

CURRICULUM VITAE

BRIGHT CHIDUGAM OPARA

Professor of International Marketing

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*Department of Marketing
Faculty of Management Sciences
Rivers State University
Nkpolu Oroworukwo, Port Harcourt
P.M.B. 5080
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Profile Summary

A. Personal Data

1. **Name:** Bright Chidugam Opara
2. **Present Status:** Professor of International Marketing
3. **Present Place of Employment:** Rivers State University, Port Harcourt, Nigeria
4. **LGA / State / Nationality:** Port Harcourt / Rivers / Nigeria
5. **Date of Birth:** 25th September, 1960
6. **Sex / Marital Status:** Male / Married
7. **Number of Children:** Three
8. **Resident:** Port Harcourt, Rivers State, Nigeria
9. **Phone Number:** 08033125609

10. **Email Address:** Brightpara@yahoo.com
11. **Next of Kin:** Lady (Dr) Dumo Nkesi Opara (Wife).

B. Educational Qualifications & Institutions Attended

1. Doctor of Philosophy (PhD) - Marketing (2002), RSUST, Port Harcourt, Nigeria
2. Master of Business Administration (MBA) - Marketing (1995) RSUST, Port Harcourt
3. Bachelor of Science (BSc) - Business Education - Management (1987), RSUST, Port Harcourt
4. West African Certificate (WASC, 1981), Akpor Grammer School Ozuoba, Port Harcourt
5. First School Leaving Certificate (FSLC, 1976), State School Rumueme, Port Harcourt.

C. Employment History

1. Rivers State University (2004 – Date):

- **Status Progression:** Lecturer Two, One, Senior Lecturer, Reader and Professor.
- **Responsibilities:** Lectured and Supervised Students' Projects / Theses for BSc, PGD, MSc, MBA and PhD.
- Administration of Faculty of Management Sciences and Marketing Department - as Sub & Associate Dean and Head of Department Respectively.
- Chairman and member of several committees: RSUST Corporate Society Project, Post-Graduate Coordinator, Faculty Post-Graduate Programme Harmonization, University Lecture/Examination Monitoring, Faculty CCE Programme Review, Faculty and University Quality Assurance, Marketing Department Supermarket Chairman, Exam Officer, Student Carrier Adviser, etc.
- Involved in enhancing Staff & Student Relationship, and Student-Student Conflict resolution.

2. Independent National Electoral Commission (INEC, 1990 – 2003):

- **Status Progression:** Administrative Officer, Principal Administrative Officer, Electoral Officer and Assistant Chief Administrative Officer (ACAO).
- **Responsibilities:** Responsible for Recruitment, Selection, Training and Conduct of all levels of Elections at Port Harcourt, Brass, Southern-Ijaw, Ogbia, Asari-Toru, Akuku-Toru, Ogba/Egbema/Ndoni, Etche, Abua/Odua, Bonny and Khana LGAs respectively.
- Established INEC Office in Southern-Ijaw LGA after its Creation in 1991.
- Provided Research and Logistic Department reliable data on voters Registration at the LGA, State and Federal levels, Constituency Boundaries, Political Parties, Candidates, Elections/Reports, etc.

3. Directorial of Social Mobilization (MAMSER, 1990):

- **Status:** Assistant Social Mobilization Office.
- **Responsibilities:** Responsible for Mobilization and Sensitization of Nigerians on Mass Education, Political Education, Economic Recovery and Development. Involved in Breeding a Culture of Discipline and Self-Reliance for Nigerians.
- Assisted Research Development in the provision of data on Mass Education, Political Education, Economic Recovery and Development for Port Harcourt Local Government Area.

4. Isaac-Boro Institute of Management & Technology, Port Harcourt (1989-1990):

- **Status:** Lecturer.
- **Responsibilities:** Lecturing, Responsible for course Structuring and Development.
- Involved in Enhancing Staff & Student Relationship, and Student-Student Conflict Resolution.

D. PUBICATIONS AND OTHER PRODUCTIVE WORKS

D₁ Research books in main discipline/teaching area at University/Research level:

- 1) **Opara, B. C.** (2015). *International Marketing*. Port Harcourt: Man-Philip Publications.
- 2) Nwokah, G.N., **Opara, B.C.** & Adiele, K.C. (2012). *Marketing Dynamics*. Owerri: Avan Global Publications.
- 3) **Opara, B. C.** (2010). *Marketing in Developing Countries*. Port Harcourt: David Stones Publishers Ltd.
- 4) Nwokah, G.N & **Opara, B. C.** (2004). *Wholesale and Retail Management*. Port Harcourt: Man-Philip Publications.
- 5) Ezirim, A.C., **Opara, B.C.**, Onyirika, M.A. & Asiegbu, I.F. (2006). *Public Relation in Action*. Owerri: JESO International.
- 6) Ezirim, A.C., **Opara, B.C.**, Njoku C.V., Ebiringa, O.T., Maclayton, D.W., Briggs, B.R.& Akpobolokemi, P. Z. (2006). *Research Methodology for Social Sciences*. Owerri: JESO International.
- 7) Ezirim, A.C., Okon, G.B., Onyirika, M. A., Azugama, M., Okpara, G. S, **Opara, B. C.**, Okpotu, C. (2010). *Dictionary of Marketing, Mass Communication and Allied Businesses*. Owerri: Trust Education Investment Company.

D_{2.1} Published Papers in Foreign Refereed Journals (International):

- 1) Poi, E. L. & **Opara, B. C.** (2021). Inventory Optimization and Customer Satisfaction of Petroleum Marketing Firms in Rivers State. *Journal of Accounting, Marketing & Information Technology* 8 (2), 118–133.
- 2) Ihunwo, E. C. & **Opara, B. C.** (2021). [Supply Chain Collaboration & Operational Effectiveness in Food & Beverages Firms in Nigeria](#). *Advance Journal of Accounting, Management & Marketing Research* 8 (2), 17–26.
- 3) **Opara, B. C.** & Harry, A. H. (2020). Social media marketing and customer value creation of fashion design companies in Port Harcourt. *International Journal of Innovations in Management Science and Marketing Research*, 7(1), 106-120.
- 4) **Opara, B. C.** & Opara, D.N.C. (2016). Customer relationship management and banking sector market share performance. *International Journal of Business and Management Invention*, 5(12), 13-21.
- 5) **Opara, B. C.** & Nwulu, S. C. (2016). The Nigeria hospitality industry experience on customer relationship management and marketing effectiveness. *Advances in Social Sciences Research Journal*, 3(2), 1-8.
- 6) **Opara, B. C.** & Uboegbulam G. C. (2015). Empirical study of family purchase decision for durable goods: The Nigeria Experience. *International Journal of Arts & Sciences*, 08(04), 219-228.
- 7) **Opara, B. C.** & Uboegbulam G. C. (2014). The Nigeria perspective of children's impact on purchase decision making for durable goods. *International Journal of Arts & Sciences*, 07(05), 39-48.
- 8) **Opara, B. C.** & Kenneth C. Adiele (2014). Nigeria firms' international marketing preference and export determinants. *International Journal of Business and Management Studies*, 3(3), 413-421.
- 9) Adiele, C. K. & **Opara, B.C.** (2014). Physical architecture and customer patronage of banks in Nigeria: An Empirical Study. *African Journal of Marketing Management*, 6(8), 110-116.
- 10) Adiele, C. K. & **Opara, B.C.** (2014). Analysis of corporate identity on customer patronage of banks in Nigeria. *International Review of Management and Business Research*, 3(4), 1809-1818.
- 11) **Opara, B. C.** (2014). Analysis of Nigeria firms export marketing configuration in the global market. *International Journal of Management and Sustainability*, 3 (7), 448-456.
- 12) Wali, A. F. & **Opara, B. C.** (2013). Customer appreciation strategy: conceptualizing the model for measurement. *Information and knowledge management*. 3(12), 1-5.
- 13) Wali, A. F. & **Opara, B. C.** (2013). The impact of customer appreciation service on customer loyalty patronage: Evidence from Nigeria financial sector. *European journal of business and management*, 5(1), 163-169.

- 14) wali, A. F. & **Opara, B. C.** (2012). e-service quality experience and customer loyalty: an emphasis of the Nigeria airline operators. *European Journal of Business and Social Sciences*, 1(9), 118-125.
- 15) **Opara, B. C.** (2010). Nigerian firms' non-oil export involvement: An economic transformation paradigm. *European Journal of Scientific Research*, 40(4),547-556.
- 16) **Opara, B. C.** (2010). Export marketing: Catalyst for Nigeria economic paradigm Shift. *Research Journal of International Studies*, 13, 79-87.
- 17) **Opara, B.C.** & Adiele, C. K. (2010). The imperative of export marketing challenges of Nigerian firms. *European Journal of Social Sciences*, 14(3), 471- 479.
- 18) **Opara, B. C.** (2010). Strategic options for firms marketing across national frontiers. *American Journal of Scientific Research*, 10, 15-25.
- 19) **Opara, B. C.** & Opara, D.N.C. (2010). Analyses of government Policies and Nigerian firms' export marketing strategies. *International Bulletin of Business Administration*, 8, 6 - 17.
- 20) **Opara, B. C.,** Olotu, A. O. & Maclayton, D. W. (2010). Analysis of impact of technology on relationship marketing orientation and bank performance. *European Journal of Scientific Research*, 45(2), 291- 300.
- 21) Ezirim, A. C. & **Opara, C. B.** (2010). Marketing practices and export marketing performance affinity: Evidence from developing economies – Nigeria. *Journal of Contemporary Marketing*, 1(1), 102-132.
- 22) **Opara, B. C.** (2010). Prospects of marketing made in Nigeria products in the global market. *European Journal of Social Sciences*, 16(2), 175-182.
- 23) Oluto, A. O., Maclayton, D. W. & **Opara, B. C.,** (2010). An empirical study of relationship marketing orientation and bank performance. *Research Journal of International Studies*, 16, 47-57.
- 24) Nwokah, N. G. & **Opara, B. C.** (2010). Total quality marketing and impression management for effective insurance marketing. *Oxmosaic Journal of Business Strategy*, 1(1), 157-176.

D_{2.2} Published Papers in National Refereed Journals (Nigeria):

- 25) Ebong, E. M. & **Opara, B. C.** (2021). Website security imports on e-customer loyalty: empirical evidence from Nigeria online shopping. *Journal of Contemporary Marketing (JCM)*, 6(2),14-24.
- 26) Nwogu, O. & **Opara, B. C.** (2021). Customer driven innovation and marketing effectiveness of luxury Hotels in Nigeria. *Journal of Contemporary Marketing (JCM)*, 6(2),132-38.

- 27) Elenwo, R.; **Opara, B. C.** & Nwulu, C. S. (2021). Just-in-time inventory management and competitiveness of oil and gas multinational companies in Rivers State. *Journal of Marketing Development (JMD)*. 6(2), 23-32.
- 28) Ihekwoaba, o. J.; **Opara, B. C.** & Nadube, P. M. (2021). Brand experience and loyalty of telecommunication firms' customers in Rivers State. *Journal of Marketing Development (JMD)*. 6(2), 1055-114.
- 29) Obafemi, A. O.; **Opara, B. C.** & Adiele, K. C. (2021). Green product development and business wellness of food and beverages firms in Nigeria. *Journal of Marketing Development (JMD)*. 6(2), 125-136.
- 30) Benjamin, R. P.; **Opara, B. C.** & Harcourt, H. (2021). Supply chain innovation strategies and the marketing effectiveness of multinational oil and gas firms in Rivers State. *Journal of Marketing Development (JMD)*. 6(2), 160-167.
- 31) **Opara, B. C.** & Azuonwu, E. O. (2020). Moderating role of technology on marketing channel strategies and organizational performance of quoted brewery companies in South-South, Nigeria. *RSU Journal of Strategic and Internet Business*. 5(2), 1387- 1395.
- 32) Kooh, W. B & **Opara, B, C.** (2020). Competence Based Trust and Organizational Performance of Quoted Pharmaceutical Firms in Nigeria. *RSU Journal of Strategic and Internet Business* 5(2),1316- 1326.
- 33) Azuonwu, E. O. & **Opara, B. C.** (2020). Intensive Marketing Channel Strategy and Organizational Performance of Quoted Brewery in the South-South Region, Nigeria. *RSU Journal of Strategic and Internet Business* 5(2),1378-1386
- 34) Azuonwu, A. A.; **Opara, B. C.** & Apiri, D. E. (2020). Order entry practices and customer value creation of major oil marketers in Nigeria. *RSU Journal of Strategic and Internet Business*. 5(2), 1193-1215
- 35) **Opara, B. C.** & Owuso, S. M. (2019). Technology: supply chain risk management and sales performance of quoted petroleum marketing firms in Nigeria. *International Journal of Social Scieces, Management and Development Studies*. 8(1), 126 – 131.
- 36) **Opara, B. C.** & Kuku,E. ; Gbegeh, B. D. (2019). Penetration pricing and customer retention of paint manufacturing firms in Rivers State. *Journal of Marketing Development*, 4 (special edition), 201-208.
- 37) **Opara, B. C.** & Owuso, S. M. (2019). Supply chain risk monitoring and sales performance of petroleum marketing firms in Nigeria. *West African Journal of Business*. 13(3), 389-399.
- 38) Amadi, L. & **Opara, B. C.** (2019). Brand credibility and consumer choice of electronic products in Rivers State Nigeria. *Uyo Journal of Marketing and Business Policy (UJMBP)*, 2(1), 70-80.

- 39) **Opara, B. C.** & Owuso, S. M. (2019). Supply chain risk monitoring and sales performance of quoted petroleum marketing firms in Nigeria. *West African Journal of Business*, 13(3), 389 - 399
- 40) Onuchukwu, C. K. & **Opara, B. C.** (2018). Dynamic capability of customer relationship management and market performance of five-star hotels in Nigeria. *Journal of Strategic and Internet Business*, 3(2), 295-324.
- 41) **Opara, B. C.** & Mmere, L. (2018). Personalized marketing and supply chain success of e-product companies in Rivers State. *Journal of Marketing Development*, 3(1), 113-122.
- 42) **Opara, B. C.** & Opara, D.N.C. (2017). Job design and service delivery in Nigeria manufacturing firms. *Nigerian Academy of Management Journal*, 12(1), 1-11.
- 43) Adiele, K. C. & **Opara, B. C.** (2017). The moderating effect of restaurant perceived image on patronage of quick-service restaurant in Rivers State. *Journal of Business and Economy*, 9(2), 70-82.
- 44) Didia, J. U. D & **Opara, B. C.** (2017). The moderating influence of marketing knowledge management on total integrated marketing and business performance in the Nigeria telecommunication industry. *Journal of Business and Economy*, 9(1), 205-219.
- 45) **Opara, B. C.** (2016). Perspectives of customer relationship management strategies and Nigerian banks' profitability achievement. *Journal of Marketing Development (JMD)* 1(1) 1-14.
- 46) **Opara, B. C.** & Kenneth C. Adiele (2016). The contributory influence of operational effectiveness and passenger socio-economic wellbeing on domestic airline patronage in Nigeria. *Hezekiah University Journal of Management and Social Sciences*, 5(1&2), 215-230.
- 47) **Opara, B. C.** (2016). Analysis of customer management influence on firms' sales performance. *West African Journal of Business and Management Sciences*, 5(2), 15-29.
- 48) Uboegbulam, G. C. & **Opara, B. C.** (2015). Cultural influence and family purchase decision for durable goods among selected ethnic groups in Nigeria. *Journal of Business Administration and Management*, 10(3), 1-8.
- 49) Harcourt, H. & **Opara, B. C.** (2015). Open innovation and new product development process in Nigeria. *The Marketing Chronicle (TMC)*, 1(1), 1-9.
- 50) **Opara, B. C.**, Ozuru, H. N. & Akahome, J. E. (2015). The impact of subjective norms and customer adoption of electronic banking services in Rivers State, Nigeria. *International Journal of Investment and Finance*, 8(1&2), 32-49
- 51) Ozuru, H. N. & **Opara, B. C.** (2014). Influence of relative advantage on adoption of electronic banking services in Nigeria. *Technoscience Review*, 5(1&2), 17-25.
- 52) **Opara, B. C.**, Ozuru, H. N. & Akahome, J. E. (2014). Customer attitude and usage of internet banking services in Rivers State, Nigeria. *Substantiable Human Review*, 6(1-4), 75-97.

- 53) Obinna, P., **Opara, B.C.** & Amadi, L. (2013). Motivation and supervisor of sales force in the marketing of high-capacity power generators in Rivers State: A Study of Jubaili bros limited, Fuw-International Journal of Management and Social Sciences (FUW-IJMSS), 1(1), 132-142.
- 54) Uboegbulam, G. C. & **Opara, B. C.** (2011). Assessment of trade liberalization impact on rubber production: The Nigeria experience. *The Business Master (TBM) - Journal of The Faculty of Business Studies*, 2(1&2), 139-147.
- 55) **Opara, B.C.** & Adiele, C. K. (2010). The Changing dimensions of relations: A case Study of relationship brand management and public relations. *Journals of Knowledge Management*, 1(1) 53-63.
- 56) **Opara, B. C.** & Maclayton, D.W. (2010). Imperatives of export marketing for Nigeria economic development: An empirical exploration. *Benin Journal of Social Sciences*; 18(1&2), 50-62.
- 57) **Opara, B. C.** & Minimah, D. T. (2009). The impact of industrial decision-makers on effective corporate purchases in Nigeria. *The University Advance Research Journal*, 1, (Jan-March), 65-73.
- 58) **Opara, B. C.** & Nwulu, S. C. (2009). Impact of relationship marketing on the corporate performance of GSM network service companies. *The University Advance Research Journal*, 1, (Jan-March), 143-154.
- 59) **Opara, B.C.** & Adiele C. K. (2009). Impact of marketing research on consumer product planning and development of Nigerian manufacturing firms. *The University Advance Research Journal*, 1, (April-June), 19-30.
- 60) **Opara, B. C.** (2009). Promotional strategies and pentecostal church growth. *The University Advance Research Journal*, 1, (July-Sept), 43-51.
- 61) Nwosu, E. I., Nwulu, S. C. & **Opara, B. C.** (2009). Advertising impact on the purchase behaviour of consumers of instant noodle. *The University Advance Research Journal*, 1, (July-Sept), 169-178.
- 62) Didia, J.U. & **Opara, B. C.** (2008). A configurational analysis of optimal product management strategies. *Journal of African Contemporary Research*, 1(3), 220- 226.
- 63) **Opara, B. C.** & Opara, D.N.C. (2007). The motivation and impact of Nigeria public policy on indigenous entrepreneurs to economic development. *West African Journal of Business*, 9(2), 100-113.
- 64) **Opara, B. C.** (2007). E-marketing: The Nigeria corporate experience. *ABSU Journal of Management Sciences*, 3(1), 34-42.
- 65) Nwokah, N.G., Maclayton, D.W. & **Opara, B.C.** (2006). Understanding a customer driven based management. *West African Journal of Business*, 8(2), 29-38.
- 66) Nwokah, G.N. & **Opara, B.C.** (2004). Evaluation of the relationship between market orientation and innovation performance. *Journal of Business Studies*, II (1), 115- 125.

- 67) **Opara, B.C.** (2004). Impact of government incentives and policies on corporate export marketing involvement: The Nigerian manufacturing firms' experience. *Journal of Niger Delta Research* 6(1), 109-120.
- 68) Agundu, P.U.C., **Opara, B.C.** & Cookey, D. A. (2004). Banks' scratch card system and fees mobilization: Lesson from selected Port Harcourt based campuses. *Journal of Business Studies, II* (2), 19-25.
- 69) **Opara, B.C.** (2004). Barriers to Nigerian manufacturing firms' export marketing Involvement. *Journal of Industrial Business and Economic Research*, 8(2), 278- 286.
- 70) Maclayton, D.W., **Opara, B.C.** & Nwokah, G.N. (2003). External Determinants that influence export marketing of Nigeria firms. *Nigerian Business and Social Review*, 2(2), 316–324.
- 71) **Opara, B.C.** & Maclayton, D.W. (2003). Factors influencing export marketing involvement of Nigeria manufacturing firms. *International Journal of Economic and Development Issues*, 3(1), 290-300.
- 72) Maclayton, D.W., **Opara, B.C.** & Nwokah, G.N. (2003). The influence of export motives on firms exports marketing involvement. *Nigeria Journal of Management Sciences*, IV (2), 207-213.
- 73) Maclayton, D.W. & **Opara, B.C.** (2002). Export marketing behaviour of Nigerian manufacturers: An empirical exploration. *Nigerian Business and Social Review*, 1(1), 133-148.
- 74) Maclayton, D.W. & **Opara, B.C.** (2002). An empirical examination of factors influencing export marketing decisions in Nigerian manufacturing firms. *The Journal of investment and management studies*, 2(2), 138-159.

D₃ Referred Published International / National Conference papers:

- 1) **Opara, B. C.** & Harry, A. H. (2019). Green product innovation and environmental sustainability of manufacturing firms in Rivers State. *Proceedings of the 13th Annual Conference*, the Academy of Management, Nigeria.
- 2) Baratuaipere, S. & **Opara, B. C.** (2019). Relationship marketing communication and business innovativeness of quoted deposit money banks in Nigeria. *Proceedings of the 13th Annual Conference*, the Academy of Management, Nigeria.
- 3) **Opara, B. C.** & Simeon, B. (2019). Relationship marketing communication and business innovativeness of quoted deposit money banks in Nigeria. *Proceedings of the 13th Annual Conference*, the Academy of Management of Nigeria.
- 4) **Opara, B. C.** & Didia, J. U. D. (2018). Global marketing strategies and multinational Companies' Involvement in Developing Economies. Institute of Global Business Research and Faculty of Global Business and Technology, Hankuk University of Foreign Studies, South Korea, 26.

- 5) **Opara, B. C.** & Opara, D.N.C. (2017). Job design and service delivery in Nigeria manufacturing firms. *Proceedings of the 11th Annual Conference, the Academy of Management of Nigeria*. 1 - 10.
- 6) **Opara, B. C.** & Ogonu, G. C. (2016). Marketing issues and globalization challenges in the 21st Century. *Proceedings of International Conference on Social Sciences and Humanities, 9(7)*, 1-12.
- 7) **Opara, B. C.** & Enyioko, N. C. (2016). Analysis of firms' competitiveness in the Global market: Nigerian manufacturing firms' perspective. *Proceedings of International Conference on Social Sciences and Humanities, 9(7)*, 103- 115.
- 8) **Opara, B. C.** & Uboegbulam G. C. (2015). Cultural influence and purchase decision for durable goods in Nigeria. *Proceedings of African Regional Conference on Sustainable Development, 13(10)*, 1-8.
- 9) **Opara, B. C.** & Uboegbulam G. C. (2011). Analysis of Nigeria trade liberalization impact on cocoa product. *Proceedings of International Conference on Social Sciences and Humanities, 2(5)*, 102-107.
- 10) **Bright C. Opara** (2010). Export marketing for common good: Contemporary issues and perspectives in Nigeria. *Proceedings of International Conference on Research and Development, 3(8)*, 7-16.

E. Conference / Workshop Attended

E_{1.1} Foreign (International) Conferences attended, with dates, since joining this University:

- 1) 35th Euro Asia Management Studies Association (EAMSA) Annual Conference: The era of new industrial revolution and its impact on international business; Hankuk University of Foreign Studies, South Korea, **Paper Read** - (2018).
- 2) International Journal of Arts & Sciences (IJAS) *International Conference for Business and Economics*; University of Freiburg Campus, Freiburg, Germany **Paper Read** - (2016).
- 3) International Conference for Academic Disciplines; Al Ain University of Science and Technology (AAU) Campus, Dubai, UAE - **Paper Read** - (2016).
- 4) Anglo-American Conference for Academic Disciplines; Harvard University Campus, Boston, Massachusetts, USA - **Paper Read** - (2015).
- 5) Anglo-American Conference for Academic Disciplines; University of London Campus, London, UK - **Paper Read** – (2014).
- 6) Canadian-American Conference for Academic Disciplines; Ryerson University Campus, Toronto, Canada - **Paper Read** - (2014).
- 7) 6th Annual International Conference on Business and Society in a Global Economy; Athens Institute of Education and Research. Athens, Greece - **Paper Read** - (2012).

- 8) International Conference: Research for Sustainable Development of the Third World: Sustaining the Momentum, Extending the Reach; University Nationale Du Benin-Calavi. Cotonou, Republic of Benin - **Paper Read** - (2011).
- 9) International Conference: Research for Sustainable Development: Strategies and Procedures for Developing Nations; East Legon, Accra. Ghana - **Paper Read** - (2010).

E_{2,2} Local (National) Conferences attended

- 10) Rivers State University Capacity Building for Academic Staff, Port Harcourt, Nigeria, (2022)
- 11) *The 15th Annual Conference* of the Academy of Management, Nigeria, Port Harcourt, Nigeria, (2021).
- 12) New Lectures Workshop Faculty of Management Sciences, Rivers State University Port Harcourt, Nigeria. Quality required of a Lecturer- **Paper Read** - (2021).
- 13) Faculty of Management Sciences, Rivers State University International Conference. Rivers State University, Port Harcourt (Zoom Webinar), 26th October, (2020).
- 14) Academic Staff Union of Universities (ASUU). Workshop on Pre-Retirement and Investment Opportunity, Rivers State University, Port Harcourt, Nigeria, (2020).
- 15) The Academy of Management Nigeria 13th Annual National Conference, Federal University Otuoke, Bayelsa State, Nigeria - **Paper Read** - (2019).
- 16) Second Colloquium on 21st Century Research in Management Sciences: What Is New? Faculty of Business Studies Ignatius Ajuru University of Education, Port Harcourt, Nigeria, (2019).
- 17) Seminar for Rivers State House of Assembly Service Commission Staff held on Friday 11th October, 2019. Paper Presented: Life after Service. **Paper Read** (2019)
- 18) Seminar for Youth Business School held on Saturday 19th October, 2019, at Eleme, Port Harcourt. Paper presented: The Future of Youth and Education. **Paper Read** – (2019)
- 19) 7TH National Assembly Service Commission / State Assembly Service Commissions' Conference, held from 10th-13TH April, 2018; Port Harcourt. Paper Presented: Peer Review Mechanism: Catalyst for Service Delivery in the Legislature. **Paper Read** (2018).
- 20) The Academy of Management Nigeria 12th Annual National Conference. Leadership, security and national development, Nile University of Nigeria, Abuja, Nigeria - **Paper Read** - (2018).
- 21) *The Academy of Management Nigeria 11th Annual Conference*. Service delivery for a new Nigeria, Nnandi Azikikwe University, Akwa, Nigeria - **Paper Read** - (2017).
- 22) Conference on Re- Inventing the Wheel of Nigerian's Economic Growth through Marketing: Where are we now? Rivers State University, Port Harcourt, Nigeria, (2017).

- 23) International Conference on Social Sciences and Humanities, Science and Sustainable Development, Uyo, Nigeria, (2016).
- 24) Conference on Research and Sustainable Development in the Third World: Experiences and Future Plans of Intellectuals, Port Harcourt, Nigeria, (2015).
- 25) 4th Annual Faculty Conference of Business Studies Entrepreneurial Education: Capacity building and Sustainable Development. Port Harcourt, Nigeria, (2012).
- 26) National Conference: Upgrading Customer Management for Assured Customer Delight; National Institute of Marketing of Nigeria, Calabar, Nigeria, (2012).
- 27) National Conference: Globalization: The Global Financial Meltdown and the Nigerian Economy; The Academy of Management Nigeria, University of Port Harcourt, Nigeria, (2010).
- 28) National Conference: Excellent Customer Service. National Institute of Marketing of Nigeria: Port Harcourt, Nigeria, (2008).
- 29) National Conference Unlocking the Potentials of Marketing in Nigeria. National Institute of Marketing of Nigeria, Owerri, Nigeria, (2007).
- 30) National Conference: Advance Leadership Training. FGBMFI, Port-Harcourt, Nigeria, (2007).
- 31) National Conference: Brand management, National Institute of Marketing of Nigeria, Port Harcourt, Nigeria, (2006).
- 32) International Conference: Election Administration. International Foundation for Election Systems, Abuja, Nigeria, (2001).
- 33) International Conference: Strategic Planning. INEC-IFES Conference, Enugu, Nigeria, (2000).
- 34) National Conference: Post –Election Assessment: Review of Electoral Activities. INEC-IFES Conference, Port Harcourt, Nigeria, (1999).
- 35) National Conference: Training the Trainer. Common-Wealth conference Port Harcourt, Nigeria, (1999).
- 36) National Conference: National Electoral Commission-Stakeholders Conference. Enugu, Nigeria, (1991).

F. Editorship of research books (in main discipline/teaching are at the University/Research level):

- 1) **Editor:** Ignatius Ajuru University of Education, Department of Marketing Academic Book of Readings – **Commence and Marketing in Developing Economies.** Port Harcourt, Nigeria, (2021).

- 2) **Editor:** Marketing M.Sc. Seminar Series, Department of Marketing, Faculty of Management Sciences, RSUST, Port Harcourt, Nigeria (2017).
- 3) **Editor:** Journal of contemporary Marketing (JCM), Department of Marketing, Faculty of Management Sciences, RSUST, Port Harcourt, Nigeria (2016 - date).
- 4) **Editor:** Readings on Issues and Challenges of Business Management in Nigeria (2010-date).
- 5) **Editorial Board Member:** Interdisciplinary Journal of Research in Business (IDJRB) (2011-date).
- 6) **Consulting Editor:** The Chronicle (TMC), Department of Marketing, Ignatius Ajuru University of Education, Port Harcourt (2015).
- 7) **Reviewer:** The Journals of Commerce, by Hailey College of Commerce, University of Punjab, Pakistan (2010-date).
- 8) **Reviewer:** International Institute for Science, Technology and Education (IISTE), Journal, USA (2012-date).
- 9) **Editorial & Review Board Member** (2012-date): American Journal of Scientific and Industrial Research, Science HUB.

G. MEMBERSHIP OF PROFESSIONAL BODIES

- 1) Fellow: National Institute of Marketing of Nigeria (FIMN, 2012-date).
- 2) Member: National Institute of Marketing of Nigeria (NIMN, 2006-2012).
- 3) Member: Euro Asia Management Studies Association (EAMSA) (2018).
- 4) Member: Academy of Management Nigeria (AMN, 2010-date).
- 5) Member: Academy of Marketing, United Kingdom (AM, 2017-date).
- 6) Member: Athens Institute for Education & Research (ATINER), Greece. (2012 – Date)
- 7) Member: International Research and Development Institute, Nigeria (2011-date).
- 8) Member: Business Academia (2011-date).
- 9) Member: The Open University Associate Lecturers Group (2011-dtae).
- 10) Member: Distinguished Standing Honorary Research Board of Advisers of the American Biographical Institute (2010-dtae).
- 11) Editorial Board Member: Interdisciplinary Journal of Research in Business (IDJRB).
- 12) Member: Asia-Pacific Researchers in Organization Studies (APROS).
- 13) Member: European Conference on Research Methodology for Business and Management Studies.
- 14) Member: Journal of International Business Studies (JIBS).
- 15) Member: Business Academia.
- 16) Member: PhD Holders Linked in Group.
- 17) Member: The Open University Associate Lecturers Group.
- 18) Member: Harvard Business Review (HBR).

- 19) Reviewer: International Institute for Science, Technology and Education (IISTE), Journal, USA.

H. ACADEMIC / UNIVERSITY ADMINISTRATION

- 1) Sub/Associate Dean: Faculty of Management Sciences, RSUST/RSU, Nigeria (2010/2011& 2018 - 2020).
- 2) Head of Department, Marketing RSUST, Nigeria (2011-2015).
- 3) External Examiner Post Graduate: Central University of Technology, Free State, Bloemfontein, South Africa. (2016).
- 4) External Examiner Post Graduate Studies: University of Ghana, Accra, Ghana (2014 to Date).
- 5) Adjunct Lecturer: University of Port Harcourt, Port Harcourt, Nigeria (2013 to 2015).
- 6) Postgraduate External Examiner: University of Port Harcourt, Port Harcourt, Nigeria (2019 - Date).
- 7) Undergraduate External Examiner: University of Port Harcourt, Port Harcourt, Nigeria (2010 to 2013).
- 8) Postgraduate External Examiner: Ignatius Ajuru University of Education, Rivers State, Port Harcourt, Nigeria (2019 - Date).
- 9) Postgraduate External Examiner: External Examiner: Delta State University, Abraka – Nigeria, (2019)
- 10) External Examiner: National Open University of Nigeria (NOUN), (2019)
- 11) Member: RSU Academic Programme Review Committee, (2017 -2019)
- 12) Faculty of Management Sciences' Representative in Senate: RSUST, Nigeria (2010/2011, to 2017).
- 13) Member, RSU Committee on New Campus development, (2021)
- 14) Member, RSU Committee on NUC Mock Accreditation 2019/2020. (2020/2021)
- 15) Member, RSUST Committee on Corporate Society Project, Nigeria. (2014)
- 16) Undergraduate External Examiner: University of Port Harcourt, Port Harcourt, Nigeria (2010 to 2013).
- 17) Chairman: Faculty of Management Sciences CCE Review Committee, RSUST, Nigeria (2011).
- 18) Ex-official Member: Faculty of Management Sciences Research and Publication Committee, RSUST, Nigeria (2010/2011).
- 19) Member: Faculty Quality Assurance Committee, RSUST (2008).
- 20) Chairman, Marketing Department Supermarket Committee, RSUST, Nigeria, (2016)

- 21) Post-Graduate Co-ordinator: Marketing Department, RSUST, Nigeria (2006/2007 to 2008/2011 session).
- 22) Member: Marketing Department Post-Graduate Committee Board of Examiners, RSUST, Nigeria (2006-2013).
- 23) Marketing Department Examination Officer: RSUST, Nigeria (2004/2005 to 2008/2010 session).
- 24) Marketing Department Student Carrier Adviser/ Registration: RSUST, Nigeria (2004/2005 to 2010 session).
- 25) Member: Faculty of Management Science Post Graduate Programmes/Harmonization Committee, RSUST, Nigeria (2006).
- 26) Lecturer: BSc, PGD, MSc, MBA and PhD students (2004/2005 Session to Date).
- 27) Supervised: Over 250 BSc, 10 PGD, 21 MSc, 100 MBA and 9 PhD Students' Project / Thesis (2004/2005 Session to Date).

I. COMMUNITY SERVICE

- 1) Chairman, Ten Year Planning Committee, St Thomas Ang. Church, Niger Delta North Diocese, Port Harcourt (2021).
- 2) Chairman Business Forum Committee 2020 Port Harcourt National Convention, Full Gospel Businessmen Fellowship, Nigeria (2020).
- 3) Chairman, Education Committee Board, Archdeacon K. O. Amadi Memorial School, Port Harcourt (2020 - Date).
- 4) Manager Port Harcourt Mini-Center, 2020 Port Harcourt National Convention, Full Gospel Businessmen Fellowship, Nigeria (2020).
- 5) Chairman, Training and Monitoring Committee South-South 4 District, Full Gospel Businessmen Fellowship International (2018- Date).
- 6) Chairman, Evangelism and Missions Board, St Thomas Ang. Church, Niger Delta North Diocese, Port Harcourt (2013 to 2015, 2017-Date).
- 7) National Director, Full Gospel Businessmen Fellowship International (FGBMFI) (2019 - Date).
- 8) Field Representative, Full Gospel Businessmen Fellowship International (FGBMFI) (2011-2016).
- 9) Member, NIMN Education Committee: National Institute of Marketing of Nigeria (NIMN) (2013 - 2018).
- 10) Chairman Welfare Committee South-South 1 Dist., Full Gospel Businessmen Fellowship International (FGBMFI) (2011- 2015).
- 11) Chairman Welfare Committee 2017 Port Harcourt Convention South-South., Full Gospel Businessmen Fellowship, Nigeria (FGBMFI) (2017).
- 12) Chairman, Organising Committee, Public Lecture in honour of Late Dr D.W. Maclayton, RSUST, Nkpolu-Oroworukwo, Port Harcourt, (2012).
- 8) President, Vice President, and Secretary, National Christian Evangelism Outreach (NECO), Executive Chapter, Port Harcourt (2004 – 2012).

- 9) State Secretary, National Christian Evangelism Outreach (NECO), Port Harcourt (2009 - 2013).
- 10) President, Vice President, and Secretary, Full Gospel Businessmen Fellowship International (FGBMFI) U.S.T. Chapter (2002 – 2011).
- 11) Chairman, Uniport CCE/Nkpolu-Oroworukwo Community Relation Committee (2011-2013).
- 12) Chairman, Rebisi Progressive Movement, (RPM) Election Committee, Port Harcourt (2011).
- 13) Church Synod Delegate, Niger Delta North Diocese, (2010-2013).
- 14) President, vice president, Rebisi Progressive Movement, (RPM) Rebisi, Port Harcourt. (2003-2007).
- 15) Editor, Men’s Christian Association, Niger Delta North Diocese (2006-2012).
- 16) Chairman, Rumuokokwu Electric Transformer Installation Committee, Rumuokokwu Community, Rebisi, Port Harcourt (2002).
- 17) Chairman, Npolu-Orowokwo Election Committee, Rebisi, Port Harcourt. (2002).
- 18) Member, PCC, St Thomas Ang. Church, Niger Delta North Diocese, Port Harcourt (2005-2008).
- 19) Chairman, Purpose Drive Church Training Committee, St Thomas Ang. Church, Niger Delta North Diocese, PH (2006).
- 20) Coordinator, Samuel Group of ST Thomas Church MCA, Niger Delta North Diocese, PH (2007-2010).
- 21) Chairman, Disciplinary Committee Nkpolu-Oroworukwo Progressive Association, (2003).
- 22) Chairman, Reconciliation Committee Nkpolu-Oroworukwo Association, (2002).
- 23) Caretaker Committee Chairman, Nkpolu-Oroworukwo Progressive (1998).
- 24) Vice Chairman, Rumuokokwu Community (1996-1997).

J. HONOURS AND AWARDS

- 1) ST. Thomas Anglican Communion Church Choir, Port Harcourt, Niger Delta Niger Delta North Diocese (NDND), (2019).
- 2) Father of the Year 2012 & 2019, by Men Christian Association / Christian Men Fellowship, St Thomas Anglican Communion Church, Port Harcourt (2012 & 2019).
- 3) Patron St Thomas Anglican Youth Fellowship, (AYF) (2008-2016).
- 4) Certificate of Holy Pilgrimage-Jerusalem Pilgrim (JP), (2005).
- 5) Distinguished Standing Honorary Member Research Board of Advisers of the American Biographical Institute (2005).
- 6) Knight of Saint Christopher (KSC), Niger Delta Niger Delta North Diocese (NDND), Anglican Communion of Nigeria. (2004).
- 7) Certificate of Community service, Rumoukokwu Community-for selfless Service (2004).
- 8) Honours Award-Rebisi Progressive Movement, Rebisi, Port Harcourt (2002).

- 9) Certificate of Honour-Association of Technological Education Students (ATES), RSUST, Port Harcourt. (1985-86).

K. HOBBIES

- Reading
- Play Table-Tennis
- Watch TV.

M. Referees

1. **Professor N. S. Okogbule:** VC, Rivers State University, Port Harcourt, Nigeria.
2. **Professor G. A. Okwandu:** Faculty of Management Sciences, Rivers State University, Port Harcourt, Nigeria,
3. **Dr. Amadi Amadi:** SPDC, Port Harcourt, Rivers State, Nigeria.

Professor Bright. C. Opara; KSC, FNIMN