



Editorial

The Wisconsin Journal of Arts and Sciences (WJAS) aspires to be a vehicle for inspiring and disseminating multidisciplinary research papers (research articles, case studies, reflective essays, review articles, research briefs, policy and practice briefs) by academics, research scholars, corporate and practitioners with substantial experience and expertise in their respective fields. The journal seeks to become the leading journal in higher learning education within Africa and beyond. We are pleased to bring you the first edition of the 5th volume of the WJAS. After some years of dormancy, the journal has been revamped and revitalized to provide readers with captivating articles.

The first article, “Deception and Extortion: Exploring the Effects of Impersonation Through Parody Social Media Accounts”, is authored by Nana Kofi Annan, Samuel Aboagye Mensah, and Jonathan Nii Barnor Barnor. This paper examined the dark side of parody accounts. Twelve former and six active parody account handlers were interviewed for this study. In addition, the researchers covertly engaged fraud parody accounts while also entreating individuals who have had interactions with such people to voluntarily provide screenshots to unveil their modus operandi. Miles and Huberman’s Qualitative Data Analysis was utilized as the data analysis technique. Findings from the study indicate that parody is an essential part of the social media ecology with clear guidelines in the creation and management of such accounts. While individuals take advantage of this provision to build brands for themselves, others also ride on the anonymity provided by such to engage in fraudulent activities. This study deviates from previous studies on parody accounts as a satirical tool in politics and crisis to study the phenomenon in relation to fraud. Lastly, considering the scarcity of literature in this stead, this study serves as a starting point for researching the area of parody social media accounts and fraud

The title of the second article is “Information Technology solutions used in revenue mobilization in an emerging digital economy”, which is authored by Nora Agyei-Ababio, Eric Ansong, and Patrick Kudjo. This study sought to explore digitalized processes in revenue mobilization in Ghana. Specifically, the research investigated the information technology solutions that have been used in revenue mobilization in an emerging economy. The study used a qualitative case study as a methodological stance. Data was collected from the Ghana Revenue Authority (GRA), the agency in charge of revenue mobilization in Ghana. The findings of the study revealed that the information technology underpinning revenue mobilization in Ghana currently is known as the Total Revenue Integrated Processing System (TRIPS) which has recently been launched and deployed in many GRA offices to support tax administration. TRIPS supports a total regime of revenue collection and management including all direct and indirect taxes with its series of processing modules designed to support the business needs of the Ghana Revenue Authority (GRA). The study contributes to the literature on Information Systems and revenue mobilization, which has seen very few studies conducted in Africa, especially in Ghana, and hence calls for more future studies on the use of e-revenue systems in developing countries.

The third article, authored by Daniel Afealete Kpodo and Louis Doe Atsiatorme, is entitled “Chemical liquid waste management in Senior High Schools and educational research institutions in the Accra Metropolis”. The study explored to what extent, chemical liquid waste was managed in the senior high schools and some research institutions in the Accra Metropolis. In addition, the study sought to establish the means of disposal of chemical liquid waste in educational and research institutions in the Metropolis, and to ascertain the policy guidelines of the Ghana Education Service (GES) and the Ghana Association of Science Teachers (GAST) on the management of chemical liquid wastes in senior high schools in the Metropolis. The study which involved thirteen (13) Senior High Schools and five (5) educational research institutions employed a descriptive research design with questionnaires as instrument for data collection. The study revealed that chemical liquid waste was not properly managed from the institutions and recommends the development of Educational Chemical Waste Management Guidelines by the GES and GAST and the monitoring of liquid chemical wastes generated by universities and research institutions by the Environmental Protection Agency (EPA).

“A framework for the adoption of Geographic Information Systems (GIS) in service delivery: A case of Harare city council, Zimbabwe” is the fourth article and is authored by Itai Dhedheya, Samkeliso Suku Dube, and Ian Sanders. The goal of this research was to develop an adoption framework for GIS that can be employed by developing countries culminating in the delivery of quality service to ratepayers. The triangulation research design, which is the use of more than one approach for the investigation of the research questions, was used in this research. Data was analysed using content analysis that identified the emerging themes as well as SPSS for the quantitative data component. The study revealed that there is a link between GIS utilization and service delivery. A proposed GIS adoption framework that was informed by research findings and literature review/documentary analysis of archival records was then developed. The proposed adoption framework has five important components that need to be addressed for the successful adoption of GIS in local authorities in developing countries.



The fifth article was “The effect of service guarantee on customer satisfaction: Evidence from elected companies in the Ghanaian courier industry” and was authored by Irene Armah, Eric Ansong, and Esther Ntumi Lartey. This research examined how courier companies in Ghana use service assurances in their operations while serving consumers. It investigated how service reliability, responsiveness, certainty, and empathy impact customer satisfaction. In this study, a quantitative research technique was applied. Questionnaires were given to 120 customers from 10 Ghanaian local courier businesses to get first-hand information on internal procedures and consumer impressions of service guarantee. Correlation and regression analyses were used to investigate the impact of a variety of service quality parameters on customer satisfaction. All the traits, including reliability, responsiveness, certainty, and empathy, were found to be positively associated to customer satisfaction. Again, the study found that courier companies in Ghana lack a systematic way to track the efficiency of their service guarantee initiatives, relying instead on user feedback. Furthermore, these Ghanaian courier firms concentrated on breakdowns while ignoring time and human mistakes, which account for most reported failures.

“Organizational change and its effect on employee performance. A study at the Ghana Broadcasting Corporation” is the sixth article authored by Kwasi Addei Mensah, Eunice Elinam Ahiaxonu, and Eric Twum. Using the Ghana Broadcasting Corporation as a case study, this study evaluated organizational change and its effect on employee performances. With convenience sampling, structured questionnaires were used to collect data from 278 respondents. Descriptive statistics and linear regression were used to analyze the data. The study discovered that organizational changes done by the Ghana Broadcasting Corporation were primarily characterized by the establishment of new divisions that are capable of producing whatever the market require, peer-examination of the culture and habits of workers, and changing technology to suit business needs and technological advancements. Results also showed that together, structural change, strategic change and technological change contribute significantly to change in employee performance.

We would like to take this opportunity to express our gratitude to the distinguished members of the Editorial Board, for their commitment and for sharing their knowledge and experience in supporting the WJAS. Finally, we would like to express our gratitude to all the authors (including participants of the 1st Africa Graduate Conference), who submitted their work, for their insightful visions and valuable contributions. A special appreciation goes to the Dean of the School of Research and Graduate Studies – WIUC, for the insight and support in reviving the WJAS.

We hope that you, the readers, find the Wisconsin Journal of Arts and Sciences an interesting and valuable source of information for your continued work.

The Editor-in-Chief,

Eric Ansong, PhD

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