

CURRICULUM VITAE

(PERSONAL DATA)

1. **NAME:** Olaleke Oluseye OGUNNAIKE
2. **GENDER:** Male
3. **TOWN:** Ijebu Igbo
4. **LOCAL GOVERNMENT AREA:** Ijebu North
5. **STATE OF ORIGIN:** Ogun
6. **NATIONALITY:** Nigerian
7. **MARITAL STATUS:** Married
8. **RELIGION:** Christianity
9. **NUMBER OF CHILDREN:** Three (11yrs, 9yrs, 5yrs)
10. **CONTACT ADDRESS:** Department of Business Management,
Covenant University, Ota, Ogun State.
11. **RESIDENTIAL ADDRESS:** Zone A, Road 3, Grace Estate. Iyana
Iyesi, Ota. Ogun State
12. **TELEPHONE NUMBER:** 08077170991
13. **E-MAIL ADDRESS:** olaleke.ogunnaike@covenantuniversity.edu.ng,
olalekeogunnaike2019@gmail.com
14. **PRESENT POSITION:** Associate Professor
15. **INSTITUTION ATTENDED WITH DATE:**
 - Covenant University; Ota. 2007 – 2014
 - Covenant University; Ota. 2004 – 2006
 - Olabisi Onabanjo University, Ago Iwoye. 1998 – 2001
 - Moshood Abiola Polytechnic, Abeokuta. 1994 – 1996
16. **ACADEMIC QUALIFICATION:**
 - Mar. 2014: **Ph.D. MARKETING.**
Doctor of Philosophy

- Aug. 2006: **M.Sc. MARKETING.**
Master of Science- 4.67
- Sept.2001: **B.Sc BUSINESS ADMINISTRATION.**
Bachelor of Science – SECOND CLASS UPPER DIVISION
- Feb. 1997: **O. N.D. MARKETING.**
Ordinary National Diploma – UPPER CREDIT
- June 1994 **S.S.C.E**
Senior school Certificate Examination – 5 ‘A’s and 3 ‘C’s

17. **TEACHING EXPERIENCE**

(a) Duration of Teaching Experience in the University: (15 Years)

- January, 2018 till date
- July, 2015 –December 2017: Senior Lecturer (**2 Years**)
- August, 2013- June 2015: Lecturer I, Covenant University, Nigeria.
(**2 years**)
- Sept. 2010- July.2013: Lecturer 2, Covenant University, Nigeria.
(**3 years**)
- Sept. 2006- Aug.2010: Assistant Lecturer, Covenant University, Nigeria.
(**4 years**)
- June 2004- Aug.2006: Graduate Assistant, Covenant University, Nigeria.
(**2 years**)

(b) Academic/Administrative Leadership Position Held

- **Member, School of Post Graduate Studies Board (2019/2020 Session)**
- **College of Business & Social Sciences Postgraduate Representative**
(**2019/2020 Session**)
- **Chair, College Curriculum Committee (2018/2019 session)**
- **Member, University Disciplinary Appellate Committee (2018/2019 session)**
- **Deputy Director, Covenant University Centre for Research Innovation and Discovery (2016/2017 session)**
Responsible for coordination of partnership between industry and the university. Coordinates preparation of MoUs by legal team, initiate and make arrangement for meetings between captains of industries and management of the University. Supervise the implementation of commercialization policies of the University.
- **Head of Unit, Marketing Program**
(**2016/2017,2017/2018 & 2018/2019 session**)
Coordinate the overall academic and administrative activities of the program and report directly to the HOD.

- **Departmental Examination Officer (2016/2017 & 2017/2018)**
Responsible for smooth conduct of examination for all the courses in the Department. Arrange for vetting of questions and scripts by the appointed External Examiner.
- **Coordinator, Departmental Postgraduate Studies (2014/2015-2015/2016 session)** – Coordinate execution of policies on PG matters as agreed upon by the PG Departmental board from time to time. The responsibilities entails allocation of courses to the lecturers, preparation of lecture time table, preparation of examination table, collation of students results, computation of student results, processing of post graduate forms for Ph.D proposals, post-field and the viva-voce and ensure the overall smooth running of PG programmes in the department. Serves as secretary to departmental PG board.
- **Secretary, Departmental Post graduate accreditation adhoc Committee(2014)** - Responsible for post graduate documentations. Works closely with school of post graduate studies for recently concluded NUC PG accreditation.
- **Chair, Departmental Research and Project committee (2016/2017 till date).** Responsible for ensuring that students' project meet the quality standard, ensures that students finish projects on schedule, to attend to challenges arising from projects research supervision and evaluation at the undergraduate levels
- **Member, College Postgraduate committee (2016/2017 till date).** Responsible for coordination of monthly seminars in all the departments in the college. Organizes workshop/short courses for the faculty within the college, attends to related matters required by the Dean of the college.

18. **COURSE TAUGHT**

Postgraduate

Courses taught include: General Management, Research Methodology, Business Strategy, Quantitative Analysis for Management, Service Marketing, Business statistics, Marketing Models, Distribution and Logistics Management, Marketing Research and Marketing Information System, Readings in Marketing and Post graduate seminars for M.sc students.

Undergraduate

Courses taught include: Intoduction to Business, Principles of Management, Analysis of Business Decision, Principles of Marketing, Research Methodology, Distribution and Logistics Management, Consumer Behaviour, Purchasing and Supply management, Marketing Research and Marketing Information System, Sales Management, Operations Research and Marketing of Service and Politics

19. **SCHOLARSHIP, FELLOWSHIPS AND PRIZES.**

- Best M.Sc Graduating student in Department of Business Management (Covenant University) - 2006
- 3rd Best Graduating student in B.sc Business Administration Programme (Olabisi Onabanjo University) - 2001
- 3rd Best Graduating student in O.N.D. Marketing (Moshood Abiola Polytechnic) - 1996
- 2nd Best Graduating student (Christ Apostolic Grammar School, Iperu) 1994

20. **PUBLICATION AND JOURNALS (INTERNATIONAL/LOCAL)**

International Journals

- 1 **Ogunnaike, O.O.**, Aribisala, A., Ayeni, B., Osoko, A. (2019) Maslow theory of motivation and performance of selected technology entrepreneurs in Nigeria. *International Journal of Mechanical Engineering and Technology* 10 (2) ,pp.628 (**indexed in Scopus database**)
- 2 **Ogunnaike, O.O.**, Fakunle, O.A., Borishade, T.T., Adetowubo-King, S.A., Osoko, A.O. (2019) The question of effective corporate social responsibility in pharmaceutical marketing: Evidence from engineering workers. *International Journal of Civil Engineering and Technology* 10 (2) ,pp.2348 (**indexed in Scopus database**)
- 3 Ohunakin, F., Adeniji, A., **Ogunnaike, O.O.**, Igbadume, F., Akintayo, D.I. (2019) The effects of diversity management and inclusion on organisational outcomes: A case of multinational corporation. *Business: Theory and Practice* 20 Pp.93 (**indexed in Scopus database**)
- 4 Akeem, T.A., Kuye, O.L., **Ogunnaike, Olaleke, O.**, Adeniji, Anthonia, A., Salau, Odunayo, P., Lawal, Fatai, A. (2019) Modelling the relationship between internet security and e-commerce adoption: The moderating role of internet experience and employment status *International Journal of Civil Engineering and Technology* 10 (1) (**indexed in Scopus database**)
- 5 Borishade, T.T., Kehinde, O.J., **Ogunnaike, O.**, Worlu, R.E., Iyiola, O., Dirisu, J. (2019) Customer experience management: An empirical evidence of functional clues and engineering student's loyalty. *International Journal of Mechanical Engineering and Technology* (1), pp.1 (**indexed in Scopus database**)
- 6 Adegbuyi, A.A., Oladele, O.P., Iyiola, O.O., Adegbuyi, O.A., **Ogunnaike, O.O.**, Ibidunni, A.S., Fadeyi, O.I. (2018) Assessing the influence of entrepreneurial orientation on small and medium enterprises' performance. *International Journal of Entrepreneurship* 22 (4) (**indexed in Scopus database**)
- 7 **Ogunnaike, O.O.**, Bishop, S.A., Akinsulire, H., Kehinde, B.E., Oreagba, O.T. (2018) Education for sale: Markov chain analysis of physical qualities and engineering students switching behavior. *International Journal of Mechanical Engineering and Technology* 9 (230-239), pp.230 (**indexed in Scopus database**)
- 8 Iyiola, O., Borishade, T.T., **Ogunnaike, O.**, Kehinde, O.J., Falola, H., Omotoyinbo, C., Ogazi, J. (2018) Attitude of customers towards made in Nigeria textile industry products *International Journal of Civil Engineering and Technology* 9 (214-228), pp.214 (**indexed in Scopus database**)

- 9 Lawal, F.A.,Iyiola, O.O.,Adegbuyi, O.A.,Kehinde, O.J.,**Ogunnaike, O.O.**(2018) Survey data on bureaucratic processes and entrepreneurial venture performance in SMEs in Nigeria. *Data in Brief* 20, pp.775 (**indexed in Scopus database**)
- 10 Borishade, T.T., Worlu, R.E., Kehinde, O., **Ogunnaike,O.O.** Ogueyungbo, O., Peter, F. (2018) A dataset of customer loyalty and variation in perception of customers across demographic characteristics In healthcare sector of Nigeria. *Data in Brief* (**indexed in Scopus database**)
- 11 Borishade, T.,Worlu, R.E.,Kehinde, O.,**Ogunnaike, O.**,Iyiola, O.,Dirisu, J.,Olokundun, M.,Ibidunni, A.(2018) Dataset on humanic clues and customer loyalty in selected hospitals in Lagos State, Nigeria. *Data in Brief* 19, pp.1948 (**indexed in Scopus database**)
- 12 Adebajji, A.,**Ogunnaike, O.O.**,Iyiola, O.O.,Ezenwoke, O.A.,Ibidunni, S.(2018) Data article on institutional framework and business survivals of informal entrepreneurs in electronics market, Southwest, Nigeria. *Data in Brief* 19, pp.1297 (**indexed in Scopus database**)
- 13 **Ogunnaike, O. O.**,Ayeni, B.,Olorunyomi, B.,Olokundun, M.,Ayoade, O.,Borishade, T.(2018) Data set on interactive service quality in higher education marketing. *Data in Brief* 19, pp.1403 (**indexed in Scopus database**)
- 14 Omisade, A.,**Ogunnaike, O.**,Omotayo, A.,Oladele, K.,Oluwole, I.,Fatai, L.,Femi, O.(2018) Data on modeling of nexus between entrepreneurs' commitment and business performance in a developing country *Data in Brief* 19 ,pp.1068 (**indexed in Scopus database**)
- 15 Ezekiel, A.O.,**Ogunnaike, O.**,Omotayo, A.,Lawal, F.,Femi, O.(2018) Data on empirical investigation of direct and indirect effect of personality traits on entrepreneurs' commitment of SMEs *Data in Brief* 19 ,pp.1171 (**indexed in Scopus database**)
- 16 Lawal, F.A.,Iyiola, O.O., Adegbuyi, O.A., **Ogunnaike, O.O.**,Taiwo, A.A. (2018) Modelling the relationship between entrepreneurial climate and venture performance: The moderating s role of entrepreneurial competencies. *Academy of Entrepreneurship Journal* 24 (1) (**indexed in Scopus database**)
- 17 Ogbari, M.E.,Ibidunni, A.S., **Ogunnaike, O.O.**,Olokundun, M.A. Amaihian, A.B.(2018) A comparative analysis of small business strategic orientation: Implications for performance. *Academy of Strategic Management Journal* 17 (1) (**indexed in Scopus database**)
- 18 Adegbuyi, A.A., Oladele, O.P.,Iyiola, O.O., Adegbuyi, O.A.,**Ogunnaike, O.O.**, Ibidunni, A.S.,Fadeyi, O.I (2018) Assessing the influence of entrepreneurial orientation on small and medium enterprises' performance *Journal of Legal, Ethical and Regulatory Issues* 22 (4) (**indexed in Scopus database**)
- 19 Adegbuyi, A.A.,Adegbuyi, O.A.,**Ogunnaike, O.O.**,Ibidunni, A.S.,Fadeyi, O.I.(2018) Role of learning orientation on smes' performance: Empirical evidence from smes in Nigeria. *Journal of Entrepreneurship Education* 21 (4) (**indexed in Scopus database**)
- 20 Ayoade Ezekiel, O., **Ogunnaike, O.O.**,Omotayo, A.(2018) An empirical investigation of direct and indirect effect of personality traits on entrepreneurs' commitment of SMEs. *Journal of Entrepreneurship Education* 21 (Special Issue) (**indexed in Scopus database**)
- 21 Ayoade, E.O., Adegbuyi, O., **Ogunnaike, O.O.** (2018) Entrepreneurs' commitment and business performance in a recessed economy. *Academy of Entrepreneurship Journal* 24 (2) (**indexed in Scopus database**)
- 22 Olokundun, M., Falola, H., Ibidunni, S.,**Ogunnaike, O.**,Peter, F., Kehinde, O. (2018) Intrapreneurship and innovation performance: A conceptual model. *Academy of Strategic Management Journal* 17 (2) (**indexed in Scopus database**)

- 23 Ibidunni, S. A., **Ogunnaike, O.O.**, Abolaji, A.J.(2017) Extending the knowledge strategy concept: Linking organizational knowledge with strategic orientations *Academy of Strategic Management Journal* 16 (3) ,pp.1 (**indexed in Scopus database**)
- 24 Olokundun, M.A.,**Ogunnaike, O.**,Peter, F.,Ibidunni, A.S.,Amaihian, A.B.(2017) Examining the link between university support systems, knowledge sharing and innovation: A focus on Nigerian university students. *Journal of Entrepreneurship Education* 20 (2) (**indexed in Scopus database**)
- 25 Oyewunmi, O.A.,Adeyemi, K.S., Ogunnaike, O.O.(2017) Corporate governance and human resource management in Nigeria's downstream petroleum sector. *Scientific Annals of Economics and Business* 64 (2), pp.139 (**indexed in Scopus database**)
- 26 Adeyeye O. J., **Ogunnaike, O.**, Amaihian, A.A., Olokundun, M., Inelo,F. I.(2016) Inventory control and Performance of manufacturing firms. *Journal of Engineering and Applied Sciences* 11 (2), pp.199 (**indexed in Scopus database**)
- 27 **Ogunnaike, O.O.**, Borishade, T.T.,Adeniyi, S.,Omolade, O.O.(2014) Empirical analysis of marketing mix strategy and student loyalty in education marketing. *Mediterranean Journal of Social Sciences* 5 (23),pp.616 (**indexed in Scopus database**)
- 28 Ogbari , M. E. and Onasanya, Yewande A. and Ogunnaike, O.O. and Kehinde, O.J. (2018) *Talent Management as a Determinant of Firm Performance: A Conceptual Approach*. Business & Social Sciences Journal (BSSJ), 3 (1). pp. 21-32.
- 29 Amah, E., **Ogunnaike, O. O.**, Ayeni, A. W., & Ojo, M. (2017). A Thematic Analysis of Advertisement in the Telecommunication Industry. *Binus Business Review*, 8(3), 221-228.
- 30 Adebajji, W.A., Iyiola O., **Ogunnaike, O.O.**, Ibidunni, S.A., Akinde, O., Olubodun, I., (2017). Empirical Assessment of Social Motivation and Performance of Informal Entrepreneurs in Computer Village, Lagos State. *Acta Universitatis Danubius Vol 1 (5) Pp 26-47*.
- 31 Ese-Urhe, H., **Ogunnaike, O.O.**, Adegbuyi O., Dada A., (2017). Queuing Theory Perspective in e-Banking and Service Performance: A Conceptual Approach. *Asian Journal of information Technology* 16 (6) Pp 364 – 373.
- 32 **Ogunnaike, O.O.**, Kehinde, O.J., Omoyayi, O.O., Popoola, O.O., Amoruwa, A. (2017). Conceptualization of the Relationship between Brand Equity and Purchase Behaviour.*International Review of Management and Marketing Vol 7(2) Pp 403-408*. **Indexed in Google Scholar**
- 33 Balogun, B. & **Ogunnaike, O.O.** (2017) Healthcare Organisations in a Global Marketplace: A Systematic Review of the Literature on Healthcare Marketing. *Journal of Marketing Management and Consumer Behaviour*, 1(5). Pp 36-52
- 34 Adebajji Ayeni, **Ogunnaike Olaleke, O.**, Ibidunni Ayodotun Stephen & Seun Akinde (2017) Critiquing the Hotel Strategic Articles in Response to the Nigerian Environment *Global Journal of Management and Business Research: A Administration and Management*. Volume 17 Issue 3
- 35 Dada A., Worlu R.E.K., **Ogunnaike O.O** and Ese-Urhie H. (2017) “A Conceptual Examination of Corporate Culture and Organizational Performance” *The social sciences* Vol. 12 (3) Pp 425-430
- 36 Ayeni, A. Iyiola, O., **Ogunnaike, O.O.** & Ibidunni, A.S. (2017) Globalization and Ebola disease; Implications for Business Activities in Nigeria. *African Journal of Business Management*. Vol 11(3). Pp 47-56

- 37 Oyewunmi, O.A., Adeyemi, K.S. & **Ogunnaike O.O** (2017) Corporate Governance and Human Resource Management in Nigeria's Downstream Petroleum Sector. *Scientific Annals of Economics and Business* 64(2) Pp 139 -153. DOI: 10.1515/saeb-2017-0009
Indexed in Google Scholar/Scopus
- 38 Kehinde, O.J., **Ogunnaike, O.O**, Akinbode, M. Aka, D. (2016) Effective Advertising: Tool for achieving Client-Customer Relationships. *Research Journal's Journal of Media Studies* Vol. 2(1).
- 39 Aka, D. O., Kehinde, O. J., & **Ogunnaike, O. O.** (2016). Relationship Marketing and Customer Satisfaction: A Conceptual Perspective. *Binus Business Review*, 7(2), 185-190. <http://dx.doi.org/10.21512/bbr.v7i2.1502>
- 40 Moses, C.L., **Ogunnaike, O.O.**, Akinbode, M.O., Agboola, M., Olokundun, M. and Aka, D. (2016) Perceived Service Quality and User Satisfaction in Library Environment. *Asian Journal of Information Technology* 15(1) Pp18-25
- 41 Ibidunni, A., Borishade, Taiye T., Dirisu, J. and **Ogunnaike, O.O.** (2015) Determinants of Consumer Perception towards Pirated Products. The case of Social Entrepreneurs and Marketers in Music Industry. *Strategii Manageriale (Management Strategies)* Anul VIII nr III (29) Universitatea Constantin Brâncoveanu, Pitesti.
- 42 Isiauwe, D.T., Ogbari, M. E., **Ogunnaike, O.O** and Ade-Turton, D. (2015) "The Role of Business Strategy in accomplishing Organization Mission in Nigerian Manufacturing Companies." *European Journal of Business and Management*. ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.7, No.32
- 43 Akinbola O.A., **Ogunnaike, O.O.** and Amaihian, A.B. (2015) "Influence of Contextual Factors on Entrepreneurial Intention of University Students: The Nigerian Experience. *Journal of South African Business Research*. Vol. 2015(2015). Article ID 750622. DOI: 10.5171/2015.750622
- 44 *Borishade, T. T., **Ogunnaike, O.O.**, Dirisu, J.F. and Onochie, M.P. (2015) "Empirical study of Packaging and its Effect on Consumer Purchase Decision in a Food and Beverages Firm." *European Journal of Business and Social Sciences*. Vol. 3(11) **Indexed in ISI/ICI/DOAJ/EBSCO/Google Scholar**
- 45 Obamiro J. K., **Ogunnaike O. O.**, A Osibanjo O. (2014) "Organizational Citizenship Behaviour, Hospital Corporate Image and Performance" *Journal of Competitiveness* Vol. 6 (1) Pp 36-49
- 46 **Ogunnaike, O.O.**, Borishade, T.T., Sholarin, A.A. and Ezeugwa I. J. (2014) "An Empirical Analysis of Total Quality Management and Perceived Corporate Image in Higher Education Management". *European Scientific Journal* Vol. 10(22), Pp236-250. **Indexed in Google scholar/EBSCO/Index Corpernicus with impact factor 8.25**
- 47 **Ogunnaike, O.O**, Akinbola, O.A and Ojo, A.O.(2014) "Effect of Motivation on Job Satisfaction of Sales Representatives." *Journal of Educational and Social Research*. Vol 4 No.1 Pp 197-203 (Italy) **Indexed in DOAJ/EBSCO/JSTOR with Global impact factor 0.507**
- 48 **Ogunnaike, O.O.**, Borishade, T.T. and Jeje O. E. (2014). Customer Relationship Management Approach and Student Satisfaction in Higher Education Marketing. *Journal of Competitiveness* Vol.6(3), Pp49-62. **Indexed in ProQuest/EBSCO/cross Ref /Google Scholar**
- 49 **Ogunnaike, O.O.**, Akinbode, M. and Onochie, M.P. (2014) "Structural Equation Modeling of Market Orientation and Staff Loyalty in Education Marketing". *Information and*

- Knowledge Management* Vol. 4(6) Pp 20-27 (UK) **Indexed in Index Copernicus/EBSCO/Google Scholar/SCI-edge with IC impact factor 5.42**
- 50 **Ogunnaike, O.O.**, Borishade, T.T., Sholarin, A.A. and Odubela, O.O. (2014) “Empirical Analysis of Marketing Mix Strategy and Student Loyalty in Education Marketing”. *Mediterranean Journal of Social Sciences* Vol 5(23), Pp 616-625. **Indexed in SCOPUS/Google scholar/Cross Check/Cross Ref. with Global impact factor 0.377. Available at www.scopus.com.**
- 51 **Ogunnaike, O.O.**, Akinbode, M. and Onochie, M.P.(2014) “An Exploratory Analysis of Market Orientation and Perceived Corporate Image in Education Marketing; A study of Selected Students”. *European Journal of Business and Management* Vol. 6(25) Pp 14-23 (UK). **Indexed in Index Copernicus/EBSCO/Google Scholar/SCI-edge with IC impact factor 7.17**
- 52 **Ogunnaike, O.O.**, Salau, O., Sholarin, A.A. and Borishade, T.T. (2014) Evaluation of Customer Service and Retention: A comparative Analysis of Telecommunication Service Provider. *European Journal of Business and Social Sciences*. Vol. 3(8), Pp 273-288. **Indexed in ISI/ICI/DOAJ/EBSCO**
- 53 **Ogunnaike, O.O** and Ibidunni, O.S.(2014) “Education Marketing; Examining the link between Physical Quality of Universities and Customer Satisfaction.” *Acta Universitatis Danubius. (Economica)* Vol 10, No. 1 Pp 43-54 (Romania). **Indexed in Econpapers Index Copernicus/EBSCO/Google Scholar/DOAJ with global impact factor 0.521/REPEC 0.06**
- 54 **Ogunnaike, O.O.**, Ibidunni, S.A and Adetowubo-King, S. (2014) “Assessing the link between Service Innovation and Performance in Telecommunication Industry”. *Science Journal of Business and Management* Vol 2, No. 1 **Indexed in JournalSeek/Scientific Indexing Services/Google Scholar/DOAJ**
- 55 Akinbola, O.A, **Ogunnaike, O.O** and Ojo, A.O.(2014) and Marketing Performance of fast food industry in Lagos State University, Nigeria” *Global Journal of Business, Management and Accounting* Vol 3 No.1 **Indexed in /Google Scholar/DOAJ**
- 56 Akinbola, O. A, **Ogunnaike, O. O.** and Tijani, A. A. (2013) ”Micro financing and Entrepreneurial Development: The Mediating role of Marketing.” *Arabian Journal of Business and Management Review* Vol 1(6) **Member of OMICS group Indexed in Cross Ref. /EBSCO/Google Scholar/DOAJ with impact factor 3.159**
- 57 **Ogunnaike, O.O.** and Olorunyomi, Bankole (2013) “Marketing of Transport Services and Millennium Development Goals; The Case of keke NAPEP Initiatives in Lagos, Nigeria.” *Global Journal of Management and Business Research_Vol 13 issue 5* Pp 15-20 ISSN:2249-4588 (USA). Available at <http://GLOBALJOURNALS.ORG/GJM BR> **Indexed in Google Scholar/DOAJ**
- 58 **Ogunnaike, O. O.** and Kehinde, O.J. (2013) “Social networking and Business Performance; The case of Selected Entrepreneurs in Ota, Nigeria” *Journal of Business Administration and Management Sciences research*, Vol 2 (5) Pp 116-122 **Indexed in Google Scholar/Open Access Library**
- 59 Ogbeide, F.O. and **Ogunnaike, O. O.** (2013) “Safeguarding the health of Nigeria: Challenges and Suggestions for NAFDAC, 1992-2008” *International Journal of current research*, Vol 5, Issue, 05 Pp 1034-1038. Available at <http://www.journalcra.com>. ISSN: 0975-833X (India) **Indexed in Hinari/Index Copernicus/ World Cat/Journal Seek /DOAJ/Google Scholar with impact factor 6.24**

- 60 Oladele, J. K., **Ogunnaike, O.O.** (2013) "Marketing Research: Pathway To Optimal Market Oriented Products" *Journal of research in national development (JORIND)* Vol. 11(1)
- 61 Olokoyo, O.F. and **Ogunnaike, O.O.** (2012) "Global Economic Meltdown and its Perceived Effect on Branding of Bank Services in Nigeria" *Business Intelligence Journal* Vol.5(1) Pp 130-140 (UK). **Indexed in DOAJ/SPARC Europe/Google Scholar with Cite factor 0.8162**
- 62 **Ogunnaike, O.O.**, Oyeniyi, O. and Adeniji, A.A. (2012) "Internal Marketing Practices and Job Satisfaction; Evidence from a Nigerian University Setting" *Broad Research in Accounting, Negotiation and Distribution (BRAND)*_Vol 3(3) Pp 18-30 (**Romania**). **Indexed in EBSCO/Index Copernicus/DOAJ/Google Scholar/GetCited**
- 63 Olokoyo, O.F. and **Ogunnaike, O.O.** (2011) " ACTA UNIVERSITATIS DANUBIUS, OECONOMICA Vol 7(4) Pp 172-186 (**Romania**). **Indexed in Econpapers Index Copernicus/EBSCO/Google Scholar/DOAJ with global impact factor 0.521/REPEC 0.06.**
- 64 **Ogunnaike, O.O** (2011) "Assessing the Effect of Organizational Commitment on Service Quality; A Study of Customer-Contact Employee" *Global Journal of Management and Business Research* Vol 11(2) ISSN: 0975-5853 Pp 33-39 (**USA**) **Indexed in Google Scholar/DOAJ**
- 65 Fasina, K.K. **Ogunnaike, O.O.** and Ogbari, M. (2011) "Socio Economic Variables and Contraceptive Usage: Implications for social Marketing" *International Journal of Management and Business Studies.* Vol 1 (2) I S S N: 2 2 3 1 - 2 4 6 3 (P r i n t) (USA) Available at www.ijmbs.com. **Indexed in Index Copernicus/ World Cat/Journal Seek /DOAJ/Google Scholar with IC impact factor 5.09/GIF 0.478**
- 66 Kehinde, O.J. and **Ogunnaike, O.O.** (2011) "Global economic meltdown and its effects on human capital development in Nigeria: Lessons and way forward" *Management Science Letters* Vol 1(4) Pp 439-448 (Canada). **Indexed in Index Copernicus/DOAJ/Google Scholar/EBSCO**
- 67 **Ogunnaike, O.O.**, Obamiro, J.K. and Ogbari, M. (2011) Perception of Quality Practices in Nigerian University Marketing Programs: Marketing students' Perspective". *IJMBS* Vol 1(1) I S S N: 2 2 3 1 - 2 4 6 3 (P r i n t) Pp 37-42 (**USA**) **Indexed in Index Copernicus/ World Cat/Journal Seek /DOAJ/Google Scholar with IC impact factor 5.09/GIF 0.478**
- 68 **Ogunnaike, O.O.** (2010) "capital investment; evidence from Nigerian banking industry" *Global Journal of Management and Business* Vol. 10 (3) Pp 2-5
- 69 **Ogunnaike, O.O.** (2010) "Nigerians' perception of locally made products: A study on textile fabrics consumers in Kaduna State" *Petroleum-Gas University of Ploiesti Bulletin, Economic Sciences Series* Vol. 62 (1) Pp 30-36
- 70 **Ogunnaike, O.O** and Worlu (2010) "Agenda for Marketing Excellence in the Deregulated Petroleum Down-Stream Sector" *Journal of Economic Science*, Vol 57 issue November Pp 391-398 Alexandru Ioan Cuza University, Faculty of Economics and Business Administration (**Romania**).**Available at <http://saaic.feaa.uaic.ro/index.php/saaic/index> Indexed in EBSCO/EconPapers/REPEC/DOAJ/Google Scholar**
- 71 **Ogunnaike, O.O** (2009) "A comparative Study of male and Female Perception of Service Quality in Fast Food Industry". *Manager Journal.* Vol 10.Pp 60-69 (**Romania**). Available at <http://www.manager.unibuc.ro/Indexed> in EBSCO/CEEAS/RePEC/ DOAJ/ INDEX COPERNICUS/ PROQUEST/ ULRICH/Google Scholar with impact factor IC 5.36

- 72 Oyeniya, O. Obamiro, J.K and **Ogunnaike, O.O** (2008) “Marketing Strategy and Performance; Evidence from Nigerian Export Companies”. *International Journal of Social and Management Sciences*. Vol 2(1) Pp 6-21 (USA) Indexed in DOAJ /Google Scholar

Local Journals

- 73 **Ogunnaike, O.O.**, Ibidunni, A.S., Olokundun M.A., & Ayeni, A.W. (2017) “Strategic orientation practices and performance of SMEs: Evidence from a developing economy” *LASU Journal of Business Review (LJBR)* Vol. 4 (1).
- 74 Worlu, R.E.K., **Ogunnaike, O.O.**, Aka, D.O., Dada, J.A. (2016) “Creating a service mindset in Political Marketing: Imperatives and Applications” Pp 167-175, *Journal of Marketing Development (JMD)* Vol.1 (1).
- 75 Sholarin, A. and **Ogunnaike, O.O** (2013) ‘Customer expectation and Loyalty of the Hotel Industry in Lagos, Nigeria’. *Babcock Journal of management and Social Sciences*. Vol. 11(12) Babcock University, **Nigeria**
- 76 Adeyemo, K. and **Ogunnaike, O.O.** (2013) “The Relevance of Interim Financial Reports to Nigerian Investors” Pp 124-134 *Ife Journal of the Humanities and social studies (IJOHUSS)* Obafemi Awolowo University, **Nigeria**
- 77 **Ogunnaike, O.O.** and Kehinde, O.J. (2011) “Assessing Relationship between Personal Value and Customer Satisfaction: Evidence from Nigerian Banking Industry” *Journal of Development Administration* Vol 4 (1) Pp 209-223 Lead City University, Nigeria
- 78 **Ogunnaike O.O** and Ogbari, O.O (2011) “Impact of customer service on Customer satisfaction; Empirical Evidences from Nigerian Banking Industry” *Lapai International journal of management Sciences*, vol. 2(1) Pp 154-166 Ibrahim Babangida University, Niger state, **Nigeria**.
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- 80 **Ogunnaike, O.O** and Oni, S. O. (2009) Globalization and Firms’ Performance in Nigeria: A Case Study of Some Selected Exporting Firms in Lagos State. *The International Journal of Entrepreneurial Studies*. Vol 2 No 1.Pp 46-62 (Nigeria)
- 81 Ogbarim M., **Ogunnaike, O.O.** (2009) “Impact of Entrepreneurship Risk Decision Process on Investment Objectives” *international journal of investment and finance* Vol. 2 (1 & 2) Pp 204-216
- 82 Matthew, A.O, **Ogunnaike, O.O** and Fashina, F. (2008). “Human Capital Investment; Effects on Economic Growth in Nigeria (1970-2004)”. *Labour Law Review* Vol 2(1). Pp 111-125 (**Nigeria**)
- 83 **Ogunnaike, O. O** and Ogbari, M. (2007) “An Analysis of the Effectiveness of Cooperative Society as a Tool of Satisfying Human Needs”. *Nigerian Journal of Cooperative Economics and Management. (NJCEM)*. Vol. 1 (1) pp 1-11 (**Nigeria**)
- 84 Isiavwe, M.E, **Ogunnaike, O.O** and Kolawole, H. (2006). “Economic Perspective of Globalization in Nigeria”. *Journal of Research and Development*, Vol 7(4). Pp 42-53 (**Nigeria**)

- 85 Ogbari M., **Ogunnaike, O.O.** (2009) “Impact of Entrepreneurship Risk Decision Process on Investment Objectives” *international journal of investment and finance* Vol. 2 (1 & 2) Pp 204-216

Published Proceedings of Conferences/ Accepted for Journal Publication

1. Achinivu, G. K., Ogunnaike, O.O., Subi, T. J., Ayinla O. K., Anoruo, I. (2017) Product Life Cycle Theory and its Application in Business Research: A systematic Review Approach. Being paper presented at 1st Covenant University International Conference of Entrepreneurship between June 12 to 14 2017 at Covenant University, Nigeria.
2. Ogundele, T.O, **Ogunnaike, O.O.**, Taiye, T.B., Ngozi, N. (2017) “Intrapreneurship Practices and Product Competitiveness in the Noodles industry: A Study of Minimie noodles” Being paper presented at 1st Covenant University International Conference of Entrepreneurship between June 12 to 14 2017 at Covenant University, Nigeria.
3. Adegbuyi, O., **Ogunnaike, O.O.**, Borishade, T.T., and Inelo, F. (2015) “Material Management, Information Technology and Marketing Performance; Implications for suitable Business Development in Africa” Being paper presented at Marketing Educators’ conference between November 4 to 6 2015 at International Conference Centre, University of Calabar, Nigeria.
4. **Ogunnaike O.O.**, and Akinbode, M. O., (2015) “Empirical evidence of service experience and user satisfaction in library environment” Being paper presented at Marketing Educators’ conference between November 4 to 6 2015 at International Conference Centre, University of Calabar, Nigeria.
5. **Ogunnaike, O.O.**, Ade-Turton, Dayo, and Ogbari, M. (2014) “Higher Education Marketing; Does Corporate Quality really Matter?” Being paper presented for 23rd International Business Information Management Association (IBIMA) conference, Italy. **Conference Proceedings Citations Index (CPCI), Thomson Reuters/Scopus.** Available at www.scopus.com
6. Akinbola, O.A., **Ogunnaike, O.O.** and Amaihian, A. (2013) “The Influence of contextual factors on Entrepreneurial Intention of university Students in Nigeria” Being paper presented for 22nd International Business information Management Association (IBIMA) conference, Italy. **Conference Proceedings Citations Index (CPCI), Thomson Reuters/Scopus.** Available at www.scopus.com.

24. **CONTRIBUTION TO BOOK (INTERNATIOANL/LOCAL):** Nil

25. MANUSCRIPT SUBMITTED FOR PUBLICATION

- Material Management, Information Technology and Marketing Performance; Implications for Sustainable African Development (2nd ICADI- Covenant University)

26. **UNPUBLISHED CONFERENCE, WORKSHOP PAPER AND PUBLIC**

LECTURES: Nil

27. CONFERENCES ATTENDED:

- 4th Annual National Conference of National Association for Research Development held @ University of Port Harcourt August, 2005
- International Conference on Human Development held at Covenant University, June, 2005
- Conference on Globalization of Academy Building, Human Capital for a Multilateral World System, held at Covenant University, October, 2006
- 3rd marketing Educators' Conference held at Covenant University, February, 2011.
- International Business Breakfast Meeting on Managing Innovation for Competitive Advantage held at Covenant University, May, 2012
- *22nd International Business Information Management Association (IBIMA) conference, Italy. 2013
- *23rd International Business Information Management Association (IBIMA) conference, Italy. 2014

28. B.Sc./M.Sc./Ph. D SUPERVISION/EXAMINATION

| S/N | Ph.D | Titles of at least 2 recent theses |
|-----|-----------------------------|---|
| 1. | Amaihian A. (2017) | Queueing Efficiency and Service Environment: Implications for Customer Behaviour |
| 2. | Ayoade E. (2018) | Entrepreneurs' Personality Traits, Commitment and Business Performance |
| 3 | Taiwo, A. A. (August, 2019) | Perceived Internet Security and E-Commerce Adoption in South-West, Nigeria |
| 3. | Ayeni A.W. (November, 2019) | Motivations of Informal Entrepreneurs: Implication for Business Performance in Selected electronics markets in southwest, Nigeria |
| 4 | Oreagba, Kemi | Service Innovation (Seminar stage) |
| 5 | Balogun, Babatunde | Health care Marketing (Seminar stage) |
| 6 | Akinsulire Henry | Makov Chain Analysis of Relationship Dynamics and Consumer Behaviour in Telecommunication Industry (Seminar stage) |

- Ph.D Post field (College) Examiner for Lawal, Adedoyin Isola (2015 October). Topic; Macroeconomic Volatility and stock Market Behaviour: Evidence

from Nigeria

- Ph.D. College Examiner for Mr. Adediran, Oluwasogo Sunday (2016-2018)
- Ph.D. College Examiner for Akinjare, Victoria Abosedo (2016-2019)
Topic: Banking System Financing and real sector growth
- Ph.D. college Examiner for Mr. Obasaju Barnabas Olusegun (2016-2019)
Topic; Regional Economic integration and the participation of ECOWAS global value chain
- Ph.D. college Examiner for Mr. Taleatu, Taofiki Akinwunmi (2016 till date)
Topic: Financial Managers' Attributes, Corporate Governance Quality and Earnings Management in Troubled Non-Listed Companies in Nigeria.
- **M.Sc Supervision:**

| S/N | Masters | Titles of at least 2 recent theses (within the last 3 years) |
|-----|------------------------------------|--|
| 1 | Fasan, Johnson (2018) | Markov Chain Analysis of Business Strategy and customer Loyalty in the Nigerian Telecommunication Industry |
| 2 | Adeosun, Oluwatosin Eather (2018) | Effect of McClelland Theory of Motivations on Employees Commitment |
| 3 | Fakunle Oluwaseyi Adeola (2018) | Effect of Corporate Social Responsibility on Firm Performance |
| 4. | Adesanya Oluwaseyi (2017) | Effect of Entrepreneurship Education outcomes on Entrepreneurial Behaviour |
| 5 | Ajalie, Stanley Nwannebuife (2017) | Effect of Employee Motivation on Organizational Productivity |
| 6 | Akinbiyi, Faith O.(2017) | Effect of Servant Leadership Style on Employee Commitment: A study of selected Private Universities |
| 7 | Ese-Urhie E.H (2016) | Electronic Banking and Service Delivery in Selected Banks in Nigeria, The Application of Queueing Model. |
| 8 | Adebayo Opeoluwa O. (2016) | Effect of Brand Trust on Business performance: A study of selected Brands of noodles |

- **PGD Supervision:**

| S/N | PGD | Titles of at least 2 recent theses (within the last 3 years) |
|-----|-----------------------|--|
| 1 | Aribisala Ayodeji Ola | Motivation and Performance of selected Technology Entrepreneurs in Lagos State |
| | | |

- **B.sc Supervision:** 72 students have been supervised

29. **ACADEMIC LINKAGES**

- Adhoc Reviewer, **African Journal of Marketing Management**.
Available at <http://www.academicjournals.org>
- Adhoc Reviewer, **European Scientific Journal**.
Available at <http://eujournal.org/index.php/esj>
- Adhoc Reviewer, 25th International Business Information Management Association (IBIMA) conference. (CPCI)
- Member of Entrepreneurial Partnership Committee responsible for seeking grants and collaborations with external bodies such as USAID

30. **MEMBERSHIP OF LEARNING SOCIETIES AND PROFESSIONAL BODIES**

- Member, Chartered Institute of Marketing of Nigeria
- Member, Chartered Institute of stock broking.

31. **EXTRA CURRICULAR ACTIVITIES:**

Spiritual Ministrations and Watching of Movies

32. **NAME AND ADDRESSES OF THREE (3) REFEREES**

DR. JOACHIM ABIODUN
 FEDERAL UNIVERSITY OF AGRICULTURE ABEOKUTA
 Abeokuta, Ogun State.
 Former HOD, DEPARTMENT OF BUSINESS ADMINISTRATION
Phone: +234-8057626608
E-mail: abiodunaj@funaab.edu.ng.
Reference Type: Personal

DR. OBAMIRO JOHN
LAGOS STATE UNIVERSITY, Ojo, Lagos State.
Former HOD, DEPARTMENT OF BUSINESS ADMINISTRATION.
Phone: +234-8061544978
E-mail: johnobamiro@gmail.com
Reference Type: Personal

DR. OLADELE KEHINDE
COVENANT UNIVERSITY, Km 10 Idiroko Rd, Ota. Ogun State.
ASSOC. PROF., DEPARTMENT OF BUSINESS MANAGEMENT
Phone: +234-8137446490
E-mail: oladele.kehinde@covenantuniversity.edu.ng
Reference Type: Personal