Short Biodata

Dr. Mohammed Majeed is a Senior Lecturer (PhD) at Tamale Technical University, Tamale-Ghana. He is the current Head of Department for Marketing. His current research interest includes branding, Hospitality and Tourism, social media in service organizations. Majeed holds Doctor of Business Administration (DBA), MPhil and MBA Marketing, Postgraduate Diploma, HND Marketing. He lectures part time in many Ghanaian public Universities and a reviewer to many Journals in Management, hospitality, and marketing. Majeed has also published in good journals like Journal of Hospitality and Tourism Insights (Emerald), Springer, Palgrave McMillan, Journal of African (Rutledge) Business Cogent Business & Management (Taylor & Francis).