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Publications Report for: **David Amani**

Report Date: November 02, 2026

Total Publications: 7

TITLE	YEAR	TYPE OF DOCUMENT	THEMATIC AREA	CITATION LINK
Converting students into university brand evangelists: an empirical evidence from the higher education sector in Tanzania	2024	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/248
Social influence and information quality on Generative AI use among business students	2024	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/400
Extending the mediation role of entrepreneurial self-efficacy on enhancing students' entrepreneurial intentions: A moderated mediation model	2024	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/876
Winning the battle in the mind: modelling the nexus between university corporate social responsibility and university brand positioning in the higher education sector	2024	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/1018
Proselytizing your employees into university brand evangelists: an empirical test from the higher education sector in Tanzania	2023	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/1755
Internal corporate social responsibility and university brand legitimacy: an employee perspective in the higher education sector in Tanzania	2023	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/2211
Demystifying factors fueling university brand evangelism in the higher education sector in Tanzania: A social identity perspective	2022	Peer-Reviewed Articles	N/A	https://aerd.africa/paper/2889