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## PUBLICATIONS BY ACADEMIC STAFF MEMBERS

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### A. MR ADEJUMO D.A (HOD)

#### Publications

1. ‘*A Close Substitute*’- A column published in maiden edition of New Trumpet Magazine of Osun State Polytechnic, Iree (1998)
2. ‘*Fulfillment of a Dream*’-A column published in the official Journal of National Association of Iree students Vol. I tagged (PLATITUDE).(1999)
3. .Adejumo, D. A, Amusat, W.A & Ajiboye, F.A. (2013). Sales Promotion as an Antecedent of Sale Volume: A Study of selected Manufacturing Industry in South Western, Nigeria (IJCRB) *Interdisciplinary Journal of Contemporary Research in Business* Vol.N0.11
4. Adejumo, D.A, Ogunbade, D.R & Akinbode, J.O. (2014). The effect of Advertising on the Corporate Image (A Study of International Breweries (PLC), Ilesha Osun State Nigeria. *Journal of Marketing and Consumer Research*. ISSN 2422-8451. An International Peer-Reviewed Journal Vol. 5, 2014
5. Adejumo, D.A & Ojo, J.A (2014). Exploring Impact of Public Policy in Branding a Nation’s Image. A Study of Economic and Financial Crimes commission (EFCC) Nigeria. ASUP Iree International Conference: “*Addressing the opportunities and challenges of globalization for development, Osun State Polytechnic, Iree.*”
6. **Adejumo, D.A**, (2016). *Marketing Strategies in Democracy: A Tool for Nigerian Development*” Searchlight, A Multidisciplinary Journal Vol 6.(3),108-122
7. **Adejumo, D.A**. (2016). *Branding and Its Effects on Competitive Image Identity: A Study of South- Western Nigerian*. Searchlight. A Multidisciplinary Journal Vol 6(3), 95-107.
8. **Adejumo D.A**, Oyedele,O. & Oyeniya, K.O (2019). Corporate Social Responsibility and Organizational Performance: Pragmatic Evidence From Nigeria. *The abstract/Programme for Academic Conference of Sub-Sahara African Academic Research Publications on unleashing Sub –Sahara African Resources* Vol.18, No 2. Gombe State University, Gombe, Nigeria.

9. **Adejumo, D.A (2019)** .Political Marketing Functions and Nation’s Image: Evidence from Nigeria. **Presented at 4<sup>th</sup> International National Conference in Business, Accounting, Finance and Economics (BAFE10, 2019), Malaysia.**

## B. MRS AJIBOYE

### **Publications (Before Last Promotion) with Dates:**

#### **a. Journal Articles:**

2. **Ajiboye, F.A.** & Olasunkanmi, D.A. (2009). “Effective Workflow Communication and Entrepreneurship Development”. *The College Review*. Vol. 16(11): 76 – 82.
3. Ahmed M.B. & **Ajiboye, F.A.** (2013). “The Consumer Price Index and its Marketing Applications”. *Auchi Journal of Business Studies (AJOB)*. Vol. 5(1): 43 – 52
4. Balogun, O.J., **Ajiboye, F.A.** & Dunsin, A.T. (2013). “An Investigative Study on Factors Influencing the Customer Satisfaction with E-Banking in Nigeria”. *International Journal of Academic Research in Economics and Management Sciences* . Vol. 2(6): 64 – 73.
5. Amusat, W.A., Adejumo, D.A. & **Ajiboye, F.A.** (2013). “Sales Promotion as an Antecedent of Sales Volume: A Study of Selected Manufacturing Industry in Ibadan, South Western, Nigeria”. *Interdisciplinary Journal of Contemporary Research in Business*. Vol. 4(11): 465 – 473
6. **Ajiboye, F.A.** Olaoye, B.O. & Alimi, K.O. (2014). “Impact of Information and Communication Technology on Organizational Performance: An Empirical Investigation of Small and Medium Enterprises in Lagos State”. *Iree Journal of Science, Technical and Management Studies (IJOSTEM)*. Vol. 1(1): 161 – 164.

#### 7. **ii. Books:**

Nil

#### **a. Conference Papers:**

8. **Ajiboye, F.A.** (2008). “Mandatory Advancement Continuous Educational Training on Nigeria’s Economic Reform Agenda and National Development in the 21<sup>st</sup> Century: Challenges and Way Forward, Organized by the Institute of Chartered Economists of Nigeria at Ibadan, Oyo State on 5<sup>th</sup> December.
9. **Ajiboye, F.A.** (2010). An Imperative for Product Branding, Being a Paper Presented at the 2<sup>nd</sup> Annual National Conference of the Faculty of Management Studies, Osun State Polytechnic, Iree, Osun State on 14<sup>th</sup> December.
10. Sajuyigbe, A.S. & **Ajiboye, F.A.** (2014). Marketing Mix Elements and Small and Medium Enterprises Performance in a Global Competitive Environment: Evidence from Osun State,

South Western Nigeria. Being a Paper Presented at the International Conference on the Opportunities and Challenges of Globalization for Development. Organized by Academic Staff Union of Polytechnics, Osun State Polytechnic, Iree Branch, Held Between 24<sup>th</sup> – 28<sup>th</sup> March.

c. **iv. Seminar Papers:**

Nil

**D. (D) Publications (Since Last Promotion) with Dates:**

**E. (i) Journal Articles:**

F. Alabi Ezekiel, **Ajiboye, F.A.**, & Afolabi, M. A (2015). Factors Influencing E-marketing on the Performance of Small Business Enterprises in Nigeria. *International Journal of Management Sciences & Entrepreneurship (IJMSE) Vol 3 (12): 124 – 134.*

G. **Ajiboye, F.A.**, Ogunrinade, R. & Ayanleke, S.O. (2018). E-Marketing and Organizational Performance: A Study of Five Manufacturing Companies in Oyo State, Nigeria, *South Asian Journal of Social Studies and Economics*. Vol. 1(4): 1-9.

H.

**I. iii Conference Papers:**

J. Alabi, Ezekiel Afolabi, A.M. & **Ajiboye, F. A** (2015). Effects Of Globalization On The Performance Of Small Scale Businesses In Nigeria. Being a Paper Presented at International Academic Conference, University of Ilorin, Kwara State – Nigeria. Held on 12<sup>th</sup> – 13<sup>th</sup> March.

K. Ayanleke, S..O., Onikola, Y.S. & **Ajiboye, F.A.** (2016). Youth Empowerment for Sustainable Development: The Role of Entrepreneurship Education. Being a Paper Presented at 3<sup>rd</sup> International Conference on Entrepreneurship and Entrepreneurship Education. Obafemi Awolowo University, Ile-Ife, Nigeria Held on 11<sup>th</sup> – 13<sup>th</sup> October.

L. Sajuyigbe, A.S., **Ajiboye F.A.**, & Ayanleke S.A (2016). Advertising, Packaging and Branding as Tools for Organizational Performance: Empirical Study of Manufacturing Companies in Oyo State, Nigeria. Being a paper presented at 4<sup>th</sup> Learned International Conference on Repositioning the Nigerian Economy for Socio- Economic Growth and Development. Crawford University, Igbesa, Ogun State, Nigeria. 9<sup>th</sup> – 11<sup>th</sup> June, 2016.

### 3. MR AYANLEKE

#### **Publications (Before Last Promotion) with Dates:**

##### **i. Journal Articles:**

**Ayanleke, S.O.** Sajuyigbe, A.S., & Ola, O. (2012). "Impact of Packaging on Organizational Sales Turn Over: A Case Study of Patterzon Zoconist Cussons (PZ) Plc, Nigeria". *Journal of Contemporary Research Business*. Vol. 4(11): 492 – 508.

##### **ii. Books: Nil**

##### **iii. Conference Papers:**

**Ayanleke, S.O.** & Amusat, W.A. (2012). Small and Medium Enterprises Development: A Tool to Achieving Nigeria Vision 20:2020. A Paper Presented at the 2012 National Conference at The Polytechnic, Ibadan, Held Between 27<sup>th</sup> – 31<sup>st</sup> August.

##### **iv. Seminar Papers:**

**Ayanleke, S.O.** (2012). Impact of Packaging on Organizational Sales Turn Over: A Case Study of Patterzon Zoconist Cussons (PZ) Plc, Nigeria. A Paper Presented at the Faculty of Management Studies, Osun State Polytechnic, Iree, Held Between 23<sup>rd</sup> November.

#### **(D) Publications (Since Last Promotion) with Dates:**

##### **(i) Journal Articles:**

Ajiboye, F.A, Ogunrinade, R. & **Ayanleke, S.O.** (2018). E-Marketing and Organizational Performance: A Study of Five Manufacturing Companies in Oyo State, Nigeria, *South Asian Journal of Social Studies and Economics*. Vol. 1(4): 1-9.

##### **iii Conference Papers:**

**Ayanleke, S.O.**, Onikola, Y.S. & Ajiboye, F.A. (2016). Youth Empowerment for Sustainable Development: The Role of Entrepreneurship Education. Being a Paper Presented at 3<sup>rd</sup> International Conference on Entrepreneurship and

Entrepreneurship Education. Obafemi Awolowo University, Ile-Ife, Nigeria Held on 11<sup>th</sup> – 13<sup>th</sup> October.

Sajuyigbe, A.S., Ajiboye F.A, & **Ayanleke S.A** (2016). Advertising, Packaging and Branding as Tools for Organizational Performance: Empirical Study of Manufacturing Companies in Oyo State, Nigeria. Being a paper presented at 4th Learned International Conference on Repositioning the Nigerian Economy for Socio- Economic Growth and Development. Crawford University, Igbesa, Ogun State, Nigeria. 9th – 11th June, 2016.

#### **4. MR D.R OGUNGBADE**

##### **PUBLICATIONS**

**Ogungbade, D.R, (2007). Information Technology and Marketing Practice in Nigeria, The Journal of Business Education, Vol.3.No.1 pp.305-317**

**Ogungbade, D.R, (2007). Marketing Competencies Needed in Service Industry, The Journal of Business Education, Vol.3.No.1 pp.356-368**

**Ogungbade, D.R, (2009 ). Imperatives of Exhibition as a Marketing Tool, The Journal of Business Education, Vol.5.No.1 pp.153-166**

**Ogungbade, D.R, (2009 ). Impact of Green Marketing on Consumer Protection, The Journal of Business Education, Vol.5.No.1 pp.167-183**

**Ogungbade, D.R, (2010 ). The Role of Marketing in Entrepreneurship Development, Journal of Management Studies, Vol.1.No.1 pp.115-126**

**Ogungbade, D.R, (2010 ). The Role of Logistics in Value Creation, Journal of Management Studies, Vol.1.No.1 pp.226-238**

**Adejumo, D.A., Ogungbade, D.R. and Akinbode, I.O. (2014) The Effect of Advertising on Corporate Image: a Study of International Breweries PLC, Ilesa. Nigeria, Journal of Marketing and Consumer Research, Vol. 5. pp 31-36.**

**Ogungbade, D.R, (2015 ). Exploring the Relationship between Relationship Marketing, Relationship Quality and Customer Loyalty in Nigerian , Global Journal on Emerging Trends in e-Business, Marketing and Consumer Psychology; Telecommunication Industry, Vol. 1, Issue 2. pp 269-281.**

##### **CONFERENCE PAPERS**

**Ogungbade, D.R, (2017 ). Impact of Service Quality on Customer Satisfaction in Osun State Microfinance Banks. Being a paper presented at the Faculty of Management Sciences 2017 International Conference held at Nnamdi Azikiwe University Auditorium between 26<sup>th</sup> and 29<sup>th</sup> July, 2017.**

**Ogungbade, D.R, (2016 ). Influence of New Product Development on Sales Performance in Nigeria. Being a Paper Presented at the 3<sup>rd</sup> International Conference on Entrepreneurship and Entrepreneurship Education. Obafemi Awolowo University, Ile-Ife, Nigeria. Held on 11<sup>th</sup> -13<sup>th</sup> October.**

**Ogungbade, D.R, (2016 ). Quality Determinants and Customer Expectation in Nigeria. Being a Paper Presented at the 4<sup>th</sup> Learned International Conference on Repositioning the Nigerian Economy for Socio-Economic Growth and Development. Crawford University, Igbesa, Ogun State. Nigeria. Held on 9<sup>th</sup> -11<sup>th</sup> June, 2016.**

**Ogungbade, D.R, (2015 ). Exploring Procurement Policy as a way of eradicating corruption in Nigeria. Being a paper presented at the National Conference of School of Business and Management Studies, The Federal Polytechnic, Offa between 26<sup>th</sup> and 30<sup>th</sup> October, 2015.**

**Ogungbade, D.R, (2015 ). Training and Manpower Development on Sales Force Performance Being a paper presented at the National Conference of School of Business and Management Studies, The Federal Polytechnic, Offa between 26<sup>th</sup> and 30<sup>th</sup> October, 2015.**

**Ogungbade, D.R, (2017 ). Impact of Service Quality on Customer Satisfaction in Osun State Microfinance Banks. Being a paper presented at the Faculty of Management Sciences 2017 International Conference held at Nnamdi Azikiwe University Auditorium between 26<sup>th</sup> and 29<sup>th</sup> July, 2017.**

**Ogungbade, D.R, (2015 ). Exploring Procurement Policy as a way of Eradicating Corruption in Nigeria. Being a paper presented at the National Conference of School of Business and Management Studies, The Federal Polytechnic, Offa between 26<sup>th</sup> and 30<sup>th</sup> October, 2015.**

**Ogungbade, D.R, (2012 ). Attaining Customer Loyalty: The Role of Customer Value. A Study of Microfinance Banks in South-West, Nigeria. Being a paper presented at the National Conference of School of Business and Management Studies at The Polytechnic, Ibadan. Held between 26<sup>th</sup> and 30<sup>th</sup> October, 2012.**

Ogungbade, D.R, (2012 ). . The Role of Switching Costs on Customer Loyalty in Nigerian Telecommunication Industry . Being a paper presented at the National Conference of Faculty of Management Studies, Osun State Polytechnic, Iree. Held between 23rd and 27<sup>th</sup> October, 2012.

#### **BOOK PUBLICATIONS**

Ogungbade, D.R, (2007 Strategic Selling: Selling Skills for Business Owners; Ibadan. Sceptre Prints Limited.

Ogungbade, D.R, (2000) Law: An Introductory Text; Ibadan. Sceptre Prints Limited.

Ogungbade, D.R, (2004). Customer Communication; Ibadan. Sceptre Prints Limited.

Ogungbade, D.R, (2007). Basic Marketing; Ibadan. Sceptre Prints Limited.

Ogungbade, D.R, (2010). Retail Management; Ibadan. Sceptre Prints Limited.

#### 5.MR ATOYEBI

##### **PUBLICATION:**

1. PRINCIPLES OF MARKETING
2. PRACTICE OF MARKETING
3. THE BASIC CONCEPTS AND PRINCIPLES OF CONSUMER BEHAVIOUR
4. THE ANALYSIS OF CONSUMER BEHAVIOUR
5. COMPONENTS OF MARKETING COMMUNICATION
6. PRACTICE OF STOREKEEPING  
SALES THEORY AND PRACTICE