

# CURRICULUM VITAE

Full Names: OJO, James Olanipekun/J.O.  
Date and Place of Birth: 12<sup>th</sup> September, 1960/Ilesa  
Sex: Male  
State of Origin: Osun State  
Local Government Area: Ilesa West  
Nationality: Nigerian  
Marital Status: Married  
Number of Children: Three (Ages: 31; 29; 26)  
Name & Address of Spouse: Mrs. Olufunmilayo Abike Ojo  
Public Health Advisor,  
Family Health International,360,  
Tisco Plaza,  
Ashabi Cole Street, CBD  
Ikeja-Lagos.

Permanent Home Address: 17 Adewunmi Adegbesan Avenue,  
Chief Idowu Estate,  
Oke-Ira Nla, Tokunbo,  
Ajah-Lagos.

Current Postal Address: C/o Mr. Kolawole Osunnuyi,  
Adtrade Communications Ltd.,  
10, Ikorodu Road,  
Jibowu-Lagos.

Cell Phone No: +234-805-304-3290  
+234-701-411-1111

E-mail Address: [lanipekunojo@gmail.com](mailto:lanipekunojo@gmail.com); oojo@mtu.edu.ng

First Appointment & Date: Account Executive  
Kopyserve Ltd: June, 1987

Present Position: Associate Professor  
Mountain Top University  
Prayer City, Ibafo  
Ogun State

Present Salary Scale: MUTSSS 6, Step 3

Date of First Appointment with the University: 8th September, 2017

## **EDUCATIONAL BACKGROUND (WITH DATES)**

### **Tertiary Education**

Business School, Babcock University, Ilishan

**Ph.D Business Administration ( Marketing )** - 2015

University of Lagos, Lagos, Nigeria

**M.Sc. Business Administration (Marketing)** - 2008-2010

University of Lagos, Lagos, Nigeria

**M.I.L.D. (International Law & Diplomacy)** - 2005-2006

Obafemi Awolowo University, Ile-Ife

**MBA (Marketing)** - 1985-1987

University of Lagos, Lagos, Nigeria

**B.Sc. (Hons) Mass Communication 2<sup>nd</sup> Class Upper** - 1979-1982

### **SECONDARY EDUCATION**

Oyemekun Grammar School, Akure

**West African Secondary School Certificate** - 1975

Oyemekun Grammar School, Akure

**Higher School Certificate /GCE Advanced Level** - 1978

### **PROFESSIONAL QUALIFICATIONS**

Member, The Institute of Entrepreneurs, Nigeria

Associate, National Institute of Marketing of Nigeria

### **WORK EXPERIENCE**

Work Experience (Academic)

Part-Time Lecturer, Department of Business Administration,  
Joseph Ayo Babalola University (Shagamu Study Centre) - 2010-2013

Part-Time Lecturer, School of Part Time Studies

Moshood Abiola Polytechnic, Abeokuta - 2012-2014

### **COURSES TAUGHT**

- Entrepreneurship
- Marketing Management
- Research Methodology
- Internet Marketing

## WORK EXPERIENCE IN THE UNIVERSITY SYSTEM

### Lecturer I

Department of Business Administration,  
McPherson University (October, 2015 - December, 2017)

### COURSES TAUGHT

MKT 202 - Sales & Distribution Management  
BUS 303 - Business Law  
MKT 306 - Marketing Information System  
BUS 402 - Project Management  
MKT 403 - Comparative Marketing System  
MKT 404 - Legal Aspects of Marketing  
MKT 406 - Integrated Marketing Communication  
MKT 309 - International Marketing  
MKT 411 - Logistics & Supply Chain Management  
ATS Class - Business Law  
ATS Class - Communication Skills  
Undergraduate Project Supervision

### ADMINISTRATIVE FUNCTIONS AND CONTRIBUTIONS TO McPHERSON UNIVERSITY

- Chairman, MCU Business Ventures Committee
- Coordinator, Ventures & Linkages Committee
- Member, The University Senate (2015/16/17 sessions)
- Member, College of Social & Management Science Board of Studies
- Chairman, COSMAS Industry Committee
- Member, Senate Committee on Admission & Students' Enrolment (2015/16/17 sessions)
- Member, Senate Ceremonials Committee (2015/16/17 sessions)
- Member, Students' Disciplinary Committee (2015/16/17 sessions)
- Staff Adviser, Marketing Students Association (2015/16 session)
- Chairman, Junior Staff Disciplinary Committee
- Member, MCU BOT Committee on Business Ventures

### Senior Lecturer

Department of Business Administration,  
Mountain Top University (December, 2017 - October 1,  
2020)

### Associate Professor

October, 2020 - Till date

### COURSES TAUGHT

BUS 101 - Introduction to Business  
BUS 102 - Elements of Management  
BUS 208 - Management of SMEs  
BUS 301 - Management Theory  
BUS 309 - Marketing Research & Consumer Behaviour

BUS 310 - Research Methods  
BUS 312 - Management of Multi-National Corporations  
GST 301 - Entrepreneurship Studies  
GST 302 - Enterprise Development  
BUS 409 - Promotional Management  
BUS 408 - International Marketing  
BUS 406/PAD 408- Project Management & Analysis  
Undergraduate Project Supervision

### **ADMINISTRATIVE FUNCTIONS AND CONTRIBUTIONS TO MOUNTAIN TOP UNIVERSITY**

- Chairman, MTU Business Ventures Committee
- Ag. Director, MTU Global Ventures (2017/18/19/20 sessions)
- Member, The University Senate (2017/18/19/20 sessions)
- Member, College of Humanities, Management & Social Sciences Board of Studies
- Member, MTU Fund Raising Committee
- Member, Students' Counselling Committee
- Member, Senate Committee on Admission & Students' Enrolment
- Coordinator, Business Administration Program (2018/19 Session)
- Secretary, LOC, MTU International Conference on Entrepreneurship (ICE)
- Member, MTU Quality Assurance Committee
- Member, School of Post Graduate Studies Board
- Acting Head, Dept. of Business Administration (2019/20/21/22 Sessions)
- Ag. Director, Apprenticeship and Community Relations (2020/21)(2021/2022)(2022/23)
- Chairman, LOC, MTU International Conference on Entrepreneurship (ICE 2)
- Chairman, 1<sup>st</sup> CHMS International Conference 2022
- Ag. Dean, Students' Affairs Division (2022/2023 session)

### **PREVIOUS WORK EXPERIENCE IN THE INDUSTRY**

**Executive Secretary/CEO**, Nigerian-American Chamber of Commerce, Victoria Island, Lagos. (May 2012-June, 2015).

**General Manager/Chief Operating Officer**, Intelligent Marking & Coding Limited, Gbagada, Lagos. (Jan. 2007-Aug. 2010).

**Head of Operations - Nigeria**, Nutri-Health Africa Limited, RSA/Nigeria, Oregun- Ikeja-Lagos (March, 2004-Nov.2006).

**Marketing Operations Manager**, Coca-Cola Nigeria Limited, Ikoyi, Lagos (Aug. 1993-December, 2003).

**Merchandise Manager**, UTC Nigeria Plc, Creek Road, Apapa-Lagos (March, 1989-July, 1993)

**Accounts Executive**, Kopyserve Limited, Victoria Island, Lagos. (June, 1987- Feb. 1989).

## RESEARCH PUBLICATIONS/PAPERS

### THESIS/DISSERTATIONS

**Ojo, J.O.** (2015). Dynamics of Awareness Levels on Consumers' Choice of Automotive Lubricants in Lagos State, Nigeria. (Ph.D Thesis, Babcock Business School, Babcock University, Ilishan-Remo) May

**Ojo, J.O.** (2009). Impact of Sales Promotion as a Marketing Strategy on an Organisation's Performance (A study of Globacom Limited). M.Sc. Dissertation, Faculty of Business Administration, University of Lagos, Akoka-Lagos). October

**Ojo, J.O.** (2006). African Refugees' Problems: Lessons from Somalia. (MILD Dissertation, Faculty of Law, University of Lagos, Akoka-Lagos) October

**Ojo, J.O.** (1987). Training and Development: A Study of International Breweries Limited, Ilesa, Osun State. (MBA Dissertation, Faculty of Administration, Obafemi Awolowo University, Ile-Ife, Osun State. April

### BOOKS AND MONOGRAPHS

#### Contribution to Books:

1. **Ojo, James Olanipekun (2018)**. Understanding Organizational Culture. In Anam, B., Kolvereid, L., Ozigbo, N. and Kabuoh.M (Eds). Management Skills and Strategy Development Advanced Publishers, Nigeria. ISBN.978-051-086-9; 8-25.
2. **Ojo, James Olanipekun (2020)**. Understanding Brand Awareness (An Insight to the Critical levels). In Bassey Anam et al. Review on Nation Building in Africa. ISBN978051807; 314-336

#### JOURNAL ARTICLES

3. **Ojo, James Olanipekun** and Kesinro R. Olalekan (2016). "Top-of-Mind Awareness and Customer Repeat-Purchase Behaviour: Evidence from Automotive Lubricants' Market of Lagos State, Nigeria". Journal of Global Economics Management and Business Research. Vol. 6, No. 2. ISSN2454-2504, pp. 96-104.
4. **Ojo, James Olanipekun**, Kesinro R. Olalekan and Akinsunmi A. Sydney (2015). "Brand Recognition and Impulse Buying Behaviour of Automotive Lubricants Customers in Lagos State, Nigeria". European Journal of Business, Economics and Accountancy. Vol. 3, No 5. ISSN 2056-6018. pp. 51-63.
5. Kesinro R. Olalekan, **Ojo, James Olanipekun** and Akinsunmi A. Sydney (2015). "Effect of Product Package on Brand Involvement in Consumer Goods Market of Lagos State, Nigeria" American Journal of Marketing Research. Vol. 1, No. 3.pp. 193-200.
6. Kesinro, R. Olalekan, **Ojo, James Olanipekun** and Elueze Chidinma (2015). "Wage Inequality and Work Performance in the Food Industry of Ogun State, Nigeria". European Journal of Research and Reflection in Management Sciences; Vol. 4. ISSN 2056-5992 pp. 55-62.

7. Kesinro R. Olalekan and **Ojo, James Olanipekun** (2016). "An Empirical Analysis of Consumer Brand Involvement in the Food Industry of Lagos State, Nigeria" *Journal of Research in Humanities and Social sciences*; Vol. 1, No.1 .pp. 35-39.
- 8 . Kesinro, R. Olalekan, **Ojo, James Olanipekun** and Adenugba.A.Adetunji (2015)."Product Package and Customer Brand Commitment in Food and Beverages Markets of Lagos State", *European Journal of Business, Economics and Accountancy*; Vol. 3. No 6 ISSN 2056-6018 pp. 44-55.
9. Adedayo, S. Oludare, **Ojo, James Olanipekun** and Ojo, Oladipupo (2016). "Planning for Succession and Firm's Sustainability: Evidence from Family Owned Businesses in Lagos and Ogun States, Nigeria" *Issues in Business Management and Economics*; Vol. 4, No. 6. ISSN 2350 -157X pp. 63-69.
10. **Ojo, James Olanipekun** and Kesinro R. Olalekan (2016). "Brand Dominant-Awareness and Consumer Loyalty in Auto-Lubricants Markets of Lagos State, Nigeria". *Asian Research Journal of Business Management*; Vol. 4, No 1. ISSN 2321-9246. pp. 165-176.
11. Adedayo, S. Oludare and **Ojo, James Olanipekun** (2016). "Family Conflict and Sustainability of Family Owned Businesses in Lagos and Ogun States, Nigeria" *Pyrex Journal of Business and Finance Management Research*; Vol. 2, No. 8. ISSN 2985 -8860 pp. 89-96.
12. Onigbinde, I. Oladepo and **Ojo, James Olanipekun** (2016). "Evaluation of Selected Theories as Applicable to Marketing and Consumer Research" *Journal of Marketing and Consumer Research*; Vol. 27, ISSN 2422 -8451 pp. 71-80.
13. Onigbinde, I. Oladepo and **Ojo, James Olanipekun** (2016). "Marketing Research and the Potentials of SMEs in Sub-Saharan Africa: Conceptual Evidence from Nigeria" *International Journal of Marketing Studies*; Vol. 8, No.5. ISSN 1918 -719X pp. 104-113.
14. **Ojo, James Olanipekun**, Kesinro R. Olalekan and Ojo, Oladipupo (2016). "Brand Recall and Consumer Purchase Behaviour in Automotive Lubricants Markets of Lagos State, Nigeria". *International Journal of Research and Current Development*; Vol. 2, No 8. pp. 156-161.
15. **Ojo, James Olanipekun** and Adedayo,S.Oludare (2017). "Analysis of some selected Theories Applicable to Consumer Behaviour Research". *Pyrex Journal of Business and Finance Management Research*; Vol.3 No.4. Pp.112-120.
16. Adedayo, S. Oludare and **Ojo, James Olanipekun** (2017)."Family Owned Business (FOB) Succession and Sustainability: Evaluation of some Selected Theories Applicable to FOB Succession Research in Nigeria". *Prudent Research Journal of Business Management and Economics*;Vol. 1 (1), pp.1-11.

17. Kesinro R. Olalekan and **Ojo, James Olanipekun** (2017). "Customer Brand Commitment: An Empirical Evidence from FMCG Markets of Lagos State, Nigeria" *Journal of Research in Humanities and Social sciences*; Vol. 2, No.1 .pp. 138-141.
18. **Ojo, James Olanipekun** and Kesinro R. Olalekan (2017). "An Empirical Analysis of Dominant Awareness Level as Catalyst for Consumer Loyalty in the Automotive Lubricants Industry of Lagos State, Nigeria". *Noble International Journal of Business and Management Research*; Vol. 1, No. 7, pp. 118-122.
19. Olaniyan, Solomon Toyin, **Ojo, James Olanipekun** and Taiwo, Omobolanle (2018). "Effect of Strategic Entrepreneurial Orientation on Sales Growth of SMEs in Lagos State". *UniOsun International Journal of Business Administration (UIJBA)*, Vol. 2 ,No.2 pp. 118-135
20. Adelekan S. Adedeji and **Ojo, James Olanipekun** (2018). "Human Resource Information System and Organizations' Performance In selected Banks in Lagos State, Nigeria" *International Organization of scientific Research*, Vol. 20, No. 4. ISSN 2319-7668 pp. 67-78
21. Adelekan S. Adedeji and **Ojo, James Olanipekun** (2018). "The Influence of Hybrid Strategy on Performance of CWAY Food Beverages Nigeria Limited" *LASU Journal of Manage Sciences (LASUJMS)* Vol. 4, No. 1. pp. 80-92
22. Oladimeji, M. Sanjo, Opaluwa, Shehu, Odunayo, H. Adewale and **Ojo, James Olanipekun** (2019) "Effects of Resource Based and Institutional Induced Entry Strategies on the Performance of Internationalized Nigerian Insurance Companies" *HallMark University Journal of Management & Social Sciences (HUMSS)*; Vol. 1, No. 1, pp. 79-86.
23. Adelekan, Saidi A, Erigbe, P.A., **Ojo, James Olanipekun** and Toriola, A.K. (2019) "Knowledge Management and Manufacturing Firms' Performance in Nigeria" *HallMark University Journal of Management & Social Sciences (HUMSS)*; Vol. 1, No. 2, pp. 69-75
24. Eze, B. U., Adelekan, Saidi A. , **Ojo, James Olanipekun** and Erigbe, P.A. (2019) "Emotional Intelligence and Job Performance of Frontline Employees of selected Micro Finance Banks, MFBs, in Lagos, Nigeria" *University of Benin Management Sciences Review* ; Vol. 10, No. 1, pp. 99-106.
25. Ologundudu, M. Mojeed and **Ojo, James Olanipekun** (2019). "Corporate Governance, Entrepreneurship and Economic Development in Nigeria" *International Journal of Management Studies and Social Science Research*, Vol. 1, No.2. pp. 1-16 .
26. Ologundudu, M. Mojeed, **Ojo, James Olanipekun** and Olawepo, Qudus (2019). "Gender Enterprises Ownership and Entrepreneurship Development in Nigeria: A Quantitative Approach". *MTU Journal of Entrepreneurship and Sustainable Development*, (MTUJESD) , Vol. 1, No.1. pp. 28-44.

27. Kesinro R. Olalekan and **Ojo, James Olanipekun** (2020). "Advertising and Consumer Protection in the Foods Industry in Lagos State, Nigeria" *MTU Journal of Entrepreneurship and Sustainable Development*,(MTUJESD) , Vol. 2, No.1. ISSN: 2714-3163 pp.51-59.
28. Okon.j.Ifeanyi, **Ojo, James Olanipekun** and Aderemi,Timothy Ayomide(2021)."Do Microfinance Institutions Play Sufficient Roles in Entrepreneurship Development in Ogun State? Empirical evidence from Sango Ota Industrial Area". *Journal of Academic Research in Economics*, Vol.13 (1) pp.57-71
29. **Ojo, James Olanipekun**, Bako,Y.A and Olopade, O.J(2021)."Corona Virus and its effect on Survival of Small & Medium Scale Buisnesses in Nigeria"-Experience from Abeokuta, Ogun State. *MTU Journal of Entrepreneurship and Sustainable Development*. 3 (1). 17-27
30. Adelekan, S. A., Aderinto C. O, **Ojo James Olanipekun** & Ashade O. (2021). Gamification and Small and Medium Enterprises Internationalisation. *Dominican Journal of Management and Social Sciences*, 1(1), 1-19.
31. Adelekan S. A., **Ojo James Olanipekun** & Worimegbe P. M., (2021). Coopetition and Small Firms Value Creation. *European Journal of Business Science and Technology*, 7(2), 133-152. (Scopus, Mendel University in Brno, Q2)
32. Mojeed M. OLOGUNDUDU, **Ojo, James Olanipekun**, P.A Erigbe & O.O. OLUYOMI (2021). Appraisal of the global airline performance amidst COVID-19 in the Digital Era: Evidence from Emirate Airline. *MTU-ICE*, November 2021
33. Adelekan, S.A. & **Ojo, James Olanipekun** (2022). Social entrepreneurship and covid-19: impact, challenges and opportunities in Nigeria. *Entrepreneurship and Post-Pandemic Future*. Scopus Emerald Publishing Limited, Bingley, doi:10.1108/978-1-80117-902-720221003 pp. 23-37. 53.
34. **Ojo, James Olanipekun** & Adelekan, S.A. (2022). Why I buy what I buy? The dynamics of brand awareness on consumers' choice. *Entrepreneurship and Post-Pandemic Future*. Scopus Emerald Publishing Limited, Bingley, doi:10.1108/978-1-80117-902-720221003 pp.73-86.
35. Aderemi,T.A.,Aransiola,I.J,Ojo,L.B,**Ojo, James Olanipekun** and Okon,J.I.(2022).Does Entrepreneurship Financing Contribute to Industrial Development in Nigeria ?Evidence from Small and Medium Scale Enterprises', *World Review of Entrepreneurship, Management and Sustainable Development*, Vol.18,Nos 5/6,pp.592-601(Scopus indexed)

## CONFERENCE PROCEEDINGS

Onigbinde, I. Oladepo and **Ojo, James Olanipekun** (2016), "Effects of Diversification Strategy and Synergy on the Performance of Selected Corporate Organizations in Conglomerate Sector of Nigerian Industrial Economy". In the Proceedings of the 5<sup>th</sup> International Social and Management Sciences Research Conference; Kaduna State University, Kaduna - Nigeria. March.

Otsu, Pius, A. I., OtsuPius, I. Anthonia and **Ojo, James Olanipekun** (2016), "Interactive Marketing and Sales Growth as Measure of Business Performance of small scale Agro-Allied Firms in Rivers State, Nigeria". In the Proceedings of the International Research



Conference on Qualitative Education & Sustainable Development; University of Ibadan, Ibadan - Nigeria., July.

Adedayo, S. Oludare and **Ojo, James Olanipekun** (2017). "Succession Planning and Sustainability of Family Owned Businesses in Lagos and Ogun States, Nigeria" In the proceedings of the 1<sup>st</sup> International Conference on Management, Technology and Sustainable Development; Federal University of Technology, Akure, Nigeria. March

Ologundudu, M. Mohammed and **Ojo, James Olanipekun** (2017) "Entrepreneurship Innovation and Economic Growth in Nigeria". In the proceedings of the 1<sup>st</sup> Covenant University International Conference on Entrepreneurship (CU-ICE), Otta, Nigeria. June

Adelekan S. Adedeji and **Ojo, James Olanipekun** (2018). "The Influence of Hybrid Strategy on Organizational Performance- A case study of Cway Food and Beverages Nigeria Limited" In the proceedings of the Annual Economic Conference; Department of economics, Crawford University, Igbesa, Ogun State. April.

Ologundudu, M. Mohammed and **Ojo, James Olanipekun** (2018) "Entrepreneurship and Corporate Governance in Nigeria". In the proceedings of the 2nd Covenant University International Conference on Entrepreneurship (CU-ICE), Otta, Nigeria. June

Ologundudu, M. Mohammed and **Ojo, James Olanipekun** (2019) "Gender Enterprises Ownership and Entrepreneurship Development in Nigeria: A Quantitative Approach". In the proceedings of the 1<sup>st</sup> Mountain Top University International Conference on Entrepreneurship (MTU-ICE), Ibafo, Nigeria. September

Kesinro, O. Rasheed and **Ojo, James Olanipekun** (2019) "Advertising and Consumer Protection in the Foods Industry in Lagos State" In the proceedings of the 1<sup>st</sup> Mountain Top University International Conference on Entrepreneurship (MTU-ICE), Ibafo, Nigeria. September

**Ojo, James Olanipekun** and Ologundudu, M. Mohammed (2019) "From Founder To Successor: Issues of Experience and Exposure on Sustainability of family Owned Businesses in Lagos and Ogun states, Nigeria". In the proceedings of the 1<sup>st</sup> Mountain Top University International Conference on Entrepreneurship (MTU-ICE), Ibafo, Nigeria. September

1<sup>st</sup> Dominican University International Conference on Humanities, Management & Social Sciences (DUICHMSS). Theme: Innovative Strategies & Capabilities for Adapting to the New Normal" held on 27<sup>th</sup>-29<sup>th</sup> October, 2021.

3<sup>rd</sup> International Conference on Entrepreneurship (MTU-ICE). Theme: "Entrepreneurship for Sustainable Development in the Digital Era" held at Mountain Top University. Wednesday 3<sup>rd</sup> - Thursday 4<sup>th</sup> November 2021

1<sup>st</sup> CHMS International Conference 2022. Theme: Achieving Sustainable Development Goals Through Humanities, Management and Social Sciences Research" held at Mountain Top University, Ogun State on Wednesday 27<sup>th</sup> - Thursday 28<sup>th</sup> April 2022.

## MANUSCRIPTS ALREADY ACCEPTED FOR PUBLICATION

1. Combating the Conflicts: Issues inherent in Family Conflict and Sustainability of Family owned Businesses in Lagos and Ogun States, Nigeria.(2019)
2. Choice at (first) Sight: Effect of Brand Recognition on Impulse Buying Behaviour of Consumers of Automotive Lubricants in Lagos State, Nigeria.(2020)
3. Customers' Centricity and Customers' Loyalty: Evidence from Selected Deposit Money Banks in Nigeria.(SCOPUS- 2020)
4. Social Entrepreneurship and Covid 19:Impact,Challenges and Opportunities in Nigeria(SPRINGER-2020)

## COURSES & WORKSHOPS ATTENDED

- P.A.R Skills Workshop
- Negotiating Skills
- Project Management
- Basic Production Management
- Writing That Works
- Targeted Selected Workshop
- Business Planning Workshop
- Coaching and Feedback Workshop
- In Trade Marketing Opportunity
- Diversity Workshop
- Strategic Marketing Workshop
- Sales and Marketing Convention
- Basic Sales and Merchandising Skill
- Dimensions of Professional Selling
- Train the Trainer Workshop (Lecturers & Instructors of Entrepreneurship)
- Finance for Non-Finance Managers
- 3<sup>rd</sup> Resource Mobilization Workshop, organized by the Association of African Universities, AAU, Kigali-Rwanda. March, 2018
- Grant and Proposal Writing Workshop, organized by the Mountain Top University, MTU, Prayer City, Ogun state. Nigeria. April, 2018.
- ADAPTI Workshop, organized by the Digital Bridge Institute, Abuja. August, 2018.
- Capacity Building Retreat/Workshop, organized by the Institute of National Transformation, Lagos. October, 2018; 2019 (Becoming a Transformational Leader)
- Train the Trainer Workshop - Institute of Entrepreneurs, (Lecturers and Instructors of Entrepreneurship) Ogba, Lagos) - 2019.
- Coca-Cola Global Network
- LBS, Lagos
- MacTay, Lagos
- Coca-Cola Global Network
- Coca-Cola Global Network
- Coca-Cola Global Network
- Coca-Cola Global Network
- Coca-Cola Global Network
- Coca-Cola Global Network
- Tom Associates, Lagos
- Ghana/Thailand
- Coca-Cola Global Network
- Dubai, UAE
- Institute of Entrepreneurs, Ogba, Lagos
- Kenya

## CONTRIBUTIONS TO NATIONAL AND INTERNATIONAL LIFE

- (i) Within the University:  
\*Contribution to knowledge through Teaching, Research and Development.

\*University of Ibadan, School of Business (UISB)@CEMAR CAMPUS; Course Facilitator (Marketing Management; Consumer Behavior) Executive MBA Class: Feb. 2017 - Till date.

(ii) Outside the University:

Event Manager (Kano/Bauchi Zones) Nigeria 99, FIFA World Cup (Football) Tournament (1999).

Event Manager, (Kano Centre), African Cup of Nations, ACN (2000).

'Chief D' Mission" - NACC Trade Mission to United States, U.S.A (2013)

Team Leader, - NABD, Business Men Delegation to United States of America, USA (2014).

#### **AWARDS AND HONOURS**

- Most Inspiring Staff Adviser; COSMAS, McPherson University, 2016/2017 session.
- Most Entrepreneurial Staff, Mountain Top University, SRC, 2018/ 2019 session.
- Guest Speaker, Office of Chief of Staff, Governor's office, Senior Staff Retreat, Topo Badagry ,2016.
- Guest Speaker, Final Year Brethren, McPherson University, Seriki Sotayo, 2016/2017 session
- Panelist, Annual TMC Round Table on National Issues, Lagos Sheraton, 2015.
- Guest Lecturer, Lagos State Governor's Office Drivers and Transport Officers (SAFETY & HEALTH, 2017.)

#### **RESEARCH INTEREST**

Consumer Behaviour, Brand Management, Entrepreneurship and Issues in Petroleum Marketing.

#### **TEACHING INTEREST**

Law/Legal Aspects of Marketing Communication Law/Business Law, Strategic Marketing, International Marketing, Sales and Distribution Management, Marketing Communication, Management Process, Project Evaluation and Marketing Management.

#### **EXTRA CURRICULAR ACTIVITIES**

Reading, Travelling, Meeting People & Watching Soccer.

#### **REFEREES**

1. **Prof. Solomon A. Adebola, FCTI,**  
Vice Chancellor,  
Adeleke University,

Ede,  
Osun State.  
Nigeria.  
Tel: +234-803-328-8091

2. **Mr, Kolawole A. Osunnuyi,**  
MD/CEO,  
Adtrade Communications Limited,  
Immac Building, 8 Ikorodu Road,  
Jibowu , Lagos.  
Lagos State. Nigeria.  
Tel: +234-8033006100
  
3. **Prof. Jackson O. Olujide**  
Department Of Business Administration,  
University of Ilorin,  
Tanke, Ilorin  
Kwara State. Nigeria  
  
Tel: +234-803-394-6877

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