

SERWAA KARIKARI

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EDUCATION

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

POSITIONS HELD

- 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

Transformative consumer research, consumer movements, ethical consumption, brand activism

PUBLICATIONS

1. Groth, O. H., Williamson, S., Azzari, C. N., Baskentli, S., Birau, M., Borenstein, B., Dadzie, C. A., **Karikari, S.**, Lisanti, A., Mossaei, N., & Watson, F. (2026). Harmful Journeys: A Consumer Vulnerability Perspective on Drinking and Driving. *Journal of Public Policy & Marketing*, 0(ja). <https://doi.org/10.1177/07439156261459106>
2. Karikari, Serwaa and Haiyan Hu (2025), "Marketing the "faast" way: the corn dough revolution", *The Case Journal*, 21 (2), 257-281: <https://doi.org/10.1108/TCJ-10-2023-0209>
3. Karikari, Serwaa, Michael A. Callow, and Xingxing Zu (2024), "The three musketeers? The roles of authenticity, justice, and empathy in consumer responses to brand-issue incongruence." *Journal of the Association of Consumer Research*, 9 (4): 403-414: <https://doi.org/10.1086/731917>
4. 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>

WORKING PAPERS

[All papers listed here are under review or 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. "Brand Activism Fit."
2. "Impact of moderate brand activism fit on consumer sentiments."

RESEARCH IN PROGRESS

1. Transforming hypertension care through artificial intelligence (Sponsored by the Johns Hopkins University Discovery Award)
2. Impact of consumer movements on loneliness
3. Brand Activism Authenticity

SELECTED CONFERENCE PRESENTATIONS

1. Groth, O., Williamson, S., Azzari, C.N., Baskentli, S., Birau M., Borenstein, B., Dadzie, C.A., **Karikari, S.**, Lisanti, A., Mossaei, N., & Watson, F. (2026). Harmful journeys: A consumer vulnerability perspective on drinking and driving," poster presented at the 2026 Marketing & Public Policy Conference (MPPC) in Ottawa, Ontario.
2. 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.
3. 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 6th Annual Excellence in Diversity (EiD) Symposium hosted virtually by The Johns Hopkins University.
4. 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.
5. 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.
6. 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.
7. 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).
8. 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.
9. 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).
10. 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.
11. 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.

12. 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.
13. 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.
14. 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.

IMPACT & ENGAGEMENT

- October 2024: “The three musketeers? The roles of authenticity, justice, and empathy in consumer responses to brand-issue incongruence.” Invited presentation by the Journal of the Association for Consumer Research (JACR) webinar for the Consumer Movements and Activism Issue
- March 2024: Guest Speaker, the EMERGE (Engaging Microenterprise for Resource Generation and Health Empowerment) Project - In conjunction with Johns Hopkins University, Yo! Baltimore, AIRS, Inc., JOY Baltimore, University of North Carolina at Chapel Hill

AWARDS, HONORS, AND FELLOWSHIPS

- Johns Hopkins University Discovery Award for *Transforming Hypertension Care Through Artificial Intelligence: A Multi-Divisional Initiative Enabling Clinicians to Drive Precision Population Health Improvements* (\$150,000 grant with Yvonne Commodore-Mensah, Harold Lehmann, Alhassan Yasin, Oluwabunmi Ogungbe, Lisa Cooper & Judy Greengold), 2025
- Selected Participant – Junior Scholar Workshop (for the Marketing and Public Policy Conference (MPPC), June 2024, 2023)
- 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

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

COURSES DEVELOPED

Johns Hopkins Carey Business School

2024: Advanced Behavioral Marketing – asynchronous online format

2025: Marketing for a Better World

CERTIFICATIONS

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

Carey

Diversity, Equity, Inclusion, & Belonging (DEIB) Taskforce Member

Course lead: Advanced Behavioral Marketing, Consumer Behavior

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

2026 Summer Business Academy Case Competition Judge

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

The Academy

Ad Hoc Reviewer: Journal of Consumer Behavior, Technological Forecasting & Social Change, 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

American Marketing Association (AMA)

Association for Consumer Research (ACR)

INDUSTRY EXPERIENCE

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