

# CURRICULUM VITAE

**DIXON-OGBECHI, BOLAJOKO NKEMDINIM (Ph.D.)**

**PLACE / DATE OF BIRTH:** LAGOS ISLAND / 20<sup>TH</sup> NOVEMBER 1971.

**HOME ADDRESS:** 3, ABAYOMI STREET, AKOKA YABA, LAGOS.

**POSTAL ADDRESS:** ROOM III, DEPT. BUS. ADMIN., FACULTY OF BUS.ADMIN.,  
UNIVERSITY OF LAGOS.

**E-MAIL ADDRESS:** dixonogbechi@yahoo.com.;bdixonogbechi@unilag.edu

**TELEPHONE:** 08033442679/018769192/018119124

**NATIONALITY AT BIRTH:** NIGERIAN.

**MARITAL STATUS:** MARRIED.

## **SECONDARY AND POST SECONDARY SCHOOLS ATTENDED AND DATES:**

1. Scuola Media Statale  
"Marco Polo"-Rome-Italy. 1983-1986.
2. Istituto Tecnico Statale  
Per Geometri e Ragionieri  
"Luigi Vanvitelli" – Rome – Italy  
(State Technical Institute for Surveyors  
and Accountants "Luigi Vanvitelli" Rome-Italy. 1986-1987.
3. Ansar-Ud-Deen High School,  
Falolu Road, Surulere, Lagos 1987-1988.
4. University of Lagos, Akoka, Yaba:  
- B.Sc. Business Administration 1989-1992/93 session.  
- M.Sc. Marketing. 1995/96 session  
- Ph. D. Marketing. 1997/98 - 2007/8

## **ACADEMIC QUALIFICATIONS AND DATES:**

1. First School Leaving Certificate. (Rome) 1983
2. Secondary School Certificate. (Rome) 1986
3. One year at the Technical School for Surveyors  
and Accountants-Rome, and then left for  
Nigeria. 1987
4. W.A.S.C. October 1988
5. G.C.E. May/June, 1989
6. G.C.E. May/June, 1990
7. B.Sc. Business Administration,  
Second Class Upper Div. (2<sup>1</sup> ) 1994
8. NYSC Certificate 1995
9. M.Sc. Marketing with *Distinction*, 1997
10. Ph.D. Marketing 2009

## PROFESSIONAL QUALIFICATIONS AND DATES:

Qualification	Awarding body society	Date of award
Member	Nigerian Institute of Operational Research	2000
Member	Nigeria Industrial Relations Association (NIRA)	2002
Assoc. member	Chartered Institute of Marketing of Nigeria	2002
Assoc. member	Nigeria Institute of Management	2003
Member	National Institute of Marketing of Nigeria	2006
Assoc. Fellow	Institute For Operations Research Of Nigeria (INFORN)	2006
Fellow	Institute For Operations Research Of Nigeria (INFORN)	2008
Registered Marketer (Chartered)	National Institute of Marketing of Nigeria	2007
Member	American Marketing Association (AMA)	2008
Member	αμα National Marketing Honorary (AMA)	2008

## STATEMENT OF EXPERIENCE INCLUDING FULL DETAILS OF FORMER AND PRESENT POSTS:

1. Translator:
    - Italian to English and Vice versa
    - French to English and Vice versa
    - Simultaneous Translation
    - Typing business letters, personal letters and documents for expatriates on business in Nigeria.

1987-1994
  2. NYSC in the Department of Business Administration
 

1994/95
  3. Took part in the Dept. of Bus. Admin. Staff Development Programme.
 

1994/98
  4. Part Time lecturer with:
    - a. **COSIT/DLI:**

1994/95 to date

      - Lectured Analysis for Business Decision 1 & II (BUS 412 and 422) to Correspondence and Open Studies Institute students, presently DLI, study under the coordination of Professor J.F. Akingbade.
 

1994/95 to 2003
      - Lectured Research Seminar (FBA 320/321) to Correspondence and Open Studies Institute students, presently DLI, under the coordination of Professor N.M. Asika.
 

1995/96- to date.
      - Lectured Business Policy (BUS420) to DLI,
 

2003- to date
    - b. Delsu Anthony Village Campus
 

1997- 2000
    - c. Unical, CMS Grammer School Campus
 

1997- 2001
    - d. UniAdo Famous/ CMS Grammer School Campus
 

1997- 2001
    - e. NAU Oshodi Campus
 

1999- 2001
    - f. LASU Anthony Village Campus
 

2002- to 2007.
    - g. Houdegbe North American University Lagos Campus.
 

2004- to 2006
    - h. Salem State College, MA, USA
 

2008
5. Full Time Lecturer in the Department of Business Administration:
  - Lecturing Analysis for Business Decision I and II (BUS 412 AND BUS 422)
 

1998 to 2007/8
  - Lecturing Marketing (BUS 310)
 

1998 to 2008/9
  - Lecturing Marketing Research (Bus 415)
 

2002/3; 2008/9
  - Lecturing Research Seminar (FBA 321)
 

1998 to 2006/7
  - Lecturing Business Management (BUS 211)
 

2005/6 to date

-	Lecturing Business Mathematics I & II (BUS 210 & Bus220)	2001/2 to 2006/7
-	Lecturing Engineering Management (GEG 502)	2002/3 to date
-	Lecturing Entrepreneurial Studies (GST 307)	2005/6 to date
-	Lecturing Consumer Behaviour (BUS 322)	2005/6 to date
-	Course Adviser	1998 to date
6.	Examiner and Assessor:	
-	ICSAN (INSTITUTE OF CHARTERED SECRETARIES & ADMINISTRATORS OF NIGERIA)	2000- to date
-	CHARTERED INSTITUTE OF PERSONNEL MANAGEMENT OF NIGERIA.	2005
-	ICAN (INSTITUTE OF CHARTERED ACCOUNTANTS OF NIGERIA)	2005
-	NATIONAL INSTITUTE OF MARKETING OF NIGERIA (NIMN)	2006
7.	Moremi Hall Warden	2001 – 2005
8.	Assistant Social Secretary, ULWS (Unilag Women's Society)	2002- 2004
9.	Assistant Newsletter Editor, ULWS (Unilag Women's Society)	2004- to 2007
10.	1 <sup>st</sup> Vice-Chairman, University of Lagos Branch, ASUU (Academic Staff Union of Nigerian Universities).	2002- to date
11.	Secretary ASUU National Media Committee.	2004 to date
12.	Secretary ASUU National Finance and Investment Committee.	2004- 2006
13.	Assistant Coordinator, Faculty of Business Administration Foundation Diploma II Programme	2004 – 2005
14.	Member Of The University Of Lagos Resumption Monitoring Committee	2005- 2007
15.	Secretary Of The University Of Lagos Waus (Tatt) Lodging Sub-Committee.	2006
16.	Secretary ASUU National Finance and Investment Committee	2004-2006
17.	Secretary ASUU National Committee Media	2004-2008
16.	Secretary ASUU National Pension and NHIS Committee.	2006 - 2008
17.	Member of the NIMN (National Institute of Marketing of Nigeria) Awards For Marketing Excellence Committee.	2006
18.	Member of Council of INFORN	2006/2007 to date
19.	Member of the NIMN Library And Bookshop Committee.	2007
20.	Member of the NIMN Student Education/Exams Committee.	2007
21.	Member of the INFORN Training, Development & Advisory Services Committee.	2007 to date
22.	Member of the INFORN Corporate And Inter-Governmental Relations Committee.	2007 to date
23.	Member of the INFORN Planning Committee On Conferment/ Installation of The Sultan of Sokoto as Patron of INFORN.	2007 to date
24.	Assistant Coordinator, Faculty of Business Administration MBA Programme.	2007 to date
25.	Admissions Officer, Department of Business Administration	2007 to date
26.	Member Committee to Check Results/Broad Sheets, Unilag MBA Programme	2008
27.	Member Medical Center Board	2008 to date
28.	Secretary University of Lagos Senior Staff Club	2009
29.	Member First Semester Examination 2008/9 Departmental Task Force, Department of Business Administration	2008/9
30.	Member University of Lagos Staff Welfare Advisory Board	2009

## CURRENT RESEARCH/ON-GOING PROJECTS

- LOC member for the organizing/Planning of the International Academy Of African Business And Development (IAABD) 2010 Conference to be Hosted by the University of Lagos.

## DETAILED PUBLICATIONS:

### Unpublished Papers Read at Conferences:

1. Dixon-Ogbechi, Bolajoko N. (2005), "Information Technology and E-Marketing Prospects & Challenges to Marketing Practitioners In an Emerging Economy", NIMN, Marketing Educators Conference, August, University of Lagos.

### List of Recognized Publications:

2. Dixon-Ogbechi, B.N., (2001), *Decision Theory In Business-with Q/A*, Lagos: PhilGlad Nig. Limited.
3. Dixon-Ogbechi, B.N., (2002), *Research Methods And Elementary Statistics In Practice*, Lagos: PhilGlad Nig. Limited.
4. Dixon-Ogbechi, B.N., (2003), *The Fundamentals Of Business Policy And Strategy*, Lagos: PhilGlad Nig. Limited.
5. Achumba, Iheanyi C; Bolajoko .N Dixon-Ogbechi (2004), Political Marketing: Marketing Unusual, *Marketing Journal*, Vol. 1, No. 1, October, pp. 4 -12.
6. Dixon-Ogbechi, Bolajoko (2008). *Marketing Nigerian Medicinal Plants*, pp. 327-341. In Tolu Odugbemi (Editor). *A textbook of Medicinal Plants from Nigeria*, Lagos: University of Lagos Press.
7. Dixon-Ogbechi, Bolajoko Nkemdinim, Beth Haran and Joseph Aiyeku: Relationship Marketing as a Strategic Tool for Indigenous Companies in the Nigerian Food and Beverage Industry, Published in the Journal of Global Business Development Vol.1, No.1 2009. PP145-157. ISSN:1938-8195
8. Bolajoko Nkemdinim, Dixon-Ogbechi, Elizabeth M., Haran and Joseph Aiyeku (2009). Relationship Marketing as a Strategic Tool for Multinationals in the Nigerian Food and Beverage Industry. *The Journal of Current Research in Global Business*, Winter, Vol.12, No.17.

### **Accepted for Journal Publication**

9. Dixon-Ogbechi, B.N, “An Appraisal Of Recent Specific Models Of Advanced Research Methods Applicable To Doctoral Work In Marketing” (*Accepted for publication by The Global Journal Of Accounting, 2007*).

### **Presented at Learned Conferences and Published in Proceedings**

10. Dixon-Ogbechi, Bolajoko N., Aiyeku, Joseph F., and Farahbakhsh, M. (2008). “A Commentary on The Role Of Multinationals In The Economic Development Of Nigeria”, *Annual International Academy of African Business Development (IAABD) Conference*, 20<sup>th</sup> - 23<sup>rd</sup> May, University of Florida, Gainesville, FL, U.S.A.
11. Dixon-Ogbechi, Bolajoko N., Aiyeku, Joseph & Haran, Elizabeth M. (2008). Relationship Marketing As A Strategic Tool For Indigenous Companies In The Nigerian Food And Beverage Industry”, *International Conference of the Global Business Development Institute (GBDI)*, October 12 – 15, Plaza Hotel, Las Vegas, NV 89101, USA.
12. Dixon-Ogbechi, Bolajoko N., Haran, Elizabeth M. & Aiyeku, Joseph (2008). “Relationship Marketing As A Strategic Tool For Multinationals In The Nigerian Food And Beverage Industry”, *Annual Meeting Of The Association For Global Business*, November 20-22, Newport Beach, California, USA.
13. Dixon-Ogbechi, Bolajoko N., Haran, Elizabeth M. & Aiyeku, Joseph (2009). “Customers Perception of Relationship Marketing as a Strategic Tool in Nigerian Food and Beverage Industry”, *International Conference of The International Academy of African Business and Development (IAABD)*, 19 May – 23 May, Makerere University Business School, Kampala, Uganda.

### **Accepted for Presentation at Learned Conference**

14. Raimi, L.; H., Mobolaji; Adeleke, I., & Dixon-Ogbechi, B. N. (2008). “Strategic Advertisement As A Form Of Sales Promotion In The Liberalized Telecommunication Industry In Nigeria” (Accepted for presentation at the 17<sup>th</sup> Biennial Conference of the International Telecommunications Society June 24-27, Montreal, Canada).

## Research Completed But Not Yet Published

1. Dixon-Ogbechi, Bolajoko N., Odugbemi, Tolu & Aiyeku , Joseph F., “Marketing Nigerian Medicinal Plants: A 4Ps Perspective”.
2. Dixon-Ogbechi, Bolajoko N., & Joseph F. Aiyeku, “Comparative Analysis Of Teaching Technologies In Tertiary Institutions In U.S.A And Nigeria: A Study Of Salem State College And University Of Lagos Business Schools”.
3. Dixon-Ogbechi, Bolajoko N., “Prospects And Challenges of Information Technology And E-Marketing in An Emerging Economy”.
4. Aiyeku , Joseph F., Kolo Jerry & Dixon-Ogbechi, Bolajoko N., “Family- Owned Businesses In Africa: Successorship Issues And Suggestions”.
5. Dixon-Ogbechi, Bolajoko N., & Haran, Elizabeth M. “Determining Strategic Relationship Marketing Mix of Indigenous Companies in the Nigerian Food and Beverage Industry Using the Analytic Hierarchy Process”.

- **WORKSHOPS:** In order to ensure that the staff and students are up-to-date with current happenings in the academic environment, workshops were organized regularly. I attended as many of the workshops as my teaching and research schedule permitted and I benefited tremendously from these workshops. I was able to attend the following workshops:

1. Institute For Operations Research Of Nigeria (INFORN) National Professional Conference, 18<sup>th</sup> – 20<sup>th</sup> November, 2008 at Kwara Hotel, Ahmadu Bello Avenue, Ilorin.
2. Pearls and Perils of Classroom Teaching, May 1<sup>6th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
3. The Future is Now 5.0, May 14<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA.
4. Workshop to Help Students Prepare Presentations For the SSC Undergraduate Research Day, April 18<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA.
5. Research and Writing Initiative (RWI) Luncheon Information Session, April 7<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
6. Assessment of Critical thinking Skills, March 31<sup>st</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
7. Spring Training opportunities – Groupwise and Office 2007; March 28<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA.
8. Centre for Teaching Innovation (CTI) Express Session, March 25<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
9. Orientation Workshops for Faculty Online Services, March 5<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..

- 10.1. One-day Case Study Seminar/Workshop Leading to the Award of Registered Marketer Certificate, 23rd May, 2007 at the U.A.C Training Centre, Apapa.
- 11.2. National Conference of the National Institute of Marketing of Nigeria (NIMN) 26<sup>th</sup> -28<sup>th</sup> October, 2006 at Abuja Sheraton Hotel.
- 12.3. 2-Day Training Programme In Direct Marketing from 20<sup>th</sup> - 21<sup>st</sup> September, 2006 at the UAC Training Centre, Apapa.

#### **AWARDS:**

- Best student of the Department of Business Administration. 1989/90 Session.
- University Scholarship Award 1989/90 Session
- University Scholarship Award 1990/91 Session
- University Scholarship Award 1991/92 Session
- University Scholarship Award 1992/93 Session
- Best Students of the Department of Business Administration. NBL Award. 1991/92 Session
- Best Students of the Department of Business Administration. LBN Award 1992/3 Session
- Unilag Post Graduate Bursary Award 1995/96 Session
- NYSC Letter of Recommendation 1994/95 Service Year.
- Gold Medallist, NYSC Director General's Cup Volley Ball 1995
- NYSC Certificate of Excellence in Sports. 1996.
- Best M. Sc. Student of the Department of Business Administration. 1995/96 Session
- Gold Medallist, Volley Ball NUGA. 1998.
- Certificate for Scholarly Achievements – Academic Colloquium and Publications Committee, Salem State College, M.A, U.S.A. 2008
- Alpha Mu Alpha – American Marketing Association 2008
- University of Lagos Letter of Commendation 2008

#### **OTHER ACTIVITIES OUTSIDE CURRENT EMPLOYMENT:**

- Member Maths Club (A.U.D.H) 1987-88
- Amina Hall Rep. 1989-90
- Treasurer Management Students Association. 1990-91
- Enumerator, National Population Census 1991
- Vice president Business Students Association. 1991-92
- Sports Secretary of Amina Hall. 1991-92
- Financial Secretary Management Students Association. 1992/93
- Member (Coordinator) Unilag Female Volley Ball Team 1990 – 2007/8

**LANGUAGES SPOKEN:** English, Italian, French and Yoruba.

**COUNTRIES VISITED:**

- Italy, Germany, Republic of Benin, Malawi, Ethiopia, Kenya, Tanzania, Uganda, UK and USA.
- I have also visited most of the Nigerian States.

**HOBBIES:** Reading, Traveling, Dancing and Sports

**NAME AND ADDRESS OF REFEREE:** Professor Eddy Omolehinwa  
Dean, Faculty of Business Administration,  
University of Lagos, Akoka.

**Thank You,**

**Dixon-Ogbechi, Bolajoko N. (Ph.D.)** \_\_\_\_\_  
(AFIOR, MNIMN, αμα (AMA), MAMA, AMNIM.)



# **DIXON-OGBECHI, BOLAJOKO NKEMDINIM**

## **DETAILED PUBLICATIONS**

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  4. Aiyeku , Joseph F., Kolo Jerry & Dixon-Ogbechi, Bolajoko N., “Family- Owned Businesses In Africa: Successorship Issues And Suggestions”.
  5. Dixon-Ogbechi, Bolajoko N., & Haran, Elizabeth M. “Determining Strategic Relationship Marketing Mix of Indigenous Companies in the Nigerian Food and Beverage Industry Using the Analytic Hierarchy Process”.
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    3. The Future is Now 5.0, May 14<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA.
    4. Workshop to Help Students Prepare Presentations For the SSC Undergraduate Research Day, April 18<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA.
    5. Research and Writing Initiative (RWI) Luncheon Information Session, April 7<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
    6. Assessment of Critical thinking Skills, March 31<sup>st</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
    7. Spring Training opportunities – Groupwise and Office 2007; March 28<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA.
    8. Centre for Teaching Innovation (CTI) Express Session, March 25<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..
    9. Orientation Workshops for Faculty Online Services, March 5<sup>th</sup> 2008, Bertolon School of Business, Salem State College, MA USA..

- 10.1. One-day Case Study Seminar/Workshop Leading to the Award of Registered Marketer Certificate, 23rd May, 2007 at the U.A.C Training Centre, Apapa.
- 11.2. National Conference of the National Institute of Marketing of Nigeria (NIMN) 26<sup>th</sup> -28<sup>th</sup> October, 2006 at Abuja Sheraton Hotel.
- 12.3. 2-Day Training Programme In Direct Marketing from 20<sup>th</sup> - 21<sup>st</sup> September, 2006 at the UAC Training Centre, Apapa.