

CURRICULUM VITAE

TITLE: Dr.
SURNAME: Ejirihugha
OTHER NAMES: Valentine Ikechukwu
FULL NAME: Dr. Valentine Ikechukwu Ejirihugha
DATE OF BIRTH: 25th September, 1961
PLACE OF BIRTH: Lagos
NATIONALITY: Nigerian
STATE OF ORIGIN: Imo
MARITAL STATUS: Married
CONTACT ADDRESS: Department of Marketing,
Akanu Ibiam Federal Polytechnic, Unwana,
P.M.B. 1007, Ebonyi State.
GSM NO: 07032212515, 08123290269
EMAIL ADDRESS: valikejirihugha@gmail.com

Years of Working Experience: 25 (2001-2026)

INSTITUTIONS ATTENDED WITH QUALIFICATIONS

- Community School, Azara Obiato 1970-1974
- Comprehensive Secondary School, Awo Omamma 1974-1979
West African School Certificate
- Imo State Cooperative College, Orlu 1980
Certificate in Cooperative Studies
- Imo State University, Okigwe 1985 – 1989
(Now Abia State University, Uturu) B.Sc (Marketing)
- Abia State University, Uturu 1991 – 1994
MBA (Banking & Finance)
- Abia State University, Uturu 2001-2007

MBA (Marketing)

- Abia State College of Education (Technical) Arochukwu June, 2006
National Teachers Technical Certificate (NTTC)
- Ebonyi State University, Abakaliki Ph.D in Marketing
December 15, 2022

PROFESSIONAL MEMBERSHIP/QUALIFICATIONS

- ✓ National Institute of Marketing of Nigeria – NIMN Member
(M0002350 of 29-11-2013)
- ✓ Advertising Practitioners Council of Nigeria (APCON) Associate Member
(arpa 4693 of 14-11-2008)
- ✓ Institute of Industrial Administration (IIA) Fellow (Dated: 13-7-2013)

WORK EXPERIENCES:

A. Ministry of Commerce, Industry & Tourism,
Aboh Mbaise, Imo State.

Status: Cooperative Inspector
Duration of Service 1981 – 1984

a) N.Y.S.C. Farm, Abeokute, Ogun State

Status: Youth Corper
Duration of Service 1990 – 1991

b) Ministry of Commerce, Industry and Tourism, Mgbidi
(Formerly, Oru Local Government Area, Imo State)

Status: Divisional Cooperative Officer
Duration of Service 1991 – 1995

B. CURRENT EMPLOYMENT

Department of Marketing, Akanu Ibiam Federal Polytechnic, Unwana
P.M.B. 1007, Afikpo, Ebonyi State.

Status:(a) 29th January, 2001 (First Appointment) (Lecturer II)

(b) 29th January, 2001 – 30th September, 2004 (Lecturer I)

(c) 1st October, 2004 – 30th September, 2007 (Senior Lecturer)

(d) 1st October, 2011 – 31st December, 2014 (Principal Lecturer)

(e) 1st January, 2015 – Date (Chief Lecturer)

Duration of Service:

January 29, 2001 – Date

Duties:

- Teaching
- Research
- Project Supervision
- Administrative duties as appointed Head, Department of Marketing, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State, Nigeria (2009/2010 to 2012/2013 Academic Sessions).
- Administrative duties as elected Head of Department, Marketing (2019/2020-2021/2022 or from March 20, 2020 to 4 April, 2023)

C. PUBLICATIONS:

a. Books

- i. Industrial Marketing (Sole Authored) 3rd Edition (2021)
- ii. Marketing for Senior Secondary School 1 (Sole Authored) (2014)
- iii. Marketing for Senior Secondary School 2 and 3 (Sole authored) (2015)
- iv. International Marketing Volume 2 (Sole Authored) (2019) 1st Edition
- v. GroundWork for Marketing (2021) (Sole Authored) 1st Edition
- vi. Marketing Express (SSI-SS3) (2025) (Sole Authored)

b. Creative Writing

The Village Bomb (c) 2013 (Fiction)

c. Journals Published in Nigeria

- i. An Evaluation of Community Banking System in Nigerian Polytechnic. Business Tech. Vol 1 No 2, 2005, School of Business Studies, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State, Nigeria. Vol. 1 No 2 April 2005.
- ii. Deregulation of the Down-Stream oil sector: Implications for productivity and Nation-building. Business Tech. Vol. 1 No 3 2006, School of Business Studies, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State, Nigeria. (Co-authored).
- iii. Environment Scanning of Nigeria's Marketing Macro-Environment, Business Search, School of Business & Public Administration, Federal Polytechnic, Nekede Vol. 1 No 3, 2005.
- iv. Marketing of Transnational Corporation of Nigeria (TRANSCORP) PLC, Business Tech Vol 2. No 4 2007, School of Business Studies, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State, Nigeria.

- v. Entrepreneurship for Sustainable Development (Co-authored). A publication of Association of Business Studies & Technology Development (ABSTD), Delta State University, Asaba. Vol 3 No 2 July 2007.
- vi. Product Development in Nigeria: Problem and Prospects (Business Tech, Vol 2 No 6 June 2009, School of Business Studies, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State, Nigeria).
- vii. An Evaluation of the Relevance of Comparative Advantage on International Trade (Acceptance of article for publication in the 6th edition – Vol 6 No 1) of Marketing Hallmark of (NIMN), Anambra State Chapter – Co-authored.
- viii. Brand Positioning as a facilitator of Visible Economy (Acceptance of Article for publication in the 6th edition – Vol 6 No 1 of Marketing Hallmark of National Institute of Marketing of Nigeria (NIMN) Anambra State Chapter, Vol 6 No 1
- ix. “Using Information and Communication Technology to enhance Marketing operations in Nigeria” Acceptance of Article for publication by JOTRED. (Journal of Technological Research and Development). A multidisciplinary Journal of Akanu Ibiam Federal Polytechnic, Unwana, Nigeria (Co-authored).
- x. The Changing Face of Business Education: Challenges for Tomorrow. Journal of the Faculty of Business Studies, Ignatius Ajuru University of Education, Port Harcourt, Rivers State, Nigeria. Vol 2 No 1 & 2 November, 2011.
- xi. “Economic Growth and Access to Safe Drinking of Water in Nigeria, 1990 – 2010: An Empirical Investigation” – Acceptance of Article for publication by JOTRED (Journal of Technological Research and Development), dated 13th January, 2014 (Co-authored).
- xii. “Factors affecting marketing of Palm Produce in Ebonyi State” – Journal Acceptance Publication Letter, Fidei Polytechnic, Gboko, dated 13th October, 2014 (Co – authored).
- xiii. The Impact of Regulated Filling Stations on Service Marketing Mix in Afikpo North Local Government Area of Ebonyi State” BusinessTech: A Journal of Contemporary Issues in Business and Technology, Vol 5 No 10 June, 2014, School of Business Studies, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State (Co – authored).
- xiv. Developing Marketing Skills for Sustainable Entrepreneurship Education in Nigeria: Accepted for publication in the 6th Edition (Vol 6, No.1) of “Marketing Hallmark” of NIMN, Anambra Chapter.
- xv. Impact of Consumer Education on the Nigerian Economy, Journal of Business Education, School of Business Education, Federal College of Education, School of Business Education, Federal College of Education

(Technical) Akoka. Accepted on 25th July, 2016. To be published in Volume 2 of the Journal.

- xvi. Chukwu, E.U. Ejirihugha, V.I., & Amini, P.C. (2018). Competitors Threats and Service Quality Delivery of Fast Food Firms in Port Harcourt, Journal of Marketing Development, Rivers State University of Science and Technology, Port Harcourt,3 (1), 1-12.

INTERNATIONAL JOURNALS

- i. Egele, A. E. & Ejirihugha, V. I. (2020). Analysis of the Effect of Consumer Protection Council Operations on the Consumption Behaviour of Nigerians IOSR Journal of Business and Management (IOSR – JBM), 22(9) Ser Vi, 11-21. Retrieved from [https://iosrjournal.org>22\(9\) Series-6](https://iosrjournal.org>22(9) Series-6)
- ii. Nwachukwu, A., Benson Eluwa, V., Ejirihugha, V. I & Kenneth O. (2019, March 30) Product Quality Perception and Customer Loyalty, Archives of Business Research, 7(3.2), 113-121. Retrieved from <https://journals.scholarpublishing.org> Doi:<http://doi.org/10.14738/qbr.73.2.6370>.
- iii. Godwinokoubi, L. O., Ejirihugha, V. I. & Oru, G. U. (2020, September) Customer Attitude towards the Increment of Rice in Ebonyi State on COVID-19, International Academy of Management, Marketing and Entrepreneurial Studies, 8(2), 39-50. Retrieved from <http://www.arcnjournals.org>
- iv. Godwinokoubi, L. O., Ejirihugha, V. I. & Oru, G. U. (2020, September) Customer Preference for the use of Aluminum Window to Wooden Window for Sustainability Marketing in the 21st Century, International Journal of Management Sciences, 8(3), 20-26. Retrieved from <http://www.archjournals.org>images>
- v. Godwinokoubi, L. O., Ejirihugha, V. I. & Oru, G. U. (2020, September) Implication of COVID-19 on Motor Transportation in Ebonyi State, International Academic Journal of Business School Research, 8(4), 38-45. Retrieved from <http://accexgate.com>2020/09>
- vi. Ejirihugha, V. I., Ozo, J.U. & Egele, A. E. (2022), Timber Marketing and Economic Development in Ebonyi State, Nigeria, International Academic Journal

CONFERENCE PAPERS

- i. The Dynamics of privatization and National Development 2nd National Association for Research Development (NARD) held at the Federal College of Education (Technical), Asaba. 11th and 15th August 2003.
- ii. Issues in General Studies Curricula. First Annual Conference of the School of General Studies, Abia State Polytechnic, Aba. 24th June – 28th June 2003.
- iii. Debt relief and its Economic Implication. 6th National Conference, School of Business Studies, Federal Polytechnic, Ede, Osun State, December 5-8, 2005 (Co-authored).
- iv. Applied Management and Marketing for the Small Business Enterprise. (A paper presented at the 2nd Annual National Conference held at the Delta State Polytechnic, Ogwashi-Uku, 11-14 July, 2006 (Co-authored).
- v. Contemporary Issues in Globalization/Deregulation/Information and Communication Technologies (ICTs) and Development (A paper presented at the 2nd Annual Conference of the School of Business Studies, Delta State Polytechnic, Ogwashi Uku, 11-14 July, 2006) Co-authored.
- vi. Entrepreneurship for Sustainable Development (A paper presented at the 2nd Annual Conference of the School of Business Studies, Delta State Polytechnic, Ogwashi-Uku, 11-14 July, 2006).
- vii. Re-branding Nigeria in the Competitive Global Economy, 8th ASUP National Conference held at Bagudu Waziri Auditorium, Federal Polytechnic Bida, Niger State on 10th – 12th November, 2008.
- viii. An Evaluation of the impact of Export Processing Zone on Nigeria's Global Competitiveness (A paper presented at the Maiden/Annual National Exhibition/Conference of the School of Engineering, Science and General Studies, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State) at Big Engineering Hall, Monday, 17th May, 2010.
- ix. The Impact of Insurance Marketing on the Nigerian Economy (A paper presented at Rivers State University of Education. 3rd Annual Faculty of Business Studies Conference held on 27th July 2010, at John's Diobu Campus, Port Harcourt, Rivers State).
- x. Implication on Information Communication Technology (ICT) and Entrepreneurship on the Nigerian Educational System', at the 2011 International Conference, Faculty of Education, Delta State University, Abraka, Nigeria, from 9th – 13th August, 2011.
- xi. Globalization and the challenges for Nigerian Development in the 21st Century, 2nd National Conference Organized by Academic Staff Union of Polytechnics, Idah Chapter, held at the Federal Polytechnic Igah, Kogi State, on November 22-25, 2011

- xii. “The Impact of Consumer Education on the Nigerian Economy”, 7th National Conference of School of General Studies, Kogi State Polytechnic, Lokoja, held from 10th March- 14th March, 2014 (Co-authored).
- xiii. Environmental Impact in sustaining the marketing of mineral resource in Ebonyi State (The study of Ndibe Beach Sand and Stone in Amaozara and Akpoha in Afikpo North Local Government Area) – 2014 National Conference of Imo State Polytechnic, Umuagwo, held from 20th -23th August, 2014 (Co-authored).
- xiv. Environment Marketing: Practices for Sustainability Marketing Development, 1st Annual National Conference, School of Management and Business Studies (SMBS), Fidei Polytechnic, Gboko, held from 3rd – 6th September, 2014 (sole-authored).
- xv. The Importance of Information Technology in the Teaching of Business Studies in Nigeria”, 7th National Conference of Science Technology, Assembly Hall, Akwa Ibom State Polytechnic, Ikot Osurua, Ikot Ekpene (Co-authored).
- xvi. The Impact of Globalization on the Nigerian Economy” – 7th National Conference of Science, Technology, Management and Development (STMD), held on 4th – 6th November, 2014 at Assembly Hall, Akwa Ibom State Polytechnic, Ikot Osurua, Ikot Ekpene (Co-authored).
- xvii. Influence of the Internet on Consumer Buying Behaviour in Afikpo Metropolis, Ebonyi State, Nigeria – A Co-authored conference paper presented at 1st ASUP Conference on 2nd August, 2016 – 5th August, 2016, Akanu Ibiam Federal Polytechnic, Unwana, Ebonyi State, Nigeria.

D. SEMINAR WORKSHOP

- i. “Customer Service and Sales Management Workshop”
Date: 31st August 2007 – 1st September, 2007
Venue: Marble-Arch Hotel, Awka
Organizer: National Institute of Marketing of Nigeria (NIMN)
- ii. “Marketing in Turbulent Times”
Date: 17th August 2010
Venue: Concorde Hotel, Owerri
Organizer: National Institute of Marketing of Nigeria (NIMN)
- iii. “21st Century Branding Challenges”
Date: 26th August, 2010
Venue: Top Rank Hotels Ltd, Enugu
Organizer: Advertising Practitioners Council of Nigeria (APCON)
- iv. “Building and Sustaining Successful Brands”
Date: 24th – 25th March, 2011
Venue: Golden Tulip Hotel, New Heaven, Enugu State, Nigeria
Organizer: National Institute of Marketing of Nigeria (NIMN)

- v. “Achieving Result in Advertising Media Marketing and Sales”
Date: 20th – 21st June, 2012
Venue: City Global Hotel Ltd, Owerri
Organizer: Advertising Practitioners Council of Nigeria (APCON)
- vi. “Continuous Education and Development Programme”
Date: 28th November, 2013
Venue: All Seasons Hotel, Owerri, Imo State.
Organizer: National Institute of Marketing of Nigeria (NIMN)
- vii. “Workshop on Strategic Marketing for Business Performance”
Date: 25th June, 2016
Venue: DegeGold Hotel, Awka
Organizer: National Institute of Marketing of Nigeria (NIMN)

E. OTHER RELEVANT INFORMATION

- Resource Person for Resource Inspection of ND programme of Institute of Management & Technology, Enugu.
- Resource Person for Accreditation Exercise of HND Marketing Programme of Federal Polytechnic, Oko from January 21, 2013 to January 25, 2013.
- Centre Coordinator for 2012 Unified Tertiary Matriculation Examination (UTME)
- Supervisor for 2013 UTME.
- External Assessor for Staff Evaluation (to Principal and Chief Lectureship Positions) for Federal Polytechnic, Nekede, Owerri – 2016, 2017 and 2019
- External Examiner in the Department of Marketing, Federal Polytechnic, Nekede for 2016/2017 Academic session.

F. MEMBERSHIP OF COMMITTEES IN THE POLYTECHNIC

- Member, COMPRO Review Committee, Akanu Ibiam Federal Polytechnic, Unwana, dated September 20, 2010.
- Member, Academic Board Committee on the study of a proposal to publish a Polytechnic Journal – JOTRED.
- Member Investigation Committee on the alleged extortion of Mr. A.U. Okafor.
- Elected Member, SEARCH TEAM in the Governing Council for the appointment of a new Rector for Akanu Ibiam Federal Polytechnic, Unwana, that met with Rector and Chief Lecturers of Federal Polytechnic, Nekede on April 20, 2022 and April 21, 2022.

HOBBIES:

Reading, Writing, Travelling & Playing Table Tennis.

REFEREES:

1. Prof. Aja Ebeke Egele

Department of Marketing,
Ebonyi State University,
Abakaliki.

08063379940

ajaebeke@gmail.com

2. Dr. Lilian Orieoma Godwin-Okoubi

Department of Marketing,
Akanu Ibiam Federal Polytechnic,
Unwana,
Ebonyi State,
07034743592
liliangodwinorieoma@gmail.com

3. Prof. Gazie Sunday Okpara

Department of Marketing
Abia State University
Uturu.

08038674565

gazieokpara@abiastateuniversity.edu.ng