

## REVIEW FOR DOCTORAL DISSERTATION THESIS

**Title:** Understanding Customers' Constraints Towards E-Banking  
Engagement: Evidence from Retail Banks in Ghana

**Author:** Ing. Abdul Bashiru Jibril

**Supervisor:** doc. Ing. Miloslava Chovancová, CSc.

**Reviewer:** prof. Ing. Dr. Róbert Štefko, Ph.D.

- *Evaluation of dissertation thesis in relation to the actuality of the topic*

Innovative financial technologies and services have captivated consumers around the world and have become a natural part of their lives at a relatively fast pace. Opportunities open up, how to serve and take care of customers more efficiently, how to strengthen their satisfaction, trust and develop their relations with financial corporations thanks to technologies. The Covid-19 pandemic has also significantly affected the digital transformation in e - banking. In the countries most affected by the pandemic, it was Fintech that became the ally of many entities. We can state that the focus of the dissertation thesis is nowadays highly topical and worthy for research, for special attention.

- *Characteristics of dissertation thesis and evaluation of dissertation thesis in relation to accomplishment of specified goals*

The dissertation thesis in the range of 145 pages of text and 21 pages of appendices is quite extensive. It is divided into eight main chapters, including introduction and conclusion, which are further logically structured. The aims of the thesis, research problems and hypotheses are based on theoretical knowledge and results of previous studies. The results of the hypothesis testing are clearly shown in Figure 3 and Table 15.

Presented methodology of research in the dissertation thesis confirms that Ing. Abdul Bashiru Jibril masters research methods at required level.

The author describes the data collection very clearly and in detail (11 medium-to large banking corporations in 16 administrative regions of Ghana). The thesis used a questionnaire in print and online form, as well as a structured interview. The creation and concept of the questionnaire itself is based on the study of scientific sources and is also based on the practical area, the work provided by important authors, as well as the activity itself and the knowledge gained by the author, which he acquired during an internship in Germany. The author describes this issue in detail in the fourth chapter.

The thesis contains 22 appropriately formulated and statistically verified hypotheses, of which 9 are the main hypotheses. I consider the application of several mathematical-statistical methods (FA, PLS-SEM), which the doctoral student used in his thesis, to be adequate and acceptable, because they have demonstrably led to the achieved results. I appreciate the choice

of the PLS-SEM method which allows the estimation of complex models of causal relationships.

The dissertation thesis is written clearly with a logical succession, but in some of its parts I would welcome a more concise expression of ideas, as in some passages it is written too lengthy. I consider the thoroughly thought-out application of the combination of selected methods to be excellent.

All chapters convince the reader that the doctoral student has studied a large amount of relevant foreign literature (he lists up to 246 sources in the list of used literature) and can think independently about the solved problems. This is also evidenced by the list of published works of the author.

The author formulated the aims of the dissertation thesis clearly and all of them have been accomplished progressively.

- ***Statement about the importance of the thesis for the practice or for the development of study field***

The thesis is a benefit at both theoretical and practical level. The doctoral dissertation is a significant enrichment, which consists mainly in a summary of theoretical and new methodological knowledge in the field of multicriteria decision - making methods for the field of Management and Economics. With its originality, the thesis is a significant enrichment for the field of quantitative methods, finance, management in several areas at the micro, macro, and global levels.

The importance from the point of view of practice is the methodical procedure of advanced multi-criteria methods in management, introduced into the interconnected approach applied to the region of Africa, the country of Ghana in solving the problems of electronic banking.

Regarding its merits, I am convinced that the doctoral student has gathered important knowledge to enrich the scientific knowledge base and the practical applicability of his findings.

I consider classified dissertation thesis as remarkable contribution to enrich the theory in the field of consumer behavior in the area of innovative financial technologies and services.

This thesis is regarded as significant and important for the development of scientific field.

Selected parts of the presented dissertation thesis can be used for student education at universities. Submitted dissertation thesis deals with considerable issue from the practical point of view and secondarily some parts can be used by bank managers in practice.

- ***Statement about the formal arrangement of the thesis***

Thesis is from the point of view of formal arrangement at good level. Text is supplemented with suitable graphs and figures which visually illustrate, enlighten and complete the author's oral expressions. Charts supplement the text in adequate way. The overall work with text is at appropriate level and structure of the thesis helps the reader to orient himself easily in the text. Formally, the thesis generally meets the requirements for this type of thesis. The figures and tables are of excellent quality. Stylistically, the thesis is at a particularly good level, but there are a few small mistakes in the text, e.g.:

- in the content, but also in the thesis, two chapters have the same numbering (1.1 – Research background and also 1.1 Problem Statement and Study Objective),
- Table 9 and 10 in a row without interpreting (descriptive) of the text and the same tables 11, 12, 13, 14 and Figure 3
- in Table 5 under the item Ever use the Internet to buy a product (answer Yes, No - numbers are missing),

- formatting of tables is different,
- it would be better to place new chapters on a new page for the sake of clarity,
- Table 1 - title on one page and table on the other page, Figure 1 also divided into two pages,
- between the titles of subchapters (chapters) a line is omitted somewhere, and somewhere else, it is not omitted.
- in the bibliography, authors are indicated in lower case letters, sometimes in capital letters (p. 129),

- ***Statement about the student's publications:***

All submitted publications of doctoral student are related to the examined topic and in my opinion they meet the conditions for successful graduation of doctoral studies.

- ***I suggest these questions for the student for further academic discussion:***

1. In the factor analysis (p. 74), the results showed that 8 components are significant. However, you continue to work with 9 factors. Which of these 9 factors had an eigenvalue lower than 1?
2. Several results in testing the hypotheses were insignificant. Were you surprised by these results? Would you like to repeat the research on another research sample?
3. Please specify which part of the thesis you consider the most valuable and why.
4. In the questionnaire, you state that up to 88% of respondents in a developing country had a university degree. It is then possible to assume that the educated population will use Related Banking. How do you think the banking instance should also involve the population with lower education and at the same time an intellectually advanced population, but at risk or suffering from poverty (internet access, lack of mobile phone, etc.)?
5. In research question 4, you examined whether gender, education, and customer experience with the Internet significantly influence the intention to engage in online banking transactions in Ghana. Have you tried to consider other demographic characteristics, such as respondents' income levels?

Dissertation thesis of Ing. Abdul Bashiru Jibril is at an excellent level. With the thesis, the doctoral student demonstrated the ability to think creatively and work scientifically, demonstrated a high orientation and knowledge in the field of finance and quantitative methods.

**I definitely recommend the dissertation thesis for the defense (viva voce)** and in case of successful ensuing process I recommend to confer the degree of doctor (Ph.D.) on Ing. Abdul Bashiru Jibril.

In Prešov, 25th of June 2021



Prof. Ing. Dr. Róbert Štefko, Ph.D.  
reviewer