



Editorial

The Wisconsin Journal of Arts and Sciences (WJAS) aspires to be a vehicle for inspiring and disseminating peer-reviewed 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 6th volume of the WJAS.

The first article, “Examining the Ghanaian Pension System: An economic perspective”, is authored by Elias Kwaku Megbetor. This study sought to determine whether the pensions paid to beneficiaries are adequate, financially sustainable, and affordable. It also addressed the coverage of pension payments and explored the challenges in pension implementation in Ghana. The analysis utilized the World Bank Multi-Pillar Pension Evaluation Model. Telephone interviews were conducted to gather information from pensioners and pension fund managers, supplementing the secondary documents used. This research employed a qualitative approach using a thematic method of analysis. The main findings indicate that Ghana’s pension system provides inadequate pensions, faces sustainability threats, hinders equity, and reduces affordability for private-sector employers. Additionally, there are identified investment risks, a lack of robustness, weak supervision, and distortions in the labour market. However, the pension system is deemed predictable and contributes to economic growth. Recommendations for Ghana include setting a relatively low pension premium by managers to attract low-income earners and the creation and adoption of electronic contribution and payment systems to facilitate easy access and regular contributions.

The title of the second article is “Factors influencing the adoption of Electronic Commerce among Small and Medium Scale Enterprises in Ghana”, which is authored by Nicholas Otu Mantey, Rene Charlotte Nkrumah, and Massouko Traore. Using a quantitative method, this study aimed to investigate the factors influencing the adoption of e-commerce among SME businesses in the Ghanaian market, employing the Technology Acceptance Model (TAM) as its theoretical framework. The study involved twenty SME business owners in Ghana who had implemented e-commerce strategies for product marketing. Using questionnaires, the research examined the drivers of e-commerce adoption among SMEs and explored the associated benefits, challenges, and strategies for ensuring successful adoption in the Ghanaian context. A key recommendation arising from the study is that SME business owners should implement robust security systems to safeguard against fraud or hacking. Additionally, it is essential for the management of e-commerce platforms to make substantial investments in information technology (IT) to develop infrastructure and enhance human capacities in support of e-commerce adoption. Furthermore, the findings suggest that e-commerce platform providers should focus on promoting the benefits of e-commerce to encourage other SMEs to adopt their services. The study also recommends that the government utilize legislative tools to establish a comprehensive regulatory framework supporting e-commerce, thereby safeguarding businesses and customers from potential hacking and fraud.

The third article, authored by Nana Kofi Annan and Charles Jnr. Asiedu, is entitled “The Impacts of Massive Open Online Courses (MOOCs) on Teaching and Learning in the Digital World. A Case of Wisconsin International University College, Ghana”. In response to the significant advancements in digital learning, especially accelerated by the COVID-19 pandemic, this paper presented a focused investigation into the implications of Massive Open Online Courses (MOOCs) on teaching and learning practices. A thorough literature review on e-learning, drawing from various researchers and educational institutions, set the stage for this exploration. The study emphasized the use of MOOCs as a pivotal component in supporting educational endeavours within academic settings. Adopting a quantitative research methodology, the paper analysed data from 500 participants, including 450 students and 50 lecturers, primarily from Wisconsin International University College, Ghana. This analysis sheds light on the nature of course content, time allocation, preferred MOOC platforms, and pedagogical styles, as well as comparisons between popular free and paid platforms. The findings reveal a distinct preference among students for YouTube, an unstructured MOOC platform, while lecturers show a preference for Coursera, known for its hybrid approach. This dichotomy in platform preferences offers insights into the diverse ways MOOCs are being utilized in academic contexts.



The last article titled “Customers’ perception of e-commerce usage during the Covid-19 pandemic: Evidence from selected online firms in Ghana” was authored by Grace Yaa Agyemang, Bennett Amekquadzi, and Eric Ansong. The primary focus of this study was to investigate consumers’ perceptions of e-commerce enterprises in Ghana during the COVID-19 pandemic. The study utilized a quantitative design and adopted a positivism philosophy. Randomly, 200 staff and consumers of e-commerce firms in the Ga East Municipal District in the Greater Accra Region were surveyed for the study. The results were analyzed using multiple regression. The findings indicate that benefits, self-efficacy, and ease of use have a positive and statistically significant relationship with customer perception, whereas trust and security show no statistically significant relationship with customer perception. Furthermore, the study reveals that the COVID-19 pandemic had a positive effect on the operations of e-commerce firms. The recommendation is for firms to develop and establish a pandemic or emergency response strategy and policy to guide their response in terms of communication and business strategy. This proactive approach can help protect their firm and consumers, ultimately boosting growth and sustainability. Additionally, the government is encouraged to invest in ICT infrastructure and provide support to players in the ICT space through favourable tax and regulatory conditions. Such measures would incentivize investments in the sector and contribute to its growth.

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. Again, to our reviewers for making time to offer constructive reviews of the manuscripts. Finally, we would like to express our gratitude to all the authors, who submitted their works. A special appreciation goes to the Dean of the School of Research and Graduate Studies – WIUC, and the Deputy Registrar (Academics)- 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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