

# Francis Ayensu

Ghana Technology University College  
Faculty of IT Business  
Department of Accounting and Finance  
P.O. PMB 100, Tesano  
Accra, Ghana

Tel: +233 54 457 5991  
E-mail: [fayensu@gtuc.edu.gh](mailto:fayensu@gtuc.edu.gh)  
Title: Lecturer  
Website: [www.francisayensu.com](http://www.francisayensu.com)  
Social Media: Linkedin, Google Scholar, Researchgate

## PERSONAL INFORMATION

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Date of birth : November 22, 1982  
Place of birth : Koforidua, Eastern Region, Ghana  
Nationality : Ghanaian

## OBJECTIVE STATEMENT

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Young, Vibrant, Hardworking and Motivated Professional looking up to take more challenging roles

## PROFESSIONAL SKILLS

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- Case Writer & Teacher: Writes and teach cases as part of normal class lectures
- Team leader and organizer: *Workshop on Case Teaching & Writing* in collaboration with Ivey Business School, UWO; *Exchange Program between ANU and Ivey Business School*
- Bilingual professional in both English and French

## ACADEMIC QUALIFICATION

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**Doctor of Business Administration (Ongoing)** **Business Administration**  
Expected Graduation: October 2020 Apollos University, Montana, **USA**

**Master of Science** **Economics of Insurance and Social Security**  
March 2011 Mohamed V University, Rabat, **Morocco**

**Bachelor of Business Administration (Honors)** **Finance and Accounting**  
July 2008 Abdelmalek Essaadi University, Tangiers, **Morocco**

**SSS Certificate** **Business Studies**  
August 2001 Pope John Senior High School, Koforidua, **Ghana**

**JSS Certificate** **Basic Education**  
August 1998 Saint Peter's Anglican JHS, Koforidua, **Ghana**

## PROFESSIONAL QUALIFICATION

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**Chartered Accountant** **Institute of Chartered Accountant, Ghana (ICAG), Ghana**

## PROFESSIONAL TRAINING

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**Chartered Financial Analyst (CFA)**  
Level 2 Candidate

**CFA Institute, USA**

## PROFESSIONAL MEMBERSHIP

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**Institute of Chartered Accountant, Ghana (ICAG)**  
Member (Chartered Accountant)

**Ghana**

**Financial Management Association International**  
Member

**United States of America (USA)**

**Western Finance Association**  
Life Time Member

**United States of America (USA)**

## PROFESSIONAL EXPERIENCE

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**Lecturer, GHANA TECHNOLOGY UNIVERSITY COLLEGE (GTUC), April 2013-Present**

- Lecture undergraduate business courses in Accounting and Finance: Cost & Management Accounting, Financial Accounting, Auditing, Corporate Finance & Investment Finance
- Supervise undergraduate student project/research work
- Counsel students on choice of major and career development

**Coordinator, West Africa Center for Case Studies & Research, ANUC Aug 2014-Aug 2015**

- Coordinate case seminars taught by Ivey students on Exchange Programme at ANUC
- Coordinate the organization of workshop on case teaching and writing
- Collaborate with Ivey students on case teaching and writing

**Coordinator/Lecturer, Ivey Student Exchange Programme, ANUC, Koforidua Feb 2012-Jul 2014**

- Coordinate case seminars taught by Ivey students on Exchange Programme at ANUC
- Coordinate the organization of workshop on case teaching and writing
- Collaborate with Ivey students on case teaching and writing

**Assistant to Dean of School of Business, ANUC, Koforidua August 2012-July 2013**

- Coordinate activities on behalf of the Dean of Business School such as organizing conferences/workshops, coordinating exchange programs between ANU and other universities,
- Perform administrative duties

**Deputy Head of Quality Assurance, ANUC, Koforidua August 2012-July 2014**

- Administer faculty evaluation by student
- Audit admission files to ensure compliance of procedures and standards

**Lecturer, ALL NATIONS UNIVERSITY COLLEGE (ANUC), Koforidua      Oct 2011-Aug 2015**

- Lecture undergraduate business courses in Accounting and Finance: Cost & Management Accounting, Financial Accounting, Auditing, Corporate Finance & Investment Finance
- Supervise undergraduate student project/research work
- Counsel students on choice of major and career development

**Financial Advisor & Writer, SEEKING ALPHA      Sep 2011-Aug 2013**

- Write articles on financial markets, economic trends, global economy, and investment ideas;
- Analyze corporate and market events, individual stocks and bonds, ETFs, and portfolio strategy;
- Recommend long and short ideas;
- Advise individual and organization on financial and investment issues on customized basis;
- Translate financial documents into both English and French.

**Insurance Analyst, MAMDA Assurances, Rabat, MOROCCO      Sep 2009-March 2010**

- **Insurance underwriting:** Performed insurance underwriting; Collected and assessed information on clients' risks; Processed insurance premiums.
- **Insurance Claims Analysis:** Reviewed claims' files; Processed insurance claims; Performed statistical analysis of claims variable such as duration, cost, etc.

**Financial Analyst, BANQUEPOPULAIRE DU MAROC, Rabat, MOROCCO      June-Dec 2008**

- Reported and analyzed financial statements;
- Prepared financial forecasts and budgets;
- Analyzed and made recommendations on investment and financing decisions;
- Developed performance indicators and measures for control purposes.

**Client Services Rep, CREDIT AGRICOLE DU MAROC, Rabat, MOROCCO      June-Sep 2007**

- Executed banking operations;
- Assisted the team;
- Marketed financial products to clients;
- Responded to clients' queries.

**Purchase & Supply Officer, HOTEL Sofitel (ACCOR), Rabat, MOROCCO      July-Sep 2006**

- Executed purchase orders;
- Filled business unit orders;

- Updated and kept inventory records,
- Searched for and negotiated with potential supplier based on cost/quality analysis.
- Reconciled bank statement to cash book statement,
- Processed purchase invoices; performed bookkeeping entries.

## JOURNAL PUBLICATIONS

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- Kuma, F. K., **Ayensu, F.**, Appiah, M. K. O. Abrahams, Y. A., Owusu, N . B., & Onsarigo, I. M. (2017). *Evaluating the Challenges Facing Private Vendors in Revenue Collection of the Electricity Company of Ghana in Koforidua*. International Journal of Innovative Research and Development. ISSN: 2278-0211 (Online).Volume 6, Issue 8. [www.ijird.com](http://www.ijird.com).
- Ayensu, F.**, Kuma, F. K. Appiah, M. K. O. (2017). *Assessing the Performance of Ghana Revenue Authority in Tax Revenue Mobilization*. IOSR Journal of Business and Management (IOSR-JEF) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 8. Ver. VIII. p 63-66.
- Ayensu, F.** Gbemu, F. R., Kuma, F. K. Appiah, M. K. O. (2016). *High Interest Rate in Ghana: An Empirical Study of Societe Generale Ghana [SG-GH]*. IOSR Journal of Economics and Finance (IOSR-JEF) e-ISSN: 2321-5933, p-ISSN: 2321-5925. Volume 7, Issue 4. Ver. I.
- Ayensu, F. (2013).** *Managing Ghana's Oil Revenue: Ghana Petroleum Funds*, Asian Journal of Humanities and Social Sciences, Volume 1-Issue 2. ISSN 2320-9720.  
<http://www.ajhss.org/pdfs-1/Managing%20Ghana%27s%20Oil%20Revenue....pdf>
- Ayensu, F. (2013).** *Addressing the concerns of rate payers for effective local revenue mobilization within Metropolitan/Municipal/District Assemblies (MMDAs): The case of New Juaben Municipal Assembly* Asian Journal of Humanities and Social Sciences, Volume 1-Issue 2, August 2013, ISSN 2320-9720, <http://www.ajhss.org/pdfs-1/Addressing%20Concerns%20of%20Rate%20Payers.....pdf>

## CASE PUBLICATIONS

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- Lin, A., Chan, C., Yick, M. **Ayensu, F. (2018).** *Burro: Tools for a better life in Ghana*, Ivey Business Cases, Richard Ivey School of Business, **University of Western Ontario, Canada.**
- Burnett, L., Lachance-Coward, S., & Klimosko, T., **Ayensu, F. (2014).** *EA Financial Services*, Ivey Business Cases, Richard Ivey School of Business, **University of Western Ontario, Canada.**
- Faircloth, J., Fisher, H. & MacNicol, D. **Ayensu, F. (2014).** *Scuby Enterprises*, Ivey Business Cases, Richard Ivey School of Business, **University of Western Ontario, Canada.**
- Brame, J., Lau, C. & Li, G., **Ayensu, F. (2013).** *Bella Spring*, Ivey Business Cases, Richard Ivey School of Business, **University of Western Ontario, Canada.**

## CONTENT CONTRIBUTOR

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- Ayensu, F. (2011).** *New World Order: Brazil Becomes World's 6th Largest Economy*, Seeking Alpha. Linked to: <https://seekingalpha.com/article/316493-new-world-order-brazil-becomes-worlds-6th-largest-economy>
- Ayensu, F. (2011).** *New Emerging Economies: Africa Takes Center Stage*, Seeking Alpha. Link to: <https://seekingalpha.com/article/310669-new-emerging-economies-africa-takes-center-stage>
- Ayensu, F. (2011).** *Who'll Be The Next European Debt Threat?* Seeking Alpha. Link to <https://seekingalpha.com/article/307369-wholl-be-the-next-european-debt-threat>
- Ayensu, F. (2011).** *European debt Crisis: Final Deal Is Not The Best*, Instablog, Seeking Alpha. Link to: <https://seekingalpha.com/article/307369-wholl-be-the-next-european-debt-threat>
- Ayensu, F. (2011).** *Goldman's Earning Miss is Macro-Driven*, Seeking Alpha. Link to <https://seekingalpha.com/article/301146-goldmans-earnings-miss-is-macro-driven>
- Ayensu, F. (2011).** *European Debt Crisis: Continuous Bailout is Not The Answer*, Seeking Alpha. Link to: <https://seekingalpha.com/article/298809-european-debt-crisis-continuous-bailout-is-not-the-answer>
- Ayensu, F. (2011).** *3 Sector ETFs To Beat The S&P 500*, Seeking Alpha. Link to: <https://seekingalpha.com/article/295780-3-sector-etfs-to-beat-the-s-and-p-500>
- Ayensu, F. (2011).** *Investing during Volatile Times*, Instablog, Seeking Alpha. Link to <https://seekingalpha.com/instablog/1013764-francis-ayensu/220536-investing-during-volatile-times>
- Ayensu, F. (2011).** *European Debt Crisis: Who's next?*, Instablog, Seeking Alpha. Link to: <https://seekingalpha.com/instablog/1013764-francis-ayensu/235493-european-debt-crisis-whos-next>
- Ayensu, F. (2011).** *European Debt Crisis: Final Deal is Not the Best?*, Instablog, Seeking Alpha. Link to: <https://seekingalpha.com/instablog/1013764-francis-ayensu/231002-european-debt-crisis-final-deal-is-not-the-best>
- Ayensu, F. (2011).** *Wise Investment Decisions As The Euro Debt Crisis Deepens And The Global Economy Weakens*, Seeking Alpha. Link to: <https://seekingalpha.com/article/294111-wise-investment-decisions-as-the-euro-debt-crisis-deepens-and-the-global-economy-weakens>
- Ayensu, F. (2011).** *Swiss Franc Takes Its Last Stand Against The Ultimate Safety Of Gold*, Seeking Alpha. Link to: <https://seekingalpha.com/article/292586-swiss-franc-takes-its-last-stand-against-the-ultimate-safety-of-gold>

## WORKSHOP & SEMINAR PARTICIPATION

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***Training Workshop on Strategic Decision Making With Cases***, ANUC, Facilitated by Patrick Shulist from Ivey Business School, Western University, London, Ontario, Canada, June 25-26, 2015.

***Faculty Development Training Workshop***, ANUC, Facilitated by Dr Issac Darko from University of Toronto: *Getting Ready to Teach, Getting your course off to a good start, Developing & Redesigning a course, Developing a course syllabi, Developing effective examination questions, Grading and Evaluation Procedure, Academic Integrity, Information & Communication Technology in Teaching*, August 3-9, 2014.

***Faculty Development Training Workshop***, ANUC, Facilitated by Professor Prince Conteh from ANUC: *Research & Research Methodology, Reference Style and Textbook Publication*, August 3-9, 2014.

***Training Workshop for Enhancing Skills towards Internal Quality Assurance Development***, National Accreditation Board (NAB), Facilitated by Professor Emeritus Andrew Cobb from Cobb Academic Services Limited, October 23-24, 2013.

***Training Workshop on Case Writing***, ANUC, Facilitated by Professor Nicole Haggerty from Ivey Business School, Western University, London, Ontario, Canada, March 27-28, 2013.

***Training Workshop on Case Teaching***, ANUC, Facilitated by Professor Nicole Haggerty from Ivey Business School, Western University, London, Ontario, Canada, March 24-25, 2013.

***Faculty Development Training Workshop***, ANUC, Facilitated by Professor Senyo Adjiboloso from Point Loma Nazarene University, *Science of Teaching*, July 2012.

***Seminar on Case Learning***, ANUC, Facilitated by Ivey Business Students on Exchange programme, May 2012.

## CONFERENCE ATTENDANCE

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***25th Nordic Academy of Management Conference: Nordic Energies***, University of Vaasa, **Finland**, August 22-24, 2019.

***5th International Conference on Business Management & Entrepreneurial Development (ICBMED)***, University of Professional Studies, Accra (UPSA), **Ghana**, April 17-18, 2019.

***3rd International Conference on Entrepreneurship, Business & Technology (ICEBUT)***, The Institute of Education and Entrepreneurship, Methodist University College, Ghana (MUCG), **Ghana**, March 26-27, 2018.

*1st International Conference on Education, Technology & Entrepreneurship (ICETE)*, Coventry University in collaboration with Ghana Technology University College (GTUC), **Ghana**, June 12-14, 2017.

*63rd New Year School & Conference: One Year of Oil & Gas Production: Emerging Issues*, Institute of Distance and Continuing Education, University of Ghana, **Ghana**, January 8-14, 2012.

## CONFERENCE PRESENTATION

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**Ayensu, F. (2019).** *Role of Corporate Social Responsibility in achieving Sustainable Development Goals*. Conference Paper, 25th Nordic Academy of Management Conference: Nordic Energies. University of Vaasa, **Finland**.

**Ayensu, F. (2019).** *Banking Crises in Ghana: Causes & Prospects*. Conference Paper, 5th International Conference on Business Management & Entrepreneurial Development. University of Professional Studies, Accra (UPSA), **Ghana**.

**Ayensu, F. (2018).** *Impact of Financial Innovations on Financial Inclusion: Case of Mobile Money Services*. Conference Paper, 3rd International Conference on Entrepreneurship, Business & Technology. Methodist University College, Ghana (MUCG), **Ghana**.

**Ayensu, F. (2017).** *Building the Entrepreneurial Spirits and Skills in the Ghanaian Youth*. Conference Paper, 1st International Conference on Education, Technology, & Entrepreneurship, Ghana Technology University College (GTUC), **Ghana**.

**Ayensu, F. (2012).** *Role of Financial Services in Oil & Gas Economy: Learning from Oil Producing Countries*, Conference Paper, 63<sup>rd</sup> New Year School & Conference, University of Ghana, **Ghana**.

## ONGOING RESEARCH

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**Ayensu, F. (2019).** *Sustainability in the banking sector of Ghana: Lessons from the recent bank failures*. **In preparation.**

**Ayensu, F. (2019).** *Sustainability driven investment: Case of Finnish stock market traders*. **In preparation.**

**Ayensu, F. (2019).** *Analyzing capital budgeting decisions by multinational companies (MNCs) in relations to the UN Sustainable Development Goals in Nordic countries: A Proposed model for sustainable investment*. **In preparation.**

## MASTER THESIS REPORT

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**Ayensu, F. (2011).** *Asset-Liability Management and Solvency of Insurance companies: Internal Model for Effective Risk Assessment*, **Master Thesis Report**, MSc Insurance & Social Security, Mohammed V University, Rabat, **Morocco**.

## INTERNSHIP PROJECT REPORT

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**Ayensu, F. (2010).** *Duration of Insurance Claims Management at MAMDA: Statistical Analysis and Contributions for Improvement*, MAMDA Assurances, **Internship Project Report**, MSc Insurance & Social Security, Mohammed V University, Rabat, **Morocco**.

## TEXTBOOK PUBLICATION

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**Ayensu, F. (2017).** *Cost & Management Accounting II*: ISBN: 978-9988-2-6504-5.

**Ayensu, F. (2016).** *Cost & Management Accounting I*: ISBN: 978-9988-2-2686-2.

**Ayensu, F. (2015).** *Public Sector Accounting: Ghanaian Context*. ISBN: 978-3-659-81106-7.

## AWARD

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**Award**, *Student of the Year*, Ghanaian Student Community in Morocco, 2007

## LANGUAGES & COMPUTER LITERACY

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- Professional language proficiency: **English & French**;
- Intermediate language proficiency: **Spanish**;
- Basic language proficiency: **German & Arabic**
- High proficiency in Microsoft Office (MS-Word, Ms-Excel, Ms-Access, etc).
- SQL, VBA, SPSS, EViews, Sphinx, Matlab.

## RESEARCH INTERESTS

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- Banking, Financial Markets, Corporate Finance, Investment Analysis, Portfolio Management
- Financial Reporting, Corporate Reporting, Reporting quality

## STRENGTHS/COMPETENCIES

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- Motivated researcher & Experienced lecturer
- Strong oral and written communication skills, Results oriented, Good interpersonal relationship.



## REFERENCES

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Dr. Eric Owusu-Kumih	Dr. Robin Westerik	Professor Nicole Haggerty
Acting Head, Koforidua Campus	Executive Vice President,	Richard Ivey School of Business
Ghana Technology University College	Academic Affairs & Provost	University of Western Ontario
Accra, Ghana	Apollos University	Ontario, Canada
TEL: +233209407463/202625760	Great Falls, Montana, USA	TEL: +151-966-140-25
Email: <i>eowusu-kumih@gtuc.edu.gh</i>	Email: <i>rwesterik@apollos.edu</i>	Email: <i>nhaggerty@ivey.uwo.ca</i>