paper at the *Academy of Marketing Science (AMS) at 50 Conference*.
10. **Karikari, Serwaa** and Shimi Ahmad (2020), “Emoji valence in online consumer reviews: the interplay of sex differences, affect, and purchase intention,” presented as a summary brief for the *2020 Society for Marketing Advances (SMA) Conference* held virtually.
11. **Karikari, Serwaa**, Haiyan Hu, and Golshan Javadian (2020), “Adoption of influencer marketing: An institutional theory perspective,” presented as a summary brief for the *2020 Society for Marketing Advances (SMA) Conference* held virtually.
12. **Karikari, Serwaa** (2019), “School-to-work: The interplay of career guidance, conscientiousness, and autonomous motivation,” presented as a competitive paper at the *2019 Eastern Academy of Management Conference* in Wilmington, DE.
13. **Karikari, Serwaa**, Nana Owusu-Frimpong, and Kofi Osei-Frimpong (2016), “An individual level examination of the antecedents and consequences of social media use,” presented as a competitive paper for the *2017 Winter American Marketing Association (AMA) Conference* in Orlando, FL.

## AWARDS, HONORS, AND FELLOWSHIPS

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- ✦ Selected Participant – Junior Scholar Workshop (for the Marketing and Public Policy Conference (MPPC)), June 2024
  - ✦ Runner-up, AMS-Review—Sheth Doctoral Competition for Conceptual Papers, 2022
  - ✦ Honorable Mention, 2022 Small Research Grant - Consumer Behavior Special Interest Group (CBSIG) of the AMA
  - ✦ AMA Marketing & Society Special Interest Group (MASSIG) Doctoral Student Scholarship, 2021
  - ✦ Association for Consumer Research (ACR) Doctoral Consortium Fellow, 2021
  - ✦ Academy of Marketing Science (AMS) Doctoral Consortium Fellow, 2021
  - ✦ Society for Marketing Advances (SMA) Doctoral Consortium Fellow, 2020
  - ✦ AMA-EBSCO Answers in Action Grant from the American Marketing Association (AMA), 2019
  - ✦ Overall Best MSc Marketing Student (GIMPA), 2016

- ✦ Harstad Sparebank Award for the Best Thesis (The Arctic University of Norway (UiT), formerly Harstad University College), 2010

## **COURSES TAUGHT**

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Johns Hopkins Carey Business School, 2023—present

Advanced Behavioral Marketing, Consumer Behavior, Integrated Digital Marketing

Graves School of Business & Management, Morgan State University, 2020-2022

Principles of Marketing, Global Marketing, Business & Society: Ethics & Sustainability

## **CERTIFICATIONS**

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Best Practices in University Teaching, *Center for Teaching Excellence and Innovation (CTEI)—JHU*, 2024

Design Your Online Course, *Quality Matters*, 2021

Teaching Online, *Morgan State University*, 2020

## **SERVICE**

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Carey

Advising: 2023 Reaching Out MBA (ROMBA) Case Competition Team

Panel Moderation: Africa Business Club Diaspora Day Series (Ghana Day)

2024 DEIB Taskforce Member

The Academy

Ad Hoc Reviewer for Journals: Journal of Consumer Behavior, Technological Forecasting & Social Change,  
Reviewer for Conference Submissions: Association for Consumer Research (ACR) Conference, American  
Marketing Association (AMA) Summer Conference, Out of (and into) Africa Conference

Program Coordinator: Second Out of (and into) Africa Conference, 2021: Coordinated virtual conference of  
approximately 240 participants.

## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)

Association for Consumer Research (ACR)

Academy of Marketing Science (AMS)

## **INDUSTRY EXPERIENCE**

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External Relations, 2016 – 2018, GIMPA Business School, Ghana

Consultant, 2014, Digitization for Capacity Building Project (World Bank, Ministry of Communication – Ghana, and Rockefeller Foundation)

Alumni & Fundraising, 2013, GIMPA, Ghana

Marketing Manager, 2011 – 2013, The Finlite Group, Ghana