

**INTERNATIONAL JOURNAL OF
PEDAGOGY, POLICY AND ICT
IN EDUCATION**

Volume 9, September 2021

Copyright 2021

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or translated in any form or by any means electronic, mechanical, photocopying, recording, or otherwise without the prior permission in writing of the copyright owner.

SPECIAL NOTICE

IJOPPIE is available at Africa Journals Online (AJOL).

Authors are advised to read the agreement before submitting their articles, as submission means complete acceptance of the terms and conditions of the contract with AJOL

Editor-in-Chief

©2021

ISSN: 2026-6081

INTERNATIONAL JOURNAL OF PEDAGOGY, POLICY AND ICT IN EDUCATION

EDITORIAL BOARD

Editor-in-Chief

Dr. Naah Yemeh, *Department of English Education. University of Education, Winneba, Ghana*

French Editors

Associate Prof. Robert Yennah, University of Ghana, Dep't of Modern Languages, Legon

Dr. Ahmed Nuhu, Formerly of Catholic University College, Centre for Enrichment Studies,
Fiapre, Sunyani Ghana

Prof D. Y. Amuzu, Department of French Education, University of Education, Winneba

Managing Editor

Assoc Professor (Alhaji) Issifu Yidana, Department of ICT Education, UEW, Winneba, Ghana

Production Editor (Layout & Design)

Dean D. Y. Yemeh, Ghana Education Service, Winneba

Associate Editors

Prof John Emina, Department of Science Education, UEW

Professor Dannabang Kuwabong, Professor, English Department-Humanities, University of
Puerto Rico, Rio Piedras Campus, San Juan, PR

Professor Grace Y. Gadagbui, PhD, Dep of Special Education, University of Education,
Winneba

Assoc Prof Oyaziwo Aluede, Department of Guidance and Counselling. Ambrose Ali
University, Nigeria

Dr Earnest Ngman-wara, Department of Science Education, University of Education, Winneba

Assoc Prof Johnson Nabie, Dep of Mathematics Education, University of Education, Winneba

Editorial Advisor

Dr Seidu Alhassan, formerly with University of Education, Winneba

Past issues on sale: Please provide shipment address. Cost of shipment will be added to the price quoted below.

	In Ghana	Outside Ghana
Price for individuals	GH¢30.00	USD \$20.00
Price for institutions	GH¢35.00	USD \$25.00

The following past issues are available:

Volume 1, Number 1 (January, 2010)

Volume 1, Number 2 (March, 2011)

Volume 2, Number 1 (July, 2012)

Volume 3 (2013)

Volume 4, Number 1 (January, 2014)

Volume 5 (June, 2015)

Volume 6 (February, 2018)

Volume 7 (January, 2019)

Volume 8 (July, 2020)

FORMAT FOR THE SUBMISSION OF ARTICLES

When initially submitting manuscripts soft copies of the manuscript should be submitted to the Editor-in-Chief, Dr Naah Yemeh (dryemeh@yahoo.com). Allow ample margins and type double-spaced throughout. **Papers should not exceed 18 pages including references.** Manuscripts should be accompanied by a letter stating that **manuscripts have not been published or submitted elsewhere.** The letter must provide an email address for further correspondence.

Soft copies should be sent to:

1. dryemeh@yahoo.com
2. ijoppiegh@gmail.com

In order to speed up the publication process and ensure accuracy, authors are encouraged to observe the following:

EITHER

- a) Hard copies: Send three when first submitting your paper.

OR

- b) Soft copies: send via email to: addresses 1 and 2 above.

3. After your paper has gone through the review process, you will be asked to address editorial concerns and return it to the Editor-in-Chief, if it has been accepted for publication. Otherwise, you will be advised to effect necessary corrections and resubmit. Manuscripts accepted for publication comply with the following format:

Title Page: The title page should list:

1. The article;
2. The authors' names and affiliations at the time the work was conducted; and
3. A concise running title.

Abstract: An abstract should be submitted and **should not exceed 150 words** in length. This should be typed on a separate page following the title page. Abstracts should not contain reference citations.

Style and References: Manuscripts should be carefully prepared using the Publication Manual of the American Psychological Association, October 2020, 7th Edition. The reference section must be single-spaced and all works cited must be listed. Avoid abbreviation of journal titles and incomplete information. The following style should be observed:

a. Journal:

Yemeh, Naah (2007). Role of the family in literacy learning of elementary pupils. *International Journal of Multicultural Education* (Vol. 1)

b. Book:

Dundes, Alan (1980). *Interpreting Folklore*. Bloomington; Indiana University Press.

c. Edited Book:

i. *A book with editors:*

Davis, Carol Boyce & Anne Adams (Eds.), (1986). *Ngambika: Studies in Women in African Literature*, Trenton, New Jersey: Third World Press.

ii. *A book with an author who is also the editor:*

Burgess, R. G. (1982). 'The unstructured interview as conversation' in Burgess, R. G. (Ed.), Field Research: A Source Book and Field Manual. London: Allen and Unwin.

For further information, please consult our *call for papers* at the end of the Journal.

Table of Contents

ICT

M-Learning: Survey on Academic Performance of Undergraduate Students During the Covid-19 Pandemic Lockdown in Private Universities in Nigeria, Inaku K. Egere	1
Exploring Gaps in Service Quality and Customer Satisfaction in Mobile Telecom Business in Tamale Metropolis, Ghana, Africanus L. Diedong & Majeed Abdulai.....	31
Digital Media and Design Practices: The Use and Challenges of Information and Communication Technology on Creativity, George Kushiator, Adams Rahman and Hughes Dompok Ofori	54

Pedagogy

Quality Mathematics Education Delivery: Circuit Supervisors' Supervisory Practices from the Lenses Of The Ghanaian Basic School Teacher, Michael J. Nabie.....	78
Effect of Teachers' Self-Efficacy on Motivation and Performance among Selected Senior High School Biology Students in Ashanti Mampong Municipality of Ghana, Michael Adiyiah, Mutangana Dieudonne & Yaw Ameyaw	100
Impact of Closeness Indices on Students Conceptual Understanding in Teaching and Learning of Photosynthesis as a Biological Concept, Michael Adiyiah, Mutangana Dieudonne & Yaw Ameyaw	119

African Studies

The Definition of African Folktales Revisited, Dr Samuel Amanor Dseagu (Retired).....	132
The Livelihood Empowerment Against Poverty (Leap) Programme and the Lives of Persons with Disability in the Effutu Municipality, Ghana, David Naya Zuure.....	146

Legal Pluralism and Conflict Resolution in the Kongo Traditional Area of Ghana, David Naya

Zuure 164

Call for Papers.....197

EDITORIAL

This 9th volume is the second issue since the corona virus pandemic began. We extend a very warm welcome to our authors and readers. The pandemic rages on and researchers round the globe are doing various investigations related to it. We made a call for papers in 2019 and published in June 2020. Right after that, we made another call in August 2020. We are just lucky to maintain our minimum target of one publication per year (12-month intervals). We are grateful that God is helping us to hang in there.

Our call for papers for the current issue (Volume 9) had the theme, *the Global impact of The Corona Virus Disease on Education*.

Once again, our first article of Volume 9 is written by Inaku Egere, who responded specifically to our call for papers on the corona virus. Egere investigated mobile-learning (M-Learning) of undergraduate students in private universities in Nigeria during the COVID-19 pandemic lockdown. According to him, COVID-19 protocols caused a paradigm shift of pedagogy. To evaluate students' performance based on the shift of the learning pedagogy from face to face (F2F) to m-learning, a non-experimental quantitative design was used. A questionnaire was used to gather data from undergraduate students of the Faculty of Education, Veritas University Abuja and the Faculty of Arts and Social Sciences, Catholic Institute of West Africa Port Harcourt, Nigeria. The sample of 233 was derived from a total population of 560 students. Data analysis revealed that, m-learning improved students' performance. To get even better results the study recommended the embellishment of ICT hubs with e-learning facilities throughout Nigeria.

The second article of Volume 9 was authored by Abdulai and Diedong, who examined service quality and customer satisfaction of Mobile Telecom services in Tamale Metropolis in Northern Ghana. The study employed a mixed method research design. The sample size for the study was 401 respondents. Data was sourced from key informant interviews, questionnaires and focus group discussions. The results showed that customers perceived service quality and satisfaction differently. While most Vodafone customers were satisfied with their service, customers of MTN were dissatisfied. The study concluded that some aspects of the operations of both MTN and Vodafone networks require improvement. Service providers need to improve service quality.

The third and final article of the ICT section was conducted by George.

George, Rahman and Ofori believe that since the development of digital media technology, students have embraced the use of Information and Communication Technology (ICT) creativity. However, most of the students have challenges in the use of ICT and this has a negative impact on the pedagogy of creativity in education. To address this issue George sets out to investigate the challenges of using ICT in the creative process. This qualitative approach, a purposive sampling method used a sample of 150 students from the Communication Design Programme. The Statistical Package for Social Sciences (SPSS) was used to analyze the data. The results indicated that most of students lacked competence in using ICT on creativity. It is recommended that students are taught how to develop new concepts and ideas for creativity.

In the Pedagogy subsection, Nabie investigated the interactions of Circuit Supervisors (CSs) with basic school teachers in Ghana. The objective of these interactions was to facilitate the effective teaching of mathematics. The participants of the study were 55 basic school teachers (43

males 21 females). A 20-item anonymous questionnaire was used to gather data regarding CSs activities in the schools of participants. The data were descriptively analysed. The results showed that the feedback provided by CSs, which was intended to support instructional delivery was “at variance with mathematics teacher needs for effective practice and contrary to curriculum recommendations.” The researcher suggested a qualitative study involving the CSs to generate further data to analyse with a view to address the challenge of effective mathematics instruction at basic schools in Ghana.

Adiyiah, Dieudonne and Ameyaw investigated the effect of teachers’ self-efficacy on students’ performance. They asserted that lately, data on Senior High students’ Biology performance had been on serious decline nationwide. They therefore set out to examine the effect of teachers’ self-efficacy on students’ motivation and performance in biology. Six teachers and one hundred and twenty students from two Senior High schools in the Ashanti Mampong municipality of Ghana were the participants. The data collection involved the use of three instruments namely teacher self-efficacy questionnaire, students’ motivation questionnaire and photosynthesis achievement test items. The results were analysed using Pearson product-moment correlation and one-way ANOVA. The findings revealed that teacher’s self-efficacy motivated students and resulted in better academic performance in biology.

These authors conducted a quasi-experimental study using concept mapping and its closeness indices assessment scheme as an alternative learning and assessment strategy. This was necessitated by prevailing inefficient rote learning technique, which could not help students to understand concepts and perform well in biology. A sample of students in the Ashanti Region of Ghana participated in the study. Data collection involved the use of an interactive 5-Es constructivist instructional model delivery, regularly using closeness indices scores and students’

performance test scores in photosynthesis. Analysis was done via one-way Anova statistical tool of SPSS version 21 software. The findings indicated that regular use of closeness indices assessment strategy positively influenced students learning outcomes. Specifically, it promoted their critical thinking and enhanced their conceptual understanding, which resulted in improved academic performance in photosynthesis among participating students of different abilities.

African Studies is the final section of IJOPPIE Vol 9. Dseagu's article on folktales starts the section. Dseagu's paper takes exception to Bascom's (1965) definition of African folktales as fiction that is not taken seriously in traditional societies in contrast to legends and myths. The paper adduces evidence to support the assertion that Bascom's (1965) view of African folktales is "unsustainable". It further asserts that Bascom's definition of folktales had been "discredited long ago". The paper therefore calls on African educators to discard Bascom's (1965) "fallacious" views on African folktales.

Next, under African Studies is Zuure's article on legal systems.

The study examined similarities and differences between the traditional court in Kongo and the modern state-court operating in the area. Additionally, the study explored the prospects of the traditional court in conflict resolution. This qualitative study used the case study design. Sixteen participants were purposively and conveniently sampled and interviewed for data. The findings revealed that the Kongo traditional court and the modern state court had similarities and differences in their approach to conflict resolution. It was also revealed that the Kongo indigenous mechanism to conflict resolution had great prospects. It was therefore, recommended that the two court systems in the area should collaborate for more effective conflict resolution, leading to a more peaceful and harmonious life.

In the third article under African Studies, Zuuri examined the influence of Livelihood Empowerment Against Poverty (LEAP) on household food consumption, access to health services, and children's school attendance of persons with disabilities in the Effutu Municipality in the Central Region of Ghana. The study adopted the qualitative research approach. A sample of thirty-four persons was purposively and conveniently selected to participate in the study. A semi-structured interview guide was used to gather data. The findings revealed that the LEAP programme had a positive influence on household food consumption, access to healthcare, and children's school attendance among PWD beneficiaries in the Effutu Municipality. Zuuri recommended that the programme be regularly reviewed to ensure that it achieves its goals.

Editor – in – Chief

September, 2021

EXPLORING GAPS IN SERVICE QUALITY AND CUSTOMER SATISFACTION IN MOBILE TELECOM BUSINESS IN TAMALE METROPOLIS, GHANA

By

Africanus L. Diedong

Department of African and General Studies

&

Majeed Abdulai

C/o Makemba Broadcasting Company (Diamond FM), Tamale, Ghana

Simon Diedong Dombo University of Business and Integrated Development Studies, Wa, Ghana

ABSTRACT

In Ghana a main issue confronting customers of Mobile Telecom networks is service quality and customer satisfaction. Studies conducted have targeted service quality issues from the service providers' perspective. This has possibly nudged Telecom network companies to improve their services. The National Communications Authority in Ghana has taken some steps to address the issue. Yet customers seem dissatisfied. The study examined service quality and customer satisfaction of Mobile Telecom services in Tamale Metropolis. The study employed a mixed method research design. The sample size for the study was 401 respondents. Data was sourced from key informant interviews, questionnaires and focus group discussions. The results showed that customers perceived service quality and satisfaction differently. While most Vodafone customers were satisfied with their service, customers of MTN were dissatisfied. The study concludes that some aspects of the operations of both MTN and Vodafone networks require improvement in order to meet customer satisfaction and quality standards. Service providers need to improve service quality through effective application of new technology.

Keywords: Mobile Telecom Networks, Customer Satisfaction, Quality Standards, National Communication Authority, Ghana

INTRODUCTION

The National Communications Authority (NCA, 2018) has documented complaints about poor service quality of Mobile Telecom Companies in Ghana. Measures the NCA has taken against defaulting Telecom operators include fines and sanctions. Four Mobile Telecom network companies have license to operate in Ghana and two of these offer fixed-line services. The four are: MTN, Vodafone, Airteltigo and Glo Mobile. Vodafone and Airteltigo offer additional services in fixed-line connectivity. The quality of service provided by the operating networks remains a matter of concern to end users. According to Amenyo (2011) many people have often complained about the frequent call drops, delays in call set-ups and call congestion. The challenges of customers were highlighted in May of 2010 when the Consumer Protection Agency (CPA), an advocacy group in Ghana asked end users in the country to switch off their phones for at least six hours in protest against "poor services" by the operators. This move was to highlight the difficulties end users go through in the use of their chosen Mobile service (Magdaline, 2013).

These complaints have awakened mobile phone service providers such as MTN, Vodafone, Airteltigo and Glo to adopt measures from time to time to satisfy their customers. For instance, since 2009 MTN has spent about US \$200million in network upgrade and expansion and in September 2010 MTN invested US\$ 350million in a new switch technology called "the blade cluster" to improve network quality and customer experience in Ghana (Nimako & Azumah, 2009).

Despite the promises of good network quality subscribers of both MTN and Vodafone and the other mobile networks in Tamale still experience poor network service in the form of "call

drops”, “misdirection of calls”, “out of coverage area notices” and a general difficulty in making calls. The NCA conducts periodic monitoring of quality of service delivered in the telecom sector. One such report based on findings in Northern Region from 10th February to 4th March 2016 was published for all operators by the NCA on its official website. The main question the study attempted to answer was: How do customers assess service quality of Mobile Telecom networks in Tamale Metropolis of Ghana?

GAP MODEL OF SERVICE QUALITY ADOPTED FOR THE STUDY

The model was designed to analyse the dimensions of service quality that provides an important framework for defining and measuring service quality. They developed the GAP Service Quality Model (Figure 1) through the findings from exploratory research that contains in-depth and focus group interviews. GAP Service Quality Model showed the major findings achieved through the executive interviews and focus group interviews about the service quality concept. The gaps revealed were shown in the marketer side (GAP 1, GAP 2, GAP 3, GAP 4), and the GAP 5 which was formed by the focus group interviews was in the end-users side of the model. The GAP relations and names as indicated by Parasuraman, Zeithaml and Berry (1985) and Lovelock and Wirtz (2011):

GAP 1: Customer expectation-management perceptions gap, *The Knowledge Gap*.

GAP 2: Management perception-service quality specifications gap, *The Policy Gap*.

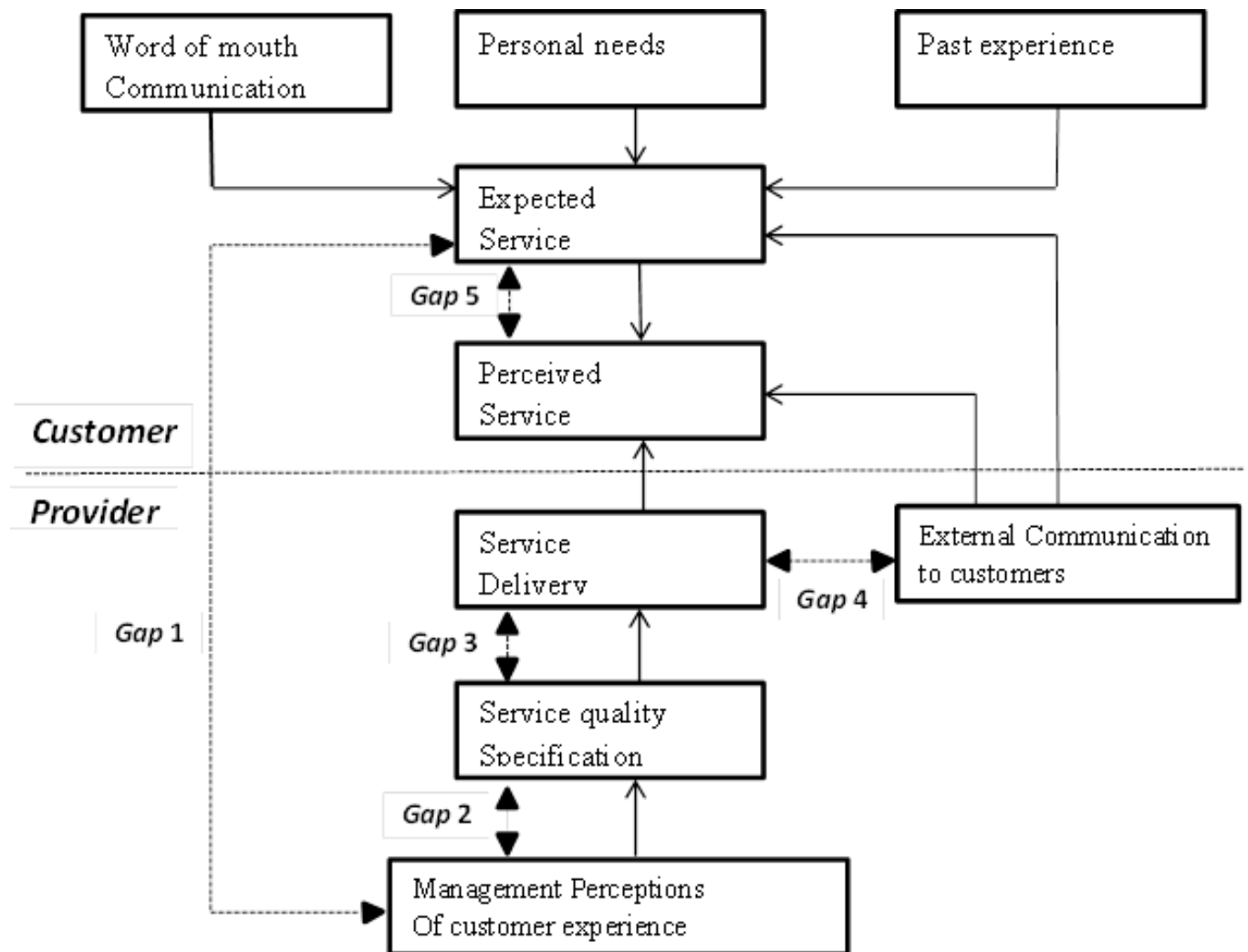
GAP 3: Service quality specifications-service delivery gap, *The Delivery Gap*.

GAP 4: Service delivery-external communications gap, *The Communications Gap*.

GAP 5: Expected service-perceived service gap, *The Service Quality Gap*.

Lovelock (1994) added the sixth gap to the model as GAP 6: Service Delivery and Perceived Service, *The Perceptions Gap*. According to the responses of focus group participants, the judgments of high and low service quality depended on how consumers perceived the actual service performance in the context of what they expected, and GAP 5 showed the expected service-perceived service gap. After the gaps modeling, the determinants of service quality that consumers used when interpreting the quality were described (Emel, 2014 p. 83).

Figure 1: Gap Model of Service Quality



Source: Adopted from Parasuraman, Zeithaml and Berry (1985)

This model was adopted for the study because the gaps identified in this model are what shapes and determines customer perception in the Mobile Telecom industry. Therefore, the study sought to find out whether customers of Mobile Telecom networks in Tamale Metropolis have an idea about service quality gaps/determinants as presented in the Gaps Model. And if they do, how do they assess the performance of the Mobile Telecom company's service they use in relation to their knowledge about the gaps in service quality. The gaps model sees the idea of service quality or otherwise to be the interplay between the various gaps. Gap 1 entails the management perceptions of customer experience leading to Gap 2, which is customer service quality specifications. This leads to the service delivery system in gap 3 having interplay with gap 4, which is the external communications to customers. The gap 4 leads to two adjoining gaps in gap 5 which is perceived service and then a further gap 6 which is expected service. The customer's word of mouth communications, personal needs and past experiences all depend on the quality of service enjoyed from the service provider. The weakness of the model is that it equates service quality to awareness about service quality gaps. But literature shows that poor service delivery goes beyond merely knowing about gaps.

**CUSTOMER EXPECTATIONS AND SATISFACTION ABOUT SERVICE DELIVERY
OF TELECOM COMPANIES IN TAMALE METROPOLIS**

The National Communications Authority (NCA) reported more complaints from customers about poor services of Mobile Telecom network companies more than any other service industry in its periodic publications on Cellular Mobile Consumer Satisfaction Survey for 2012/2013 (Samuel & Arnold, 2014). This trend of continuous complaints from customers about service

quality necessitated the adoption of Mobile Number Portability (MNP) in 2011 by the NCA which took effect on 7th July, 2011. MNP is a mechanism to check poor service quality that ensures that customers of Mobile Telecom networks switch to a different network whilst still keeping their mobile phone number. Its introduction was seen as a way of giving more power and control to the customer to decide which mobile network operator they want to receive services from. However, MNP has contributed less in checking poor service quality in the telecom sector. This has therefore kept industry watchers in awe about what exactly needs to be done to propel decent and quality service delivery in the Ghanaian Mobile Telecom Industry.

The Tamale Metropolis has access to telecommunication service providers such as Airteligo, Vodafone, MTN and Glo. Broad band internet and data services are also available in the Metropolis and serves as a link to the worldwide web (TaMA, 2016). The NCA's periodic publications on Industry Information-Telecom Subscriptions for January, 2016 have included pockets of service quality drawbacks from the Tamale Metropolitan area. Whilst some of these findings genuinely identifies some operators to be non-existent in locations they claim to be, others relate to poor service delivery for which occasional fines are slapped on these network operators. At other times, customers are made to benefit based on compensation packages that the network operators are made to pay for poor quality service. For instance, the National Communications Authority's annual report in 2017 showed that the voice service of Expresso was not available in the entire Northern Region prior to the revocation of their license a year later.

Mobile phones are a useful technology to inhabitants of the study area because Hamdiya and Paul, (2012) found out that mobile phones were predominantly used by farmers of Kanvilli, a suburb of Tamale to link family/friends and requesting for farm inputs. This enhanced

communication and saved time. However, farmers were faced with challenges of poor services such as no reception, calls ending unexpectedly and poor sound/breaking up of sound.

Inhabitants in the study area therefore rely on Mobile networks services for agricultural uses, business and social networking. The NCA frowns on poor service quality issues customers face in the Telecom industry. With service quality parameters such as: service availability, service accessibility, service reliability, billing performance and help/enquiry services among others, which are all calculated in percentages, and the NCA monitors service providers. NCA hopes that each of the Mobile Telecom network service providers is able to meet about 90% of each of these parameters (NCA, 2018). Periodic assessments are carried out by the authority to ascertain whether service providers are able to meet these parameters based on which sanctions are applied if the need arises.

METHODS

The study employed a mixed method approach. Two focus group discussions were held - one focus group was for customers while the other was for vendors who deliver services to customers of these networks. There were 10 participants in each focus group consisting of customers and vendors. Key informant interviews were conducted for one respondent each from the Mobile Telecom network service providers and one from the industry regulator, the NCA.

The total population of the Tamale Metropolis is 233,252, (Ghana Statistical Service, 2010) representing 9.4 percent of the region's population. Available information indicates that of the population 12 years and above, 53.7% have mobile phones, representing about 125,256 mobile phone users in the metropolis. The proportion of males who own mobile phones (55.5%) is higher than that for females which is 44.5%. However, in terms of usage and choice of subscriber, the total number of subscribers for MTN in the Tamale Metropolis as at February 2018, were 47, 648.

That of Vodafone for the same period was 31, 385, comprising mobile voice subscribers. The total number of mobile phone users relevant for this study in the Metropolis is 79,033. This represents the part of the population that subscribes to the services of MTN and Vodafone, representing 33.88% of the total population of the study area. The sample size determination formula of Yamane (1967) was used to obtain a sample size of 398. Two market leaders – MTN and Vodafone were purposefully sampled for the study. The responses of two service providers that is one each from MTN and Vodafone and one National Communications Authority staff was collected. Questionnaires were administered to respondents (customers) through proportional quota sampling as indicated in Table 1:

Table 1: Proportional quota sampling

COMMUNITIES	POPULATION	QUOTA (%)	NUMBER OF RESPONDENTS
Sakasaka	485	5	20
Kukuo	10,677	50	200
Kalpohini	7,440	25	98
Zogbeli	1,149	10	40
Malishegu	460	5	20
Others	930	5	20
TOTALS	21,141	100	398

Source: Field Survey, 2018

FINDINGS

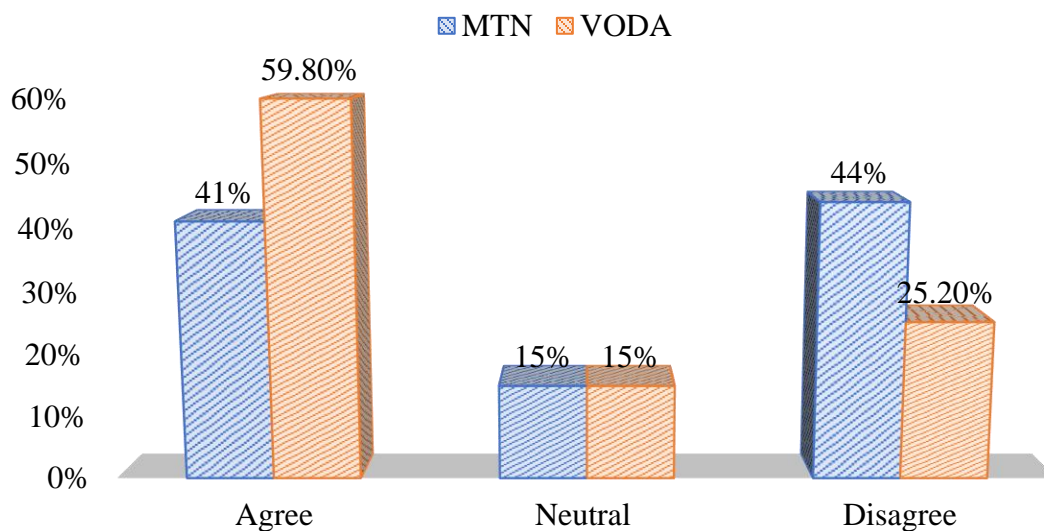
On factors that account for poor delivery of services, the Regional Coordinator at Vodafone Ghana noted: “You see, the resources is one, because the business might not have the resources to deploy a cell site in every area. And at places we want to site one, we have to acquire a permit from the Environmental Protection Agency, which is sometimes denied. At other times too, we have cable theft or fibre cuts at places due to road construction or farming activities. So all that are

big challenges we face which leads to poor service quality.” According to the Frontline Agent at MTN Ghana, factors that lead to quality service delivery refer to our ability at MTN Ghana and Tamale branch specifically to provide voice clarity and the speed that the customer gets in accessing the network.

From the industry regulator’s perspective, the Assistant Manager in charge of Consumer and Corporate Affairs at the National Communications Authority (NCA) said:

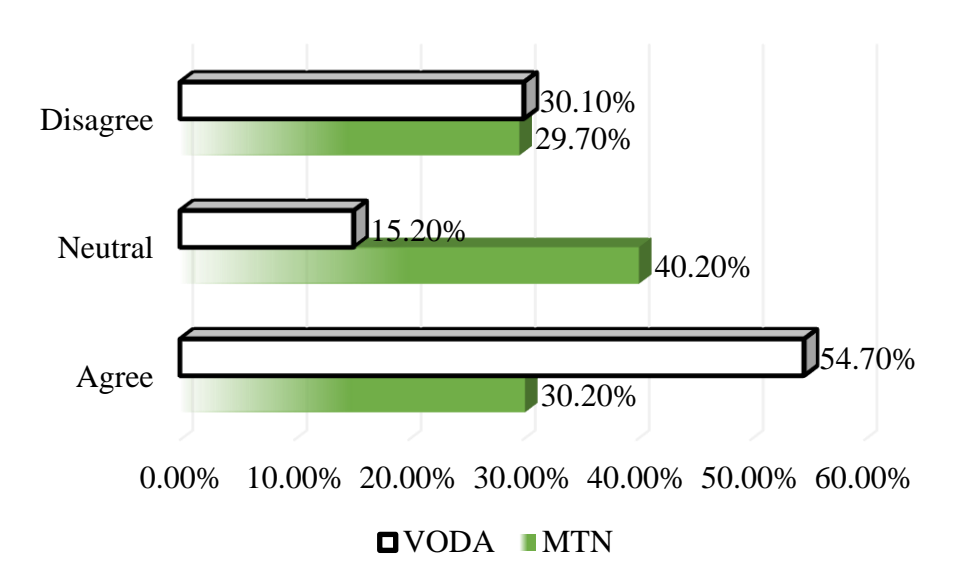
As an organization, all the network operators are aware that we conduct quarterly quality of service monitoring. We have a van and we do a drive test and we collect data and the locations sometimes are not indicated to them so that they will easily go and improve quality there. What we do is that we do it every quarter and we don’t tell them that we are going to Sagnarigu or we are going to Kukuio, we just go and we don’t even inform them that this is the time we are doing quality of service monitoring.

Figure 2: Respondents’ views on dependability of Vodafone/MTN’s service



Source: Field Work, 2018

Figure 3: Views of respondents on whether employees of Vodafone/MTN are Polite



Source: Field Work, 2018

Table 2: Customer satisfaction of MTN and Vodafone services

Responses	Vodafone		MTN	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	123	30.6	40	10
Agree	198	49.4	141	35
Neutral	40	10	60	15
Disagree	20	5	100	25
Strongly Disagree	20	5	60	15
Total	401	100	401	100

Source: Field Work, 2018

The Frontline Officer at MTN Ghana Tamale noted:

Satisfaction of customers in the telecom industry has to do with getting your customers the network coverage at each location they are found. For Tamale, our coverage is 100%. For voice, regardless of location, our customers are satisfied but for data, there may be complaints when the person uses a device that is not 4G configured.

The views of the industry regulator on satisfaction of customers during the key informant interview focused on capacity of the Mobile Telecom network operators to satisfy their end users.

The Assistant Manager in charge of Consumer and Corporate Affairs at NCA said:

From my perspective, personally I think that if you look at the voice quality of Vodafone, they have a very good voice quality when it comes to voice and MTN also has very good data quality because of the 4G that NCA auctioned to them. So they are the only network using 4G except the other 4G services such as Surfline and then Busy Internet and the other people. But when it comes to those who do voice and data, MTN has very good quality data because of the 4G and the rest but when it comes to voice, I think Vodafone is ahead of them in terms of voice. So they all have what we call competitive advantage. The voice is an advantage, we think that data is now ruling the world but I can still tell you that especially our part of the world, because majority are illiterate and can't read and write so data doesn't have meaning for them so the voice too they also cherish the quality of the voice.

The use of modern equipment can propel quality of service in the Mobile Telecom industry due to the ongoing trends in technological advancement. Majority of the respondents, 50% chose

Vodafone ahead of MTN when asked about whether their mobile network company (Vodafone or MTN) had modern equipment or used modern equipment in their operations to ensure quality service delivery. About 25% of the respondents said MTN had modern equipment ahead of Vodafone. Twenty-five percent said both networks had modern equipment. This means that there is a strong perception among customers of MTN and Vodafone that their Mobile Telecom network uses modern equipment in their operations.

As regards effects of quality service on their business, the study revealed that a total of 50.30% of Vodafone respondents agreed that quality service affects their business. About 49% of respondents of MTN agreed that their network's poor-quality service affects their business. About 39.7% of Vodafone respondents in the study did not respond to the question on this matter whilst 25.10% of MTN respondents failed to respond on this matter, hence were neutral. The MTN network had 25.10% for the disagree scale while Vodafone had 10% of their customers disagreeing to this point. During the key informant interview on this issue, the Regional Coordinator of Vodafone Ghana in Tamale said:

We all know that this time everything is ran on technology. So we are there as a solver of problems. Whatever the client is using the service for is the person's business so if it's communication from one end to another without even generating revenue for the person doing it, it's the person's business. We are very cautious of that, to ensure the best of service to our clients.

On value for money for service rendered, 15.1 % of Vodafone end users strongly agreed that they get value for money from their network whilst only 5% of MTN respondents strongly agreed that their network provides them with value for money services. For Vodafone, 20.1% of the end users agreed but not strongly that they get value for money. And 34.7% of MTN

respondents agreed but not strongly that their network provides them value for money services. About 39.7% of Vodafone respondents and 20.1% of MTN respondents remained neutral. On the disagree scale, a total of 15.1% each of MTN and Vodafone respondents said their network does not provide them with value for money services. The rest of the respondents, a total of 10.1% for Vodafone and 25.1% of MTN respondents said their network does not provide them with value for money services as they strongly disagreed.

According to service providers, value for money issues is dependent on the charges they do for services customers received from them. For the Regional Coordinator of Vodafone Ghana, said the rate at which they charge their customers for services and the promotions they give out are enough pointers that customers get value for money for using Vodafone. According to him, this places every customer at a position to get and enjoy what he/she can afford. When asked about the value for money issues, he said:

If you ask me, yes! You see it is not just the case, but we have a standard price. And I think the standard price is Ghp0.08 per minute. There is no much difference in terms of pricing. But you know we all have promotions that we run. For instance, I will offer GhS 10, GhS 11 for let's say 1000 minutes of calls on-net that is say Vodafone to Vodafone and I may offer you again 120minutes off-net that is from Vodafone to competition. Then I might give you some 250 megabites of data, so those are the things.

The industry regulator has an eye on value for money issues. The Assistant Manager in charge of Consumer and Corporate Affairs at the NCA alluded to the fact that the authority has put in place enough measures to ensure customers get value-for-money in relation to what they spend using their chosen telecom network service. He mentioned some of them as certain

operational parameters such as billing feedback, to enable customers instantly receive messages from service providers about how much they have spent on a call. Then there is also a regulation that makes service providers notify customers before migrating them from their data bundle to their main balance if the bundle elapses.

On respondents' views on customer care as against expectations, the study revealed that while no MTN customer strongly agreed to standards in customer care from their network's perspective, 10.1% of Vodafone respondents strongly agreed that their network has a better standard and customer expectations than MTN. About 39.7% of Vodafone respondents agreed but not strongly that their network has a better customer service standard and MTN had 40.2% of them agreeing that their network has a better standard and customer care than Vodafone. The neutral scale saw 30.2% of respondents for MTN and 25.1% respondents for Vodafone. On the disagree scale, about 14.6% of MTN respondents and 15.1% of Vodafone respondents said their network does not match current standards in customer care and expectations. About 10.1% of respondents of Vodafone said their network does not match up to current standards in customer care and expectations. About 15.1% of the respondents strongly disagreed.

An Assistant Manager in charge of Consumer and Corporate Affairs at NCA in response to the issue said:

For us at NCA, yes we have standards in customer care. For instance, we do regular check-ups on their customer care centres to find out how long customers wait to be served. We also do check to see how many customer care agents or if you like tellers that they have. Aside that we have what we call the complaint mechanism. I think we set all those standards for them and it's the same across board. They all have to abide by it.

On the other hand, the Regional Coordinator at Vodafone Ghana in a key informant interview disclosed that in order for them to align the standards in customer care to meet customer expectations, they engage in constant training of staff. The Front-Line Officer at MTN Ghana gave a similar response like his competitor at Vodafone.

DISCUSSING THE QUALITY OF SERVICE OF MOBILE TELECOM OPERATORS IN TAMALE METROPOLIS

It was revealed that half of the customers of Mobile Telecom services knew about the service quality gaps as presented by Parasuraman, Zeithaml and Berry (1985). Forty percent of the respondents had no idea about the service quality gaps. Ten percent of respondents were neutral or said they did not know or would not comment on it. Even though all respondents had some form of formal education, it is not enough to fully understand quality issues in the Mobile Telecom industry. It is based on knowledge about the service quality gaps that customers can understand the difference between what their network service provider offers and what their perceptions and expectations are. This finding confirms what Emel (2014) and Sanjay and Garima, (2004) identified in their respective studies on the gaps model. This means service quality is interpreted very well if one has an idea about the gaps.

On the issue of which of the two networks provided dependable services to their customers, the results showed that about 25% of some customers of Vodafone strongly agreed that indeed Vodafone is a dependable network in terms of services. MTN had a total of 10% of their customers who strongly agreeing that their network offers dependable services. According to Nigel, Jonathan and Britt (2004) the rapid expansion of the Mobile Telecom markets is clearly linked to liberal regulatory environments, where operators have been given freedom to respond to customer requirements, hence making these operators dependable according to customer needs. This is the

case in Tamale Metropolis because 35% of respondents agreed that their Mobile Telecom network service providers offer them dependable services. However, on the disagreed scale 44.5% of customers raised issues about how dependable Telecom network services were. Samuel and Arnold (2014) note that the goals set by government have only partly been met especially with respect to the development in mobile service quality in rural areas – and the quality of service is still low and has even deteriorated on some indicators. There is, therefore, a widespread dissatisfaction with the general Telecom development in Ghana among users as well as policy decision makers and administrators. The findings of Florian and Soeren (2015) on dependability of network service revealed that having the most reliable network in terms of fewest dropped calls and outages, and constant access to data is overwhelmingly the most important attribute in terms of network choice. It implies that customers switching intentions are dictated by how dependable their Mobile Telecom network service provider is able to provide their needs.

Keeping promises to customers was seen as a factor that determines service quality. The study revealed that 30% of Vodafone customers and 10% of MTN customers have agreed that the two networks keep promises; some other respondents such as 19.5% for MTN and 5% for Vodafone disagreed that the networks keep their promises to customers. Adjetei (2012) has expressed doubts as to whether Ghanaian Mobile Telecom companies have policies to guarantee total satisfaction of their customers through promises they make.

The next factor that determines service quality considered in the study was fair charges in terms of the amount of money customers pay for services. About 5% of the MTN respondents in this study agreed that their network has fair charges whilst 10% of the Vodafone respondents agreed that their network has fair charges for them. Twenty-five percent of the MTN respondents in the study disagreed strongly that their network charges them fairly, whilst 20% of the Vodafone

respondents disagreed strongly that the charges of their network were fair. The rest of the respondents, representing 25% remained neutral on this factor. According to NCA's publication of February, 2016, MTN and Vodafone charge the same amount of Ghp 0.11 on net and Ghp 0.13 off net for calls. Both networks, however, have slightly different charges for Short Message Services (SMS). While MTN charges Ghp 0.045 for SMS on-net, Vodafone charges Ghp 0.055 for SMS on-net. Also, MTN charges Ghp 0.055 for SMS off-net whilst Vodafone charges Ghp 0.065 for SMS off-net. Scott, Jonathan and Britt (2004) note that the findings on charges of the Mobile Telecom industry players recognizes that its next 1billion customers will be won by companies that develop business models that work for poorer people in Africa. This presents big opportunities for the delivery of pro-poor services in terms of call and SMS charges.

The results showed that 5% of MTN respondents agreed that their network provides them with value for money services. For Vodafone, 34.5% strongly agreed that their network provides them value for money services. On the strongly disagree scale, a total of 20% of MTN respondents said their network does not provide them with value for money services. Twenty percent of Vodafone respondents said their network does not provide them with value for money services. The rest of the respondents, about 20% from both networks remained neutral in their responses on this issue. Value for money is one of Mobile Telecom industry's developmental issues that was captured in a study titled: 'Telecom Consumer of the Future' (Florian and Soeren, 2015). The two researchers in the study identified it as a very important customer-centered measure that will lead to growth in Telecom companies in competition. According to them, retail access provisions and value-for-money offerings are both classified under data utilities which if Mobile Telecom companies pay attention to, they can achieve 'higher potential profitability'.

The effects of Mobile Telecom network service on business were viewed from either positive or negative angle. When service is poor, it leads to a negative effect and vice versa as customers spend more than they should on services. On the issue of service quality effects on businesses of customers, the study took two issues into consideration: value-for-money and how beneficial the service is to the customer in terms of their business. The former has already been discussed in a previous section. The study revealed that 10% of MTN customers strongly agreed that usage of their network is more beneficial than others. For Vodafone, 39.5% strongly agreed that using their network is more beneficial than others. Five percent of MTN respondents strongly disagreed with the assertion that using services of their network company is beneficial. On the other hand, 20% of respondents of Vodafone said using the services of their Mobile Telecom network is not beneficial as they disagreed strongly with the statement on benefits. About 25.1% of the other MTN respondents and 39.7% of Vodafone respondents did not respond to this question or chose a neutral position on the issue of benefits.

The issue of likely effects of poor-quality service on customers of Mobile Telecom networks hinges on the uses of mobile phones as captured by Scott, Jonathan and Britt (2004), who note that it saves time, makes business more dynamic, improves financial management, all of which tend to improve household income and reduce risk in African settings. In each of these, when service delivery is poor, it would affect customer's businesses negatively and vice versa.

Mobile Telecom networks see the use of modern equipment, current technology and prompt service delivery as some of the standards in customer care and expectations marching. Standards in customer care are dictated by the regulator, the NCA in Ghana. The standards have some universal points of agreement in the service industry which is mandatory. For the NCA the notable points are: the length of time customers spend in getting complaints resolved by the service

providers, the manner in which complaints are resolved and based on these, a complaint mechanism is put in place for compliance. The NCA has measures in place to check all of these and ensure they are being followed. From time-to-time, these standards in customer care are modified. This is to ensure that the telecom industry in Ghana has standards that conform to global standards in the Mobile Telecom network service industry. These requirements and results are similar to Jennifer's (2015) study on: "Responding to problems faced by Telecommunications Consumers in Australia." The NCA also has billing notification which is a requirement for service providers to comply with, such that when a customer has exhausted data bundle on their account, they have to be notified. Based on the responses provided, customers have some reservations about Telecom service providers' compliance with the required standards of service delivery.

CONCLUSION AND RECOMMENDATIONS

Customers perceive satisfaction and quality service in different ways. While most Vodafone customers were satisfied with the service they received, most customers of MTN were dissatisfied. Customers are not satisfied with service providers in terms of dependable service. Customers of both networks reported that poor service quality affects their businesses in terms of spending. Customers highlighted how poor services can derail their efforts at profit-making in businesses.

However, both companies had similar standards in terms of customer care and expectations on the nature of services they render. Customers of Vodafone were slightly positive about their network's standards in care and meeting their expectations on average than MTN customers. The study concludes that certain aspects of operations of both MTN and Vodafone networks have to be improved in order to meet customer satisfaction in Tamale Metropolis. The respective networks

have over the years concentrated much on information technology upgrading, which does not necessarily translate into decent services for customers.

Each of the network has one quality of service drawback or the other from time to time to contend with. Customers acknowledged the challenges of unsatisfactory service delivery by Telecom operations and tried to manage the situation by using more than one network. Customers noted that the strategy help them keep a balance in the service they receive so that when one Mobile network fails, the other could work for them.

The study concludes that license revocation by the NCA seems a better way of ensuring Mobile Telecom networks services meet expected standards. However, the frequency of this action seems slow because only Expresso has had its license revoked. It is important that service providers take steps to improve service quality through effective application of new technology. This will enhance service quality as usage patterns expand to capture data with the emergence of smart phones and other digital technologies.

It is recommended that more customers take advantage of Mobile Number Portability (MNP) to switch service providers whilst still maintaining their existing mobile phone number. This is because most customers are unaware of the advantages that go with MNP. Hence, customers express regret for using a particular service but are unaware that leaving a service provider does not lead to losing their mobile phone number. There is a gap in educating the public on the MNP, which requires a joint coordinated effort of service providers and NCA to fill.

The NCA needs to firmly enforce rules and regulations on standard performance practices in the Telecom industry by for instance, revoking the licenses of recalcitrant companies, who flout such rules and regulations.

Service quality can only be guaranteed if there is a solid infrastructure base to propel effective connectivity among mobile devices. Fibre cuts and cable thefts which are identified as some of the causes of breaks in service delivery by the Mobile Telecom networks. The problem can be addressed through a joint effort of the service providers to design and build a robust security system to monitor and safeguard their infrastructure and other vital equipment spread across Ghana.

REFERENCES

- Amenyo, G. (2011). Five Telcos Punished for Providing Poor Services, An article published in the Daily Graphic on Friday, 30th December, 2011.
- Ernest, K. T. and Chosniel, E. O. (2013). Customer Retention in the Ghanaian Mobile Telecommunication Industry. *European Journal of Business and Social Sciences*, Vol. 2, No.7. 136-160.
- Florian D. and Soeren G. (2015). *The Telecom Consumer of the Future. An A.T. Kearney Analysis Publication on the Trends in Telecom Industry in Europe*. Westville, KwaZulu- Natal: Reach Publishers
- Ghana Statistical Service (2014). 2010 Population and Housing Census: District Analytical Report; Tamale Metropolis. Accra: Ghana Statistical Service.
- Hamdiyah A. and Paul A. K. (2012). The Use of Mobile Phones by Small Scale Farmers in Northern Ghana: Benefits and Challenges. *Journal of Entrepreneurship and Management*, Volume 1 Issue 3. 40-45.

International Telecommunications Union (2007). *Telecommunication/ICT Markets and Trends In Africa 2007*. Report prepared by the Market Information and Statistics Unit of ITU's Development Sector for the Connect Africa Summit in Kigali, on 29th to 30th October, 2007 Rwanda.

International Telecommunications Union (2011). *Trends in Telecommunications Reform 2010-2011: Enabling Tomorrows Digital World* ITU, Geneva, Switzerland.

Lovelock, C. (1994) *Product Plus: How Product + Service = Competitive Advantage*. New York: McGraw-Hill.

Lovelock, C. and Wirtz, A. (2011) *Services Marketing-People, Technology, and Strategy*. 7th Edition, Pearson Prentice Hall.

Magdalene, O. D. (2013). *Service Quality and Customer Satisfaction in the Tele communication Industry. A Case of Millicom Ghana Limited (TIGO)*, University of Ghana <http://ugspace.ug.edu.gh>.

National Communications Authority (2017). *Quarterly Statistical Bulletin on Communications in Ghana, Volume 2 Issue 3, Third Quarter July – September 2017*. Retrieved from: www.nca.org.gh.

National Communications Authority (2018). *Mobile Network Operator's Voice Statistics for 2018, January Report*. Retrieved from www.nca.gov.com.

National Communications Authority (NCA, 2016). *Quality of Service (QoS) Monitoring of Cellular Mobile Voice Services in Northern Region, February 2016*.

Nigel S., Simon B., Jonathan R. and Britt J. (2004). *The Impact of Mobile Phones in Africa*, Prepared for the Commission for Africa (Final draft 19/11/04).

Nimako S. G. and Azumah F. K. (2009). *An Assessment and Analysis of Customer Satisfaction with Service Delivery of Mobile Telecommunication Networks in Ghana*. A Master's Thesis Submitted to Lulea University of Technology, Sweden.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *The Journal of Marketing*, VI. 49, No. 4, 41-50.

Samuel, K. F. and Arnold, K. B. (2014). Quality Service Delivery in the Telecommunication Industry of Ghana: The Perspective of MBA Students of Sikkim Manipal University. *International Journal of ICT and Management*, Vol – II, Issue – 2. 17-26.

Tamale Metropolitan Assembly (2016). *The Composite Budget of the Tamale Metropolitan Assembly for the 2016 Fiscal Year*, Tamale Metropolitan Assembly, www.mofep.gov.gh

Yamane, Taro. (1967). *Statistics, An Introductory Analysis, 2nd Ed.* New York: Harper and Row.

CALL FOR PAPERS

The journal is calling for papers on the theme:

The Global Impact of COVID-19 on Education

In view of the new world order brought about by COVID-19, the Journal invites articles that address research, theory or practice in pedagogy, Language Policy and ICT in education, with specific reference to the impact of COVID-19 on education. The Call is open from 30th September to 31st December 2021. Accepted articles are expected to be published in the first quarter of 2022. Depending on response the publication could be earlier.

Submission “Protocols”

Preliminary requirements: All articles should have the following subheadings in the body as the organizing principle: *topic, abstract, the problem, objectives/purpose, research questions or hypotheses, significance of the study, methodology, the results/findings, discussion of findings, conclusion and recommendations* (may include suggestions for further research) and *references*. **NB:** Articles that disregard these preliminary requirements would be deleted, with no further action taken.

1. A cover letter should accompany each article. **It should include all authors’ names and institutional affiliation.** The cover letter should have the **email of the corresponding author**, to whom all correspondence regarding the article would be directed. The mailing address, to which copies of the journal, after publication, would be shipped should also be provided.
2. **Every effort should be made to see that the manuscript itself contains no clues to the authors.** The cover page should contain the title of the manuscript, names and addresses of the authors.
3. Manuscripts should not exceed 18 pages including the references. The abstract should not exceed one hundred and fifty (150) words. Typescripts should be Times New Roman on A4 paper, double-spaced and typed on one side only, if printed. Pages should be numbered. About five keywords that best describe the article should be provided.
4. Letters to the Editor are encouraged to promote interactivity and healthy debate on current research issues regarding COVID-19. Such letters should not be more than 1000 words. **They should include all authors’ names, degrees, institutional affiliation and contact address.** Again, letters should use references to strengthen arguments being made.
5. Articles must be original, coherent, logical and devoid of typographical errors.

6. Referencing should follow the American Psychological Association (APA 7th Edition, 2020) manual of publication. Authors must painstakingly match in-text citations with end references to ensure **that authorities cited are referenced and that all references on the end reference list are cited in the body of the manuscript. Manuscripts that fail to comply may be rejected and deleted.**
7. After initial submission, if it is determined that the article is worth reviewing, the author will be asked to pay a **non-refundable, review fee** of GH¢150.00 for Ghanaians and USA\$50.00 for all foreigners. These fees would also cater for prevailing internet as well as cost of printing and photocopying.
8. We follow a double blind review process and offer a fee for each article reviewed. In principle, we pay two reviewers per article.
9. If an article is accepted for publication the author(s) will be asked to respond to comments by our reviewers and send a soft copy of the revised article in Word Document file format, with a non-refundable publication fee, to the Editor-in-Chief.
The publication fee, referred to above, will be communicated only to authors whose articles are accepted for publication.
10. Authors need to be patient after payment of publication fees, since we only print after meeting our publication targets and standards. It is in the interest of authors to be patient because when we maintain high publication standards they would be joint beneficiaries of our excellent final product. Please bear in mind that one article will not be accepted as a journal by most institutions for assessing staff. The quality of the journal is also assessed.
11. Articles may not be simultaneously submitted or published elsewhere. This would have copyright implications. Manuscripts should be accompanied by a letter stating that the manuscript **has not been published or submitted elsewhere.**
12. The decision of the journal's reviewers to either publish a manuscript or not is normally communicated without delay. Over the years, our average acceptance rate is 90%. Even so, in the past, some rejected articles that were substantially revised according to reviewers' suggestions and resubmitted were eventually published.
13. After publication, one copy of the journal is sent to the lead/corresponding author of each article. Additional copies are sold at a subsidised price to joint-authors of the current issue.
14. At request, we send soft copies of extracted articles with publication details, via email, to authors who need to beat appraisal/promotion application deadlines. Such authors are not exempt from paying the regular publication fees referred to in number 9 above.

Are you ready to submit? Please cross-check with the preliminary requirements and all the 14 points above before submitting. This would speed up things and improve your chances.

Submit **either hard copies** to: Dr Naah Yemeh (Editor-in-Chief), Department of English Education, P. O. Box 25, Winneba, Ghana, West Africa; **or soft copies** to: dryemeh@yahoo.com.

APPEL À CONTRIBUTIONS



Le journal lance un appel à des articles sur le thème :



L'impact mondial du COVID-19 sur l'éducation

Compte tenu du nouvel ordre mondial instauré par COVID-19, le Journal invite à des articles qui traitent de la recherche, de la théorie ou de la pratique en pédagogie, de la politique linguistique et des TIC dans l'éducation, en faisant spécifiquement référence à l'impact de COVID-19 sur l'éducation. L'appel est ouvert du 30 septembre au 31 décembre 2021. Les articles acceptés devraient être publiés au premier trimestre de 2022. Selon la réponse à cet appel, la publication pourrait être plus tôt.

« Protocoles » de soumission

Exigences préliminaires : Tous les articles devraient avoir les sous-titres suivantes dans l'organisme comme principe d'organisation : sujet, résumé, problème, objectifs/but, questions ou hypothèses de recherche, importance de l'étude, méthodologie, résultats/résultats, discussion des résultats, conclusion et recommandations (peuvent inclure des suggestions pour des recherches postérieures poussées) et des références.

NB : Les articles qui ne tiennent pas compte de ces exigences préliminaires seraient supprimés, sans que d'autres mesures ne soient prises.

1. Une lettre doit accompagner chaque article. Il devrait inclure tous les noms des auteurs et leurs l'affiliation institutionnelle. La lettre d'accompagnement devrait avoir l'adresse courriel de l'auteur correspondant, à qui toute correspondance concernant l'article serait dirigée. L'adresse postale, à laquelle des copies du journal, après publication, seraient expédiées devrait également être fournie.
2. Tout effort doit être fait pour que le manuscrit lui-même ne contienne aucun indice des auteurs. La page de couverture doit contenir le titre du manuscrit, les noms et les adresses des auteurs.
3. Les manuscrits ne doivent pas dépasser 18 pages, y compris les références. Le résumé ne doit pas dépasser cent-cinquante (150) mots. Les scripts de type doivent être Times New Roman sur papier A4, à interligne double et tapé sur un seul côté, s'ils sont imprimés. Les pages doivent être numérotées. Environ cinq mots clés qui décrivent le mieux l'article doivent être fournis.
4. Les lettres adressées au Rédacteur en chef sont de bienvenues pour promouvoir l'interactivité et un débat sain sur les questions de recherche actuelles concernant le COVID-19. Ces lettres ne devraient pas dépasser 1000 mots. Ils doivent inclure le nom, les diplômes, l'affiliation institutionnelle et l'adresse de contact de tous les auteurs. Encore une fois, les lettres devraient utiliser des références pour renforcer les arguments avancés.

5. Les articles doivent être originaux, cohérents, logiques et dépourvus d'erreurs typographiques.
6. Le style de référenciations doit suivre l' « American Psychological Association » (édition 7, 2020). Les auteurs doivent soigneusement faire correspondre les citations en texte avec les références de fin pour s'assurer que les autorités citées sont référencées et que toutes les références sur la liste de référence finale sont citées dans le corps du manuscrit. Les manuscrits qui ne se conforment pas peuvent être rejetés et supprimés.
7. Après présentation initiale, s'il est déterminé que l'article mérite d'être examiné, l'auteur sera invité à payer des frais de révision non remboursables de 150,00 GH pour les Ghanéens et de 50,00 \$US pour tous les étrangers. Ces frais couvriraient également l'Internet en vigueur ainsi que le coût de l'impression et de la photocopie.
8. Nous suivons un processus de double revue anonymes au frais payable pour chaque article revu. En principe, nous payons deux examinateurs par article.
9. Si un article est accepté pour publication, l'auteur(s) sera invité à répondre aux commentaires de nos examinateurs et à envoyer une version électronique de l'article révisé au format du fichier « Word Document », avec des frais de publication non remboursables, au Rédacteur en chef. Les frais de publication, mentionnés ci-dessus, ne seront communiqués qu'aux auteurs dont les articles sont acceptés pour publication.
10. Les auteurs doivent être patients après le paiement des frais de publication, puisque nous n'imprimons qu'après avoir atteint nos objectifs de publication et nos normes. Il est dans l'intérêt des auteurs d'être patients parce que lorsque nous maintenons des normes de publication élevées, ils seraient les bénéficiaires conjoints de notre excellent produit final. Veuillez garder à l'esprit qu'un article ne sera pas accepté comme journal par la plupart des institutions pour évaluer le personnel. La qualité de la revue est également à évaluée.
11. Les articles ne peuvent pas être soumis ou publiés simultanément ailleurs. Cela aurait des répercussions sur le droit d'auteur. Les manuscrits doivent être accompagnés d'une lettre indiquant que le manuscrit n'a pas été publié ou soumis ailleurs.
12. La décision des examinateurs de la revue de publier ou non un manuscrit est normalement communiquée sans délai. Au fil des ans, notre taux d'acceptation moyen est de 90 %. Néanmoins, dans le passé, certains articles rejetés qui ont été substantiellement révisés selon les suggestions des examinateurs et soumis à nouveau ont finalement été publiés.
13. Après publication, une copie du journal est envoyée à l'auteur principal/correspondant de chaque article. Des exemplaires supplémentaires sont vendus à un prix subventionné aux co-auteurs du numéro actuel.
14. Sur demande, nous envoyons des versions électroniques d'articles extraits avec les détails de publication, par courriel, aux auteurs qui auront besoin d'avoir des plus tôt en raison de les présentes pour évaluation / promotion. Ces auteurs ne sont pas exemptés de payer les frais de publication réguliers mentionnés au numéro 9 ci-dessus

Êtes-vous prêt à soumettre? Veuillez vérifier avec les exigences préliminaires et tous les 14 points ci-dessus avant de soumettre. Cela permettrait d'accélérer les choses et d'améliorer vos chances.

Soumettez des versions papiers à :

Dr Naah Yemeh (Rédacteur en chef), Département de l'éducation anglaise, P. O. Box 25, Winneba, Ghana, Afrique de l'Ouest; ou des versions électroniques à: dryemeh@yahoo.com.