

CURRICULUM VITAE

A. PERSONAL DATA

NAME:	DNIFADE, Temitayo Alice
COLLEGE:	Management Sciences
DEPARTMENT:	Business Administration
TELEPHONE NUMBER:	08024416158
E-MAIL ADDRESS:	<u>dnifadeng2@yahoo.com</u>
DATE AND PLACE OF BIRTH:	Ayetoro, Ogun State, 24 th March, 1976.
NATIONALITY:	Nigerian
MARITAL STATUS:	Married
NUMBER OF CHILDREN & THEIR AGES:	Three (Ages: 12 years, 9 years and 5 years)
NAME AND ADDRESS OF SPOUSE:	Pastor Onifade Olalekan, Block D, Flat 1, Bells Staff Quarters, Bells University of Technology, Ota.
NAME AND ADDRESS OF NEXT OF KIN:	Same as above
PRESENT POSITION:	Lecturer I

B. EDUCATIONAL BACKGROUND:

EDUCATIONAL INSTITUTIONS ATTENDED WITH DATES:

Ekiti State University, Ado Ekiti	2012 – till date
University of Lagos, Akoka Lagos, Lagos	2007 - 2008
Olabisi Onabanjo University, Ogun State	2000 - 2003
Federal Polytechnic, Ilaro, Ogun State	1997 - 1998

ACADEMIC QUALIFICATION

PhD (Business Administration)	2018
MPhil/PhD (Business Administration)	2016
Master of Science (Marketing)	2009
Bachelor of Science (Business Administration)	2004
Ordinary National Diploma (Financial Studies)	1998

WORK EXPERIENCE IN THE UNIVERSITY SYSTEM:

Bells University of Technology, Ota. 13th October 2009 – To date

CURRENT JOB DESCRIPTION: Lecturing

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| Courses Taught | (1) | MKT 403-----Marketing Strategy |
| | (2) | FSB 501 ---- Food and Special Product Management |
| | (3) | BUS 411-----Entrepreneurial Studies |
| | (4) | PMT 717----- Marketing Management |
| | (5) | PGD 711-----Fundamentals of Marketing |
| | (6) | MKT 205---Elements of Purchase |
| | (7) | MKT 404-----Branding |
| | (8) | MKT 202-----Elements of Marketing |
| | (9) | MBA 810,..... |

Students Supervision

Regular (Undergraduate) -----4 students

Top-Up (Conversion) -----4 students

Post graduate.....2 students

RESEARCH FOCUS/CURRENT RESEARCH ACTIVITIES: Brand Loyalty and Consumer Patronage of Cream Relaxer among Female Employees' In Tertiary Institutions In Ekiti State.

D. ADMINISTRATIVE AND MANAGEMENT EXPERIENCE:

- (i) Departmental Course Advisor for Top-Up
- (ii) Level Advisor for regular students
- (iii) College Representative to the College of Engineering Boards
- (iv) Departmental Examination Officer (2010—2013)
- (v) Time table committee (2011—2017)

E. MEMBER OF PROFESSIONAL BODIES:

- i. Strategic Institute for Natural Resources and Human Development.
- ii. Institute of Strategic Management, Nigeria. (Applied)
- iii. European Centre for Research Training and Development UK

PUBLICATIONS (In Ascending Order of Years of Publications):

1. Ajila, C.O., Adetayo, H.O. and **Onifade, T.A.** (2012) Customer Service and Satisfaction as correlate of Customer Retention in the Mobile Telephone Service Sector in Nigeria. *Ife Social Science Review*; Vol. 24, No 1, pp 169-179.
2. Osemene, O.F., Okafor, I.L., Adetayo, H.O., Opele, A.M. and **Onifade, T.A.**(2012).Assessment of Customer Perception of Quality Service Delivery of Banks in Nigeria. *International Journal of Management and Development Studies*; Ado-Ekiti. Vol.2, Issue1 pp.142-148.
3. Oyeyemi O.A. and **Onifade, T. A.** (2014) Testing the Relationship between Female Labour Force Participation and Fertility in Nigeria. *Mediterranean Journal of Social Sciences*. Vol. 5, No 27, pp 1322-1327.
4. **Onifade, T. A.** and Oyekunle, I. A. (2014) Sales Promotion and Market Penetration for Fast Moving Consumer Goods: An empirical study on the South West Nigeria. *Journal of Management and Enterprise Development*, vol. 11 No 2, pp 43-48.
5. **Onifade, T. A.**, Adetayo, H. O. and Opele, A.M. (2015) Sales Promotion and Customer Loyalty in Mobile Telecommunication Network (MTN), Nigeria. *International Journal of Management Science*, vol. 8 No 1, pp 69-77.
6. **Onifade, T.A.** and Obanla, R.T. (2015) Customer Relationship Management: A Platform for Customer Loyalty in Banking Sector in Ogun State. *International Journal of Management Science*, vol. 8 No 1, pp 152-159.
7. Adekunle, O. A., Oba, A. A., **Onifade, T. A.**, Afolabi, M. O. (2016) Micro Finance Bank and the Development of Small Scale Enterprises in Lagos State of Nigeria. *Saapade Journal of Management*, vol. 1 No 1, pp 197-208.
8. Opele, A. M., Opele, J. K. and **Onifade, T. A.** (2016) Promotion Strategies for Sustaining Product Life Cycle in Nigerian Breweries. *International Journal of Socio-Economic Development and Strategy: Strategies*, vol. 8 pp 133-141.
9. Adigun, A. O., Oyekunle, I. A. and **Onifade, T. A.** (2017). Influence of Job Satisfaction on Employee's Performance in MTN Nigeria. *Global Journal of Human Resource Management*, Vol.,5 No. 5, pp 54-66.
10. Bello, Bashiru Akande, Olatun, Linus Izediuno & **Onifade, Temitayo Alice** (2017). Human Resource Planning on Employee's Performance in Zenith Bank PLC, Lagos State, Nigeria. *African Journal of Management*, Vol. 2, No.4 pp 35-47.

11. Okafor, I. I., Onifade, T. A., and Ogbeschi, A. D. (2018). Analytical Review of Small and Medium Scale Enterprises in Nigeria. *International Journal of Small Business and Entrepreneurship research*, vol. 6, No. 2, pp. 32-46.
12. Onifade, T. A., Opele, A. M., and Okafor, I. I. (2018). Communication: An Effective Tool for Employee Performance in Unilever Nigeria PLC. *International Journal of Management Technology*, Vol. 3, No 2, pp. 16-27.
13. Ogbeschi, A. D., Okafor, I. I., and Onifade, T. A. (2018). Determinants of Customer Satisfaction and Loyalty in Relation to Corporate Performance of Insurance Industry in Nigeria. *International Journal of Economics, Commerce and Management*, Vol. VI, Issue 4, pp. 679-698.
14. Onifade, T. A., Okafor, I. I., and Opele, A. M. (2018). Customer Relationship Management and Customer Retention of Bus Rapid Transit (BRT) In Lagos State, Nigeria. *Pacific Journal of Science and Technology*, 19(11) 223-229.
15. Afolabi, O. J., Oluwaj, O. A., and Onifade, T. A. (2018). Transportation Factors in the Distribution of Agricultural Produce to Urban Center in Nigeria. *Scientific Journal on Transport and Logistics*, Vol. 9, No. 1 (1-10)
16. Okafor, I. I., Onifade, T. A., and Ogbeschi, A. D. (2018). Environmental Support and Performance of Small and Medium Scale Enterprises in SouthWest Nigeria. *Journal of Research in National Development*, 16 (1) 69-76.
17. Opele, A. M., Afolabi, O. J., and Onifade, T. A. (2018). Consumers' Preference and Satisfaction of GSM Service Providers among Students of tertiary Institutions in Lagos State, Nigeria. *Nigerian Journal of Technology (NUJOTECH)*.
18. Onifade, T. A., Opele, A. M., and Okafor, I. I. (2018). Influence of Motivation on Employees Efficiency in Unilever Nigeria PLC, Aghara, Ogun State. *Accepted by UNIOSUN International Journal of Business Administration, Faculty of Management Sciences, Ogun State University*.

II. CONFERENCES AND WORKSHOPS ATTENDED

- (i) Total Nigeria PLC
Total " African Startup Challenge" in Nigeria, 1st Feb., 2016.
- (ii) Bells University of Technology
Theme: Essentials of Good Leadership, 27th Sept., 2017.
- (iii) National Institute of Marketing of Nigeria
Theme: Rebranding Nigeria as a Strategic Platform for competitiveness in a Globalized World
- (iv) Bells University of Technology (COLMANS)
Theme: Workshop on the Academia, 13th March, 2018.