

CURRICULUM VITAE

PERSONAL PROFILE

Full Name: Dr UDEH, Kenneth
Position applied for: Senior Lecturer in Mass Communication
Place and Date of Birth: Enugu, 17th July, 1983
Nationality: Nigerian
State and LG of Origin: Enugu State, Igbo Eze South
Permanent Home Address: No 1 Ezegwu, Ebulumiri, Ibagwa Aka, Enugu State.
Present Address: Department of Mass Communication, Mountain Top University, Km 12 Lagos-Ibadan Express Way, Prayer City, Ogun State.
Mobile Number: 08035409041, 07049316900
E-Mail Address kenudehfx@gmail.com
Sex; Male
Marital Status: Married
Number and Age of Children: One (DOB: 14/01/22)

EDUCATIONAL INSTITUTUTIONS ATTENDED WITH DATES

University of Nigeria, Nsukka, Enugu State : 2014-2018
University of Nigeria, Nsukka, Enugu State : 2011-2013
Enugu State University of Science and Technology, Enugu State: 2003-2007
Boys Secondary School Ibagwa Aka, Enugu State: 1995-2000
Community Secondary School, Akpanya, Kogi State: 2000-2001
Ebulumiri Primary School, Ibagwa Aka, Enugu State: 1989-1995

ACADEMIC QUALIFICATIONS OBTAINED WITH DATES

Doctor of Philosophy (Ph.D) Degree in Mass Communication:	2018
Master of Arts (M.A) Degree in Mass Communication:	2014
Bachelor of Science (B.Sc) in Mass Communication:	2007
Secondary School Certificate (WASSCE & NECO):	2001
First School Leaving Certificate (FSLC):	1995

WORK EXPERIENCE

INSTITUTION	DEPARTMENT	POSITION	DATE
Mountain Top University, Prayer City, Ogun State.(MTU)	Department of Mass Communication	Lecturer I	2020- DATE
Mountain Top University, Prayer City, Ogun State	Department of Mass Communication	Lecturer II	2018-2020
Wesley University Ondo, Ondo State	Department of Mass Communication	Lecturer II	2018-2018
Wesley University Ondo, Ondo State	Department of Mass Communication	Assistant Lecturer	2017-2018
Prudence Studio, Nsukka, Enugu State	Cameraman & Picture Editing	Studio Manager	2010-2015

RESPOSIBILITIES AT MTU

ACTIVITIES

Freelancer with Factual Studio Magboro, Ogun state

CURRENT RESEARCH/PROJECT

Talabi, F., **Udeh, K.**, & Gever, V. C. (2022) Impact of Interactive Television Instruction (ITV) on Problem Solving Skills Among out of School Nomadic Children in Northern Nigeria.

Udeh, K., & Ashade, P. O. (2022) Film Production: From the Script to the Screen.

Okeibunor, N; Okoro, N.M; **Udeh, K**; Ugwuoke , J.C; Apuke, O. D; Gever, V.C
(2022)Modelling the Effect of Corporate Sponsorship on the Organizational
Image of Selected Insurance Companies in Edo State, Nigeria.

Producer of Film titled FATE OF NAOMI with MTU students as characters

LIST OF PUBLICATIONS

1. Mbaka C.A., **Udeh, K.** & Onyeberechi, G.C. (2022). Social Media Utilization for News Gathering in Lagos Metropolis: Avoiding the Fake News. *SUA Journal of Management and Social Sciences*. V.3, P.87-93. www.journals.sua.edu.ng
2. Njoku, C., Ngene AH., **Udeh K.**, Chukwuma U.A., & Oyeduntan A,E. (2021).Communicating Anti-malaria Drugs amongst ‘A’Group Genotype in South East Nigeria. *Clinic of Surgery*. 6 (11); 1-9.
3. **Udeh, K.**, Mbaka, C.A., Eze, E.O & Otiotio, E. (2021). Symbols as a Predictor of Brand Image Among Customers of First Bank Nigeria Plc. *International Journal of African language and Media studies*. Vol.1, No. <https://africanjournalseries.org>
4. Talabi, F.O., **Udeh, K.**, Anibueze A.U., Talabi, J.M., Aiyesimoju, A.B., Oyetuntan, E.A. & Gever, V.C. (2021). Impact of Interactive Television Instruction (ITV) on Problem Solving Skills Among Out- of- school children in Northern Nigeria. *Child and Youth Service*(Routledge Taylor & Francis group).<https://www.tandfonline.com/eprint/ZT5KVMGIP6MWGNRUDFAT/full?target=10.1080/0145935X.2021.2002685>
5. Obodo, E., Odoh, G.C., **Udeh, K.**, Odoh, N.S., Gever, V. C., Onuorah, C. (2021). Measuring The Impact Of Visual Multimedia On Awareness, Alertness and Behavioural Intention Towards Kidnapping Prevention Measures Among Secondary Students in Nigeria. *Journal of Asian and African Studies*, <https://journals.sagepub.com/home/jas>
6. Mbaka, C.A., & Udeh, K. (2021). The Use of TV Commercials in Retention Of Consumer Patronage: A study of Airtel Nigeria. *Christopher University Journal of Management and Social Science (CUJMSS)*, 1(1), 10-230.

7. **Udeh, K.**, Mbaka, C.A., & Owoeye, J, T. (2021). Popularization of Brand Name As A Generic Product Name and Consumer's Patronage. *KSU Journal of Contemporary Social Sciences Research*, 1(1), 32-45.
8. Mbaka, C.A., **Udeh, K.**, & Onyeberechi, G. C. (2021). Social Media Utilization For News Gathering By Print Media Journalists in Lagos. *SUA Journal of Communication And Media Studies*, 1(1).
9. Oni, B.O., Mbaka, C.A., **Udeh, K.**, & Richard, F.S. (2020). Perception and Attitude Of Social Media Users To The #Metoo Campaign. *MTU Journal of Humanities Management and Social Sciences*, 2(1), 319-340.
10. Mbaka, C.A., **Udeh, K.**, & Arugbemi, G.O. (2020). Influence Of Online Pop-up Advertising On Students Buying habit: A Study of Mountain Top University Students. *MTU Journal of Entrepreneurship and Sustainable Development* 2(1), 121-138.
11. **Udeh, K.**, Mbaka, C. A., & Eze, E.O. (2019). Social Media as a Tool for Propagation of Marlian Memes Among Students of University of Lagos. *Journal of Management Sciences*, Enugu State University of Science & Technology, 12 (1), [Http://jmsesut.com](http://jmsesut.com)
12. **Udeh, K.**, Obiora, E., & Unwuchola, A.A. (2019). Newspaper Priming Of IPOB Agitation: Implication For National Security. *International Journal of Media and Security Studies* 1 2(2).
13. Odionye, C. M., **Udeh, K.**, & Unwuchola, A. A. (2018). Uses And Applications Of Information And Communication Technology (ICT) In Nigerian University Libraries: The Case of University of Nigeria Library. *Fuoye Journal of Communication*, 2(I), 111- 129.
14. Ekwe O., **Udeh, K.**, & Unwuchola, A.A. (2018). NAFDAC's "Buy and Scratch" Media Campaigns And The Control Of Counterfeit Drug in Nigeria: An Explicatory Review. *Esut Journal of Media Studies*, Department of Mass Communication, Enugu State University of Science and Technology, 12 (1), 143-152.

15. **Udeh, K.**, Atakulu, N., & Unwuchola, A. A. (2017). The Influence of Roll Back Malaria Campaign On Malaria Prevention And Control In Rural Areas Of Ebonyi State. *Fuoye Journal of Communication*, I (I), 133-144.
16. **Udeh, K.**, Unwuchola, A. A., & Atakulu, N. (2017). Communication Help-Lines As A Response System to Emergencies in Enugu State. *Nasarawa Journal of Multimedia and Communication Studies*, Department of Mass Communication, Nasarawa State University, Keffi, Nasarawa State, Nigeria, I (I), 99-111.
17. **Udeh, K.**, Obiora, E., & Ezeh, E. O. (2017). Newspaper Coverage of Southern Kaduna Crises. *Benin Media Com Journal for Critical Media Research Evaluation and Analysis*, 11, 93-106.
18. Unwuchola, A. A., Adinlewa, A., & **Udeh, K.** (2017). An Appraisal of the Role of the New Media as a Tool for Participatory Democracy in Nigeria. *Journal of Media and Communication Currents*, University of Maiduguri, Nigeria, I (I), 69-87.
19. Unwuchola, A. A., **Udeh, K.**, & Anchor, A.S. (2017). Effect of Online Dating Amongst Students Of Tertiary Institutions In Kogi State. *Journal of Social Sciences and Public Policy*, 9(2), 40-59.
<https://www.cenresinjournals.com>
20. Didiugwu, I., **Udeh, K.**, & Apeh, A. C. (2016). Analysis of the Influence of Media Campaigns on Vesico Vaginal Fistula Prevention and Control in NorthWest Nigeria. *International Research Journal of human Resources and Social Sciences* (4) 2, ISSN (Paper) 2224-5766 ISSN (Online) 2225-0484.
21. Okofor, C.O., **Udeh, K.**, and Apeh, A.C. (2015). Public Rating of President Buhari's Anti-Corruption Campaign. *Esut Journal of Media Studies*, Department of Mass Communication, Enugu State University of Science and Technology, 9(1), 89-97.

COURSES TAUGHT AT WESLEY UNIVERSITY, ONDO, ONDO STATE

Film Production for Television
Radio/Television Studio Operations
Radio/Television Programme Production
Screen Writing and Directing
Feature Writing
Photojournalism
Africa Communication System

COURSES TAUGHT AT MOUNTAIN TOP UNIVERSITY, PRAYER CITY, OGUN STATE

Film Production for Television
Radio/Television Studio Operations
Screen Directing
Online Journalism
Specialized Reporting
Public Relations and Advertising in Nigeria
Communication and Society
Data Analysis in Communication Research
Public Relations and Advertising Research
History of Nigeria Mass Media

PAPERS PRESENTED IN CONFERENCES WITH DATES

Newspaper Priming of IPOB agitation: Implication for National Security (2019).
Presented at Annual Conference of African Council for Communication Education.

Perception of, And Attitude To, #Metoo Campaign by Social Media Users (2019).
Presented at Annual Conference of Association of Communication Scholars and Professionals of Nigeria

Social Media and Crime Management amidst Covid-19 Pandemic in Lagos Nigeria (2021). Presented at Annual International Conference on Research in Management and Social Science

Social Media Users' Rating of the 2019 General Election Nigeria and It's Implication for Future Elections in Nigeria (2022). Presented at Mountain Top University CHMS International Conference 2022

TRAINING PROGRAMMES ATTENDED

- Institute of National Transformation (INT) Capacity Training Workshop, Mountain Top University, Prayer City. October, 2021.

- Institute of National Transformation (INT) Capacity Training Workshop, Mountain Top University, City. October 17 – 19, 2019.
- Faculty of Arts Workshop on Scholarly Writing in the Humanities, University of Nigeria Nsukka, February, 2013.

LEADERSHIP POSITIONS HELD IN ACADEMIC/PROFESSIONAL ASSOCIATIONS

Wesley University Ondo, Ondo State: Coordinator of Mass Communication Department: 2017- 2018
 Wesley University Host Institution Collaborator with Carnegie Africa Fellowship Diaspora Program (CAFDP) 2018-2018
 Deputy Director, Directorate of Quality Assurance MTU: 2021-Date
 Member MTU VC's Committee on Environment: 2019- Date
 Member MTU VC's Committee on Publicity: 2020-Date
 Member MTU VC's Committee on Library and Publication: 2020- Date
 Member MTU VC's Committee on Male Hostels: 2020- Date

STUDENTS SUPERVISION

Institution	No. of undergraduates Students supervised	No. of Postgraduate Students supervised	Date
Wesley University Ondo, Ondo State	14		2017 - 2018
Mountain Top University, Prayer City, Ogun State	21		2019 - 2022

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS

Member, African Council for Communication Education (ACCE).

Member, Association of Communication Scholars and Professionals of Nigeria (ACSPN).

REFEREES

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