

MBAKA, CHINYERE AZUKA, PhD

acmbaka@mtu.edu.ng, chymbaaka@gmail.com

+2348061135447

1. EDUCATIONAL INSTITUTIONS AND ACADEMIC QUALIFICATIONS WITH DATES

S/N	Degree	Discipline	Specialization	Institution	Date
1.	PhD	Communication and Language Arts	Development Communication	University of Ibadan	2018
2.	MA	Communication and Language Arts	Media Studies	University of Ibadan	2007
3.	BA	English	Language	University of Nigeria, Nsukka	1999
4.	SSCE	Art Subjects		St Monica's College Ogbunike	1993

2. MEMBERSHIP OF LEARNED SOCIETIES AND PROFESSIONAL BODIES

- (a) Member, African Council for Communication Education (ACCE)
- (b) Member, Association of Communication Scholars and Professionals of Nigeria (ACSPN)
- (c) Member, International Reading Association (IRA)
- (d) Member, Communication for Development Network
- (e) Member, International Association of Media and Communication Research (IAMCR)

3. PREVIOUS WORKING EXPERIENCE

S/N	Place of Work	Year	Duties Carried Out
1	Wesley University, Ondo	2012-2017	<ul style="list-style-type: none">◆ Teaching of Communication and Media courses; Use of English and Nigerian People and Culture◆ Acting Coordinator, General Studies Unit◆ Executive Editor, Wesley University

			<p>Newsletter</p> <p>◆ Member, Wesley University Strategic Planning Committee</p>
2	Tai Solarin College of Education (DICEPP), Omu-Ijebu, Ogun State	2011-2012	<p>◆ Teaching of Use of English</p> <p>◆ Field Supervisor and Coordinator</p>
3	Mercy Model College, Ijebu-Igbo	2009-2011	<p>◆ Academic Planner</p> <p>◆ HOD English and Literature in English</p>
4	The Tower Polytechnic, Ibadan	2006-2008	<p>◆ Teaching of communication and media courses</p> <p>◆ Project Supervision</p>
5	Federal Government College, Nise	2003-2004	<p>◆ Teaching of the English Language</p> <p>◆ Form Teacher</p>
6	National Poverty Eradication Programme (NAPEP)	2001-2003	<p>◆ Secretary to the Coordinator NAPEP, Orumba North L.G.A.</p> <p>◆ Recruitment and Posting of NAPEP participants</p>
7	Igbaye Community High School, Igbaye, Osun State (NYSC Programme)	2000-2001	<p>◆ Teaching of the English Language and Literature in English.</p>

4. PRESENT WORKING EXPERIENCE

MOUNTAIN TOP UNIVERSITY – October, 2018 – Present

POSITION: Lecturer I / Coordinator, Department of Mass Communication

DUTIES CARRIED OUT: They include:

- ◆ Coordinating the affairs of Mass Communication Department and providing leadership to all staff and students in the department.
- ◆ Teaching of communication and media courses from level 100 to 400 and Post Graduate Students.
- ◆ Course Adviser and Project Supervisor
- ◆ Chairperson, Media and Editorial Unit

- ◆ University Orator
- ◆ Deputy Director, Centre for Apprenticeship and Community Relations
- ◆ Member, Board of MTU Ventures
- ◆ Member, University Time Table Committee
- ◆ Member, Ceremonies and Honours Committee
- ◆ Member, Publicity Committee
- ◆ Member, Centre for Research, Innovations and Collaborations
- ◆ Member, College of Humanities, Management and Social Sciences (CHMS) Academic Development Committee (ADC)
- ◆ Member, CHMS Vetting Committee
- ◆ Member, Female Hostels' Management Committee
- ◆ Member, Local Organising Committee, MTU International Conference on Entrepreneurship (MTU-ICE) 2019
- ◆ Member, Local Organising Committee, MTU International Conference on Entrepreneurship (MTU-ICE) 2020
- ◆ Secretary, Local Organising Committee, MTU International Conference on Entrepreneurship (MTU-ICE) 2021
- ◆ Editor, MTU Journal of Entrepreneurship and Sustainable Development (MTUJESD)
- ◆ Member, Editorial Board, MTU Journal Of Humanities, Management and Social Sciences

5. COURSES TAUGHT: They include:

- Newspaper Management and Production (MCM 305) – Over 60 students – 3 Units
- Public Relations and Advertising Campaign Management (MCM 319) – Over 30 students – 3 Units
- Mass Communication and Religion (MCM 106) - Over 60 students - 3 Units
- Communication Research (MCM 202) – Over 80 students – 3 Units
- Financial Public Relations MCM 317) – Over 50 students – 2 Units
- Public Relations for Non-Profit organization (MCM 321) – Over 50 students – 2 Units
- Magazine Management and Production (MCM 306) – Over 60 students – 3 Units
- Rural Community Newspaper/Broadcasting (MCM 312/316) – Over 40 students – 2 Units

- Basic Media Relations (MCM 220) – Over 30 students – 2 Units
- Development Communication (MCM 407) – Over 40 students – 3 Units
- Message Design for Health, Population and Environmental Issues (MCM 406) - Over 40 students - 2 Units
- Writing for the Mass Media (MCM 103) – Over 50 students – 3 Units
- Community Relations (MCM 320) – Over 30 students – 2 Units
- Project Writing – Over 20 students

6. LIST OF PUBLICATIONS

Published Articles/Book Chapters

- (i) **Mbaka, C.A. Udeh, K. & Onyeberechi, G. 2021.** Social Media Utilization for News Gathering by Print Media Journalists in Lagos Metropolis. *GVU Journal of Communication Studies. Vol. 3, pp 87 - 97.*
- (ii) **Kenneth Udeh, Chinyere Azuka Mbaka & Julianah Titilope Owoeye 2021.** Popularisation of Brand Name as a Generic Product Name and Consumers' Patronage: A Study of Gala Sausage Roll. *Journal of Contemporary Social Research. Vol. 5, No 2: 32 - 45.*
- (iii) **Mbaka, C.A., Oni, B.O., Udeh, K. & Richard, S.F. 2021.** Perception of, and Attitude to, #Metoo Campaign by Social Media Users in Nigeria. *MTU Journal of Humanities, Management and Social Sciences. Vol. 2. No 1: 319-340.*
- (iv) **Mbaka, C.A. and Udeh, K. 2021.** The Use of TV Commercials in Retention of Consumers' Patronage: A Study of Airtel Nigeria. *Christopher University Journal of Management and Social Sciences. Vol. 2. No 1.*
- (v) **Udeh, K., Mbaka, C.A. & Eze, E.O. 2020.** Social Media as a Platform for Propagating Marlian Memes among Youths in University of Lagos, Nigeria. *ESUT Journal of Management Sciences. Vol 12. No 1: 221-231.*
- (vi) **Mbaka, C.A., Udeh, K. & Arugbemi, G.O. 2020.** Influence of Online Pop-Up Advertising on Students' Buying Habits: A Study of Mountain Top University Students. *MTU Journal of Entrepreneurship and Sustainable Development. Vol 2. No 2: 121 - 138.*
- (vii) **Mbaka, Chinyere A. 2020.** The Language Challenge of Diabetes Information and Education in Nigeria's Multi-lingual Setting. *Emerging Trends in Indigenous Language Media,*

Communication, Gender and Health. New York. IGI-Global (pp. 263-275). DOI: 10.4018/978-1-7998-2091-8.ch014. Indexed in Scopus.

(viii) **Mbaka, C. A., & Nwaolikpe, O. N. 2020.** Newspaper Coverage of Internal Youth Migration in Nigeria. In N. Okorie, B. Ojebuyi, & J. Macharia (Eds.), *Handbook of Research on the Global Impact of Media on Migration Issues* (pp. 222-234). Hershey, PA: IGI Global. DOI:10.4018/978-1-7998-0210-5.ch013. Indexed in Scopus

(ix) **Mbaka, Chinyere A. 2019.** Predictors of Social Media Use for Product Promotion among Small and Micro Scale Enterprises (SMEs) in Ondo City, Nigeria. *MTU Journal of Entrepreneurship and Sustainable Development*, Vol.1. No 1.

(x) **Mbaka, Chinyere A. 2015.** The Entertainment Media and the Socio-cultural and Moral Development of the Nigerian Child. *Communication, Society and the Nigerian Child: Issues and Emerging Trends in the 21st Century*. Wilson, D. Ed. African Council for Communication Education (ACCE) Book 2015: 159-170.

(xi) **Mbaka, Chinyere A. 2015.** Health Communication Research: Tracking Research Trends in the Journal of Communication and Media Research (JCMR). *Journal of Communication and Media Research* Vol. 7 No 1:183-198.

(xii) **Mbaka, Chinyere A. 2013.** The New Media and Health Communication: Status, Impact, Challenges and Opportunities. *Akungba Journal of Historical Studies*. Vol. 12: 137-144.

(xiii) **Mbaka, Chinyere A. 2013.** Influence of the Nigerian 2006 Census Campaigns on Perception of, and Attitude to the Census Exercise by Civil Servants in Ibadan, Nigeria. *Journal of Communication and Media Research* Vol. 5 No 1:119-137.

(xiv) **Mbaka, C.A. 2012.** Communication and the Global Village. *Handbook on General Studies for Higher Institutions in Nigeria*. Wesley University of Science and Technology, Ondo. Olateju, M. Ed. Ibadan. College Press and Publishers Limited. 341-347.

Papers Accepted for Publication

- **Udeh, K., Mbaka, C.A., Eze, E.O. & Otio, E. 2021.** Symbol as a Predictor of Brand Image among Customers of First Bank Nigeria PLC. *International Journal of African Language and Media Studies*. Vol. 1 Issue 1.

- **Mbaka, Chinyere A. & Soola, E.O. 2019.** Diabetes Prevention in Nigeria: Managing Cultural and Religious Perceptions Using Information and Education. *African Journal of Diabetes Medicine.*

Papers at Various Stages of Review

- **Mbaka, C.A.** Influence of Social Media Messages on the Knowledge, Perception and Attitude to COVID-19 Guidelines and Protocols by Selected University Students in South-West, Nigeria
- **Udeh, K., Oni, B.O. Mbaka, C.A. & Richard, S.F.** Social Media Users' Rating of 2019 Presidential Election in Nigeria
- **Mbaka, C.A. & Oguntomisin, O.O.** Influence of Family Communication Patterns on Sickle Cell Management among Families of Sickle Cell Patients in Nigeria
- **Mbaka, C.A. & Udeh, K.** Health Communication Research: Issues, Trends and Approaches in Africa. *The study of Communication: African Perspectives.* Biakolo, E. Ed. Pan Atlantic Publishing.

7. MAJOR CONFERENCES AND WORKSHOPS ATTENDED WITH PAPERS PRESENTED:

- The JETREG 2021 Safe Space Conference for Journalists and Journalism Educators (Virtual) - from 19 - 19 November, 2021.
- International Association for Media and Communication Research (IAMCR) 2021 virtual conference in Nairobi from July 11-15, 2022. Presented a paper titled: *Influence of Social Media on Nigerian Youths' Political Interaction and Participation: A Study of Mountain Top University Students*
- Mountain Top University International Conference on Entrepreneurship, November 3rd - 4th, 2021. Presented a paper titled: *Influence of Multi-Level Marketing Media and Approaches on Consumer Patronage of Longrich Products Among Civil Servants in Selected LGAs in Lagos State.*
- Mountain Top University International Conference on Entrepreneurship, October, 2020. Presented a paper titled: *Assessment of Social Media Advocacy Campaigns of Some Selected Young Entrepreneurs in Lagos State Nigeria*

- Mountain Top University International Conference on Entrepreneurship, September 4-6, 2019. Presented a paper titled: Predictors of social media use for product promotion among small and micro scale enterprises (SMEs) in Ondo City, Nigeria.
- Association of Communication Scholars and Professionals of Nigeria (ACSPN) 6th Annual Conference. Abeokuta 2019. September 4 – 6, 2019. Presented a paper titled: *Perception of, and Attitude to, #Metoo Campaign by Social Media Users in Nigeria.*
- Language Development Conference (British Council), Dakar, Senegal. November 27 - 29, 2017. Presented a paper titled: *The language challenge of diabetes information and education in Nigeria's multi-lingual setting.*
- African Council on Communication Education 18th Annual Conference, Uniport 2016. October 25 – 28, 2016. Presented a paper titled: *Determinants of use of social media platforms for service and product promotion by micro and small scale enterprises (MSEs) in Ondo city, Nigeria.*
- World Social Science Forum (WSSF), Durban South Africa. September 13-16, 2015. Presented a paper titled: *Diabetes prevention in Nigeria: Managing cultural and religious perceptions using information and education.*
- African Council on Communication Education 16th Annual Conference, Nsukka, 2013. March 10 -12, 2014. Presented a paper titled: *Entertainment media and the socio-cultural and moral development of the Nigerian child.*
- Prof. Ebenezer Soola Conference on Communication, University of Ibadan, April, 2013. Presented a paper titled: *The new media and health communication: status, impact, challenges and opportunities.*
- Alfred Opubor International Conference on Community Media, University of Ibadan, March, 2012.
- Ebenezer Soola Conference on Communication, University of Ibadan, October, 2007.

8. TRAINING PROGRAMMES ATTENDED

- TC Resource Technology training on Digital Business Analysis, Digital Project Management, Data Analytics, Lean Six Sigma and General Data Protection Regulation. October – December, 2020.
- 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, Prayer City. October 17 – 19, 2019.
 - Faculty of Arts Workshop on Scholarly Writing in the Humanities, University of Ibadan, February, 2013.
 - Research Skills Enhancement Workshop by Communication and Language Arts Department, University of Ibadan – 3 months (May-August, 2012).
 - “Always Learning” by Longman Nigeria PLC, Ijebu-Ode - June 8, 2011.
 - “Peak Performance Training for Teachers” by Quality Impact Consulting, Ijebu-Igbo - 5 days (September 13-17, 2010).
 - School of Disciples – The Redeemed Christian Church of God - 2012.
 - Entrepreneurial Skills Training in Creative Design and Dressmaking @ Choice Creations, Ibadan - 2007
 - Leadership and Pastoral Training by Word Ablaze Academy, Ibadan – 9 months (November, 2006 – July, 2007).

9. LEADERSHIP EXPERIENCE

- Youth leader - Girls' Guild Association of St John's Parish Nise, Anambra State - 1994-1996.
- General Secretary and later Vice-President, Nanka Students' Association, UNN Chapter - 1997-1999.
- Assistant Pastor, Upper Room Assembly Parish of the Redeemed Christian Church of God, Ijebu-Igbo. 2012-2015.
- Good Women Leader and Head, Counselling Unit, Herald of Praise Parish of the Redeemed Christian Church of God, Idimu, Lagos. 2016 – Date.
- Secretary to the Co-ordinator, National Poverty Eradication Programme, Orumba North L.G.A., Anambra State. 2001-2003.
- I train and empower women and girls through skills acquisition in creative designs and dressmaking by organising programmes in churches and schools.
- I facilitate career and personal development talks and training sessions for students and youths in secondary and tertiary institutions from my NYSC days (2001) till now.

- I am a member of SAY NO TO DOMESTIC VIOLENCE, a non-governmental organization which serves as an advocate against domestic violence and sexual abuse and helps to prosecute offenders.

10. NAMES AND ADDRESSES OF THREE (3) REFEREES:

1. Prof. Babatunde O. Oni

Dean, College of Humanities, Management and Social Sciences,
Mountain Top University,
Ibafo, Ogun State.

booni@mtu.edu.ng +2348055266951

2. Prof. Olusola Oyero

Dean, Faculty of Social and Management Sciences
Anchor University, Lagos.

ooyero@aul.edu.ng +2348039250556

3. Dr. Ngozi O. Onyechi

Department of Communication and Language Arts,
University of Ibadan, Ibadan.

ngoonyechi@yahoo.co.uk +2348033233639



Signature

Date