**WEB RANKING PROFILE**

**Title**: Dr.

**Name:** ONIKU, Ayodele Christopher

**Position:** Associate Professor **Specialisation:** Marketing

**Institutions**

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| **Institutions and Location** | **Degree** | **Completion Date** | **Field** |
| Obafemi Awolowo University, Ile-Ife, Nigeria | B.Sc. | 1992 | Economics |
| University of Lagos, Lagos, Nigeria | M.Sc. | 1998 | Marketing |
| University of East London, UK. | Ph.D. | 2009 | Marketing |

**Personal Statement**

Ayo is an Associate Professor in the Department of Business Administration (Marketing Unit) at the University of Lagos. He is an alumnus of the Department of Economics, Obafemi Awolowo University, the University of Lagos and Royal Docks Business School, University of East London, UK respectively. Ayo Oniku is also a facilitator with the University of Lagos Business School (ULBS), teaching marketing courses. He supervises both EMBA projects, PhD and DBA theses. He co-authors a book titled: Religion and Consumer Behaviour in Developing Nations (2022). His latest publication is “Marketing in Developing Nations: Contemporary Developments, Cases and Problems in Africa, Asia and the Middle East” (Oct., 2024). Ayo has contributed to many academic journals and international conferences on Marketing and Business-related issues. He is a reviewer for some international journals and publishers. Ayo is equally involved in manpower development and consulting services for organisations in Marketing, Sales Management and other Business fields. He had served as the PG (Postgraduate) Coordinator and examination officer for the Department of Business Administration, University of Lagos. He was once a member of the Examination Malpractice Committee at the University of Lagos Post Graduate School. Presently, he is the Coordinator of the DBA (Doctor of Business Administration) at the University of Lagos Business School – ULBS.

**Recent Publications**

1. Berislav, A., Oniku, A.C & Arebi, I.B. (2024). Storytelling: Qualitative analysis of the Influence on Gen Alpha’s Consumption Decisions and Affective Buying Behaviours in a Developing Market. Journal of Infrastructure Policy and Development,8(16), pp.
2. **Oniku, A**., Akpata, E. & Abiodun, O. (2024).The Gig Economy and its Influence on Millennial Lifestyles and Purchasing Behaviour in Developing Markets, Case Study of Lagos, Nigeria. *Applied Business and Economics Journal*, 2(1), pp. 28-53. (Publisher: Warsaw University of Technology, Poland).
3. **Oniku, A**., Akeke, O. & Akinwale, O. (2024). Consumer Style Inventory (CSI) Revisited: The Case of Millennial Decision-Making Style in a Developing Market, *RHS – Revista Humanismo Sociedad*, 12(1), pp. 1-17. (Publisher: Corporacion Universitaria Remington, Colombia).
4. **Oniku, A.,** Abiodun, O. & Emokpaire, M.A. (2023). Marketing Innovation and the Performance of SMEs in Developing Economies: A Perspective of SMEs in the Retail Sector in Nigeria, *International Journal of Economics, Commerce and Management,* 11(11), pp. 158 -176. (Publisher: Rochester Institute, UK).
5. Ladipo, P.K.A., **Oniku, A.,** Bankole, J.O. & Akeke, O. (2022). Effect of Aaker’s Model of Brand Personality on Customer Choice of Branded e-Retailing Outfits, The International Journal of Applied Business, 6(2), pp. 172-182. (Publisher: Department of Business, Universitas Airlangga, Indonesia).
6. Ladipo, P.K.A., Udofia, E.E., **Oniku, A**. & Ekpudu, J.E. (2022), Supplier Collaboration Practices and Product Innovation Management, Modern Management Review, 27 (3), pp. 23-37. (Publisher: Rzeszow University of Technology, Poland).

**Appointment:** DBA Coordinator, University of Lagos Business School (ULBS).

**Picture**

