

DR CHRIS CHUKWUEMEKA MBAH

DEPARTMENT OF MARKETING, ENUGU STATE UNIVERSITY OF SCIENCE AND
TECHNOLOGY (ESUT), AGBANI, ENUGU.

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Date of Birth:	13/5/1958
Sex:	MALE
Marital Status:	MARRIED WITH CHILDREN
Nationality:	NIGERIAN
State of Origin:	ENUGU STATE
Local Government:	NKANU EAST, ENUGU STATE
Next of Kin:	MRS EMEKA-MBAH, PATRICIA IJEOMA
Permanent Address:	COMMUNITY PRIMARY SCHOOL, AMAUZAM UGBAWKA, NKANU WEST LGA ENUGU STATE
Rank on 1st Appointment in ESUT:	SENIOR LECTURER
Date of First Appointment in ESUT:	25TH NOVEMBER 2015
Date of Assumption of Duty:	4TH DECEMBER 2015
Date of Last Promotion/Regrading/Conversion, etc.	Nil

**1. Educational & Promotional Qualifications:
ACADEMIC HONOURS AND DISTINCTIONS:**

Institutions Attended	Certificate Obtained	Area of Study	Date
University of Lagos.	Ph.D.	Marketing	2012
University of Lagos.	M.phil	Marketing	2003
Nnamdi Azikiwe University, Awka.	M.Sc.	Economics	2004
Anambra (now Enugu) State University of Science & Tech., Enugu	PGD & MBA	Marketing	1989&1990
University of Nigeria, Nsukka (Enugu Campus).	B. Sc	Accountancy	1990
Inst. of Mgt & Tech (IMT) ENUGU	HND	Business Administration	1982

**2. WORK EXPERIENCE INCLUDING DETAILS OF FORMER AND PRESENT
POSTS:**

Position Period	Organization	
Senior Lecturer	Enugu State University of Science & Technology Agbani	2015 to date
Senior Lecturer	Ebonyi State University Abakaliki	2015
Senior Lecturer	Godfrey Okoye University Enugu	2013 to 2015
Lecturer 1	ESUT Business School Lagos & Later Enugu	1995 to 2008
Co-ordinator (LAGOS)	ESUT MSP Programme	1999 to 2008
(PG- Part time Lecturer)	Lagos State University, Lekki, Lagos	2008 to 2013
(Part time Lecturer)	Yaba College of Technology	2008 to 2013
Marketing Manager	Nigeria Ropes PLC	1992 to 1995

3. MEMBERSHIP OF PROFESSIONAL ASSOCIATION:

- **FELLOW, National Institute of Marketing of Nigeria**

April 3rd, 2009

- **FELLOW, Association of Management and Social Sciences
Researchers of Nigeria** **March, 2021**
- **MEMBER, Nigerian Marketing Association** **July 3rd, 1992**
- **ASSOCIATE MEMBER,
Advertising Practitioners Council Of Nigeria** **NOV 8th, 2000**
- **ASSOCIATE MEMBER, The Chartered Institute of Marketing** **DEC 5TH, 2001**
- **ASSOCIATE MEMBER, Nigerian Institute of Management** **NOV 28th, 1985**

4. **CREATIVE OUTPUT:
PUBLICATIONS**

TEXT BOOKS (2 in number)

1. Mbah, C. C. (2000), Marketing Management, Lagos: Silver Industry Limited Publishers.
2. Mbah, C.C. (2002), Past & Pilot Q&A on Marketing Management, Lagos: Silver Industry Limited Publishers.

Chapter in a book {2 in number (That is. 3 &4)}

3. Okolie, J .U., Mbah C. C. and Uche, C.B.N. (2014), The Place of Theory in Management and Organization Study in Light of Management Lagos: Wits Publishing Ltd.
4. C.C Mbah, S.A.N, Afobunor & M.I. Balogun; Transaction Analysis in Light of Management Lagos: Wits Publishing Ltd.

PAPERS PUBLISHED BEFORE 2016(That is, BEYOND 5 YEARS AGO)

5. Mbah, Chris, C. (1999). Marketing Pricing Decisions-the Present Challenges, Management Journal 2(3), 40-48
6. Mbah: Chris C. (2000), Effective Budgeting and Cost Control in Product/Brand *Business and Management Journal 4 (1), 50-58*

7. Mbah, C.C.; Ikemefuna, C. O. and Anyim, C.F. (2013). Customers' and Employee Perception of Bank Product Prices and Demand for Banks' Services in Nigeria: A Study of Selected Banks in Lagos Metropolis. *Journal of Business Administration and Management Sciences Research* 2(4), 091-102.
8. Mbah, C. C.; Ikemefuna, C. O. and Anyim, C. F. (2014). Central Bank Regulations in the Banking Industry: Customers' and Employees' Perception of Banks' Products Prices in Nigeria. *Interdisciplinary Journal of Contemporary Research in Business*, 6(3), 291-309
9. Mbah C. C., Ikemefuna C. O. and Anyim C. F (2014). Marketing Banks Products in Nigeria for Improved Customers Satisfaction and Loyalty. *Interdisciplinary Journal of Contemporary Research in Business*, 6(3), 310-320

PAPERS PUBLISHED WITHIN 5 YEARS AGO

10. Obinuba, Chinwe Blessing PhD', Onyia, Chinedu Callistus PhD', And Mbah Chris Chukwuemeka ;An Investigation of the responsiveness of Real Exchange Rate to International oil price fall in Nigeria, 1981-2018
11. Mbah, C.C and Onwuka, I.O,(2017) Marketing Offering Extension- the Study of Star Lite Beer of Nigeria Breweries Plc. *Research Journal of Financial Sustainable Reporting. Department of Accountancy Faculty of Management Sciences, ESUT ISSN: 2635 – 3679, 2(1), 171- 187*
12. Okeh, R.O ; Mbah, C.C and Odunko, C.S (2017), Nigerian Banking Industry Post Capitalization Performance Dynamics Implication: First Bank of Nigeria Case Study. *Research Journal of Financial Sustainable Reporting-A Publication of the Department of Accountancy Faculty of Management Sciences, Enugu State University of Science and Technology ISSN: 2635 – 3679. 2(1) 37-46*
13. Mbah, C.C; Nwatu, C.B and Okafor, O.C (2018) Using Creativity Tools to Achieve Advertising Effectiveness in Organizations.
<http://dx.doi.org/10.6007/IJARBSS/v8-i7/4432>
14. Ugwu, K.O; Obasuyi, G.D. and Mbah, C.C.(2018), An Assessment of the Organization Size Influence on Debt to Equity Ratio among Insurance Firm

in Nigeria Stock Market. *International Journal of Academic Research In Economic and Management Science*, 7(2), 1020-121

15. Ezenyilimba, E.; Mbah, C.C. and Eze, J.O. (2019). Effect of Sales Promotion on Customer Patronage of Alcohol Beverages-A Study of Customers of Alcoholic Beverages in Aguata Lga. *International Journal of Research in Management*
16. Akpan, A.O; Mbah, C.C and Ezenyilimba,E (2019). Service Quality Dimension and Customer Loyalty in the Nigerian Telecommunication Industry. Available in www.cird.online/CMRJ: E-mail: CMRJ@CIRD.ONLINE
17. Mbah,C.C ; Odike, A.O and Akpan, A.O (2019). Effect of Education on online Shopping Behaviour in Nigeria. *Advanced Journal of Economics and Marketing Research. Institute of Advanced Scholar(IAS) Publication*, 4(4),24-31 www.iaspub.org.uk/AJEMR/
18. Ubesie, M.C.; Nnajeze, I.E. and Mbah, C.C. (2019). Impact of Fair Value Accounting on Biological Assets in Agricultural sector in Nigeria. *International Journal of Finance and Banking Research*. 5(4), 64-70.
19. Ugwu,K.O ; Obasuyi, G.D. and Mbah, C.C (2019). An Examination of Organizational Age Effect on Debt to Equity Ratio of Firms at the Nigeria Stock Exchange Market. Retrieved from <http://dx.doi.org/10.6007/IJARBS/v9-i5/5904>
20. Ezenyilimba,E.; Mbah C.C and Eze, J.O (2019). Effect of Marketing Innovation on Organization Sales Turnover - A Study of Selected Beverage Companies in Anambra State www.cird.online/AJCR
21. Ezenyilimba,E.; Mbah C.C and Eze, J.O (2019). Effect of Product Innovation on Organizational Sales Turnover - A Study of Selected Beverage Companies in Anambra State. *Institute of Advanced Scholar (IAS) Publication* www.iaspub.org.uk/AJEMR/
22. Akpan, A.O; Promise, C.O and Mbah, C.C (2019) Analysis of the Effect of Gender on Online Shopping in Nigeria. Available online on http://www.rspublication.com/ijrm/ijrm_index.htm
23. Adonia, O.O; Mbah, C.C and Thompson, S.T (2019). Effect of Triple Bottom Line Management on Performance of Money Deposit Banks in South-East Nigeria.

24. Ubesie, M.C; Ogbu, S. and Mbah, C.C (2019). Effect of Accruals Earnings Management on Share Price of Quoted Nigerian Firms. *International Journal of Finance and Banking Research*,5(4),105-113. Available online at doi:10.11648/j.ijfbr.20190504.15 ISSN: 2472-226x(print);ISSN:2472-2278
25. Akpan, A.O; Ezenyilimba,E.;Emma)and Mbah C.C. (2019): Age and online Consumer Behaviour in Nigeria. *An Econmics and Social Sciences Academic Journal*, 1(5), ISSN(5282-0053); ISSN(4011-230x
26. Ezenyilimba,E.; Mbah, C.C; Eze, J.O (2019), Effect of Price Packs on Customer Patronage of Alcohol Beverages (A Study of Customers of Alcoholic Beverages in Aguata Lga). *A Contemporary Marketing Research Journal (CMRJ)*, 6(4), 1-7., ISSN (5733-7154); ISSN 4051-392X
27. Chiana, C A, Mbah, C.C, and Aghara, V. N.O. (2019) Branding, Patriotism and Consumption: A Review and Analysis. *Contemporary Marketing Research Journal*, 6(5), 1-9
28. Monulikpe E. N. Onyeka, V. N. and Mbah, C.C. (2019). Bank Recapitalization and Financial Performance of Banking Sector in Nigeria. *Advanced Journal of Management, Accounting and Finance. Institute of Advance Scholars (IAS) Publication*, 4(9), 94-116
29. Okafor, O.C ; Mbah, C.C and Nwatu, C.B (2019). Electronic Marketing Knowledge on Consumer's Attitude towards Usage of POS in Shopping Malls in Enugu Metropolis- Fresh evidence from Nigeria perspective using multiple regression. *Institute of Advance Scholars (IAS) Publication* www.iaspub.org.uk/AJEMR/
30. Alozie F., Nnamani J.N; and Mbah.C.C (2019). Does Market Based Indices Predicate Stock Returns of Firms in Nigeria. *Advance Journal of Management Accounting and Finance*, 4 (06), 87-106. ISSN: 2364- 4219. www.iaspub.org.uk/AJMAF/
31. Ugwu, K.O; Obasuyi, G.D. and Mbah, C.C.(2018), An Assessment of the Organization Size Influence on Debt to Equity Ratio among Insurance Firm

In Nigeria Stock Market. *International Journal of Academic Research In Economic and Management Science*, 7(2), 1020-121

32. Orga, C.C.and Mbah, C.C. (2017) Analyzing Effect of Inventory Management Practices on Organization Performance of Departmental Stores in South-East, Nigeria www.graph.co.uk
33. Worgu Steve,.; Mbah, C.C, and Chiana, C.A (2019) Influence of adopting new technology and new products success in the small and medium-scale industries in the South-South States, *Nigeria. Academic Journal of current Research*
34. Worgu Steve,.; Mbah, C.C, and Chiana, C.A (2019) impact of marketing innovation and organizational growth in the small and medium-scale industries in the South-South states, Nigeria research. *Management and human resource journal*.
35. Okeke, H O: Nwekwo, N.M. and Mbah C.C. (2020) Relationship Between Firm Size and Stock Returns of Selected Listed Consumer Goods Manufacturing Firms in Nigeria
36. .Okonkwo, A. O. Eneh, N. C. and Mbah, C. C, (2020) Corporate Social Responsibility and Green Marketing in Nigeria: A Discourse.
37. Nnaji; M, O, Onyekwelu; U. L.. and Mbah, C.C (2019): Relevance of Dividend Policy on Share Prices of Brewery Firms in Nigeria. *Advance Journal of Management Accounting and Finance* 4(05),13-30.
ISSN: 2364-4219. www.iaspub.org.uk/AJMAF
38. Mbah Chris Chukwuemeka, Okafor Ozoemena Christian and Nwatu, Chibuikwe Basi. (2021): *Effect of Social Media Marketing and Online Advertising on Consumer's Patronage of Counterfeit Drugs in Enugu State Metropolis: Empirical Evidence From Nigeria*
39. Mbah, Chris Chukwuemeka, Ph.D. and Okonkwo, Adonai Okechukwu Prince Ph.D. (2020): *AN ASSESSMENT OF THE IMPACT OF ENTREPRENEURIAL ACTIVITIES ON JOB CREATION IN ENUGU STATE, NIGERIA*. - *Advance Journal of Management, Accounting and Finance Adv. J. Man. Acc. Fin* Volume: 5; Issue: 05 ISSN: 2364 – 4219 Impact Factor: 5.877 Institute of Advance Scholars (IAS)Publication www.iaspub.org.uk/AJMAF/

40. Obinuba, Chinwe B.; Mbah, Chris C., and Chiana, Cyril A. (2022). *The Effect of the Change in Oil Prices on Stock - Market Capitalization in Nigeria. Contemporary Journal of Management, 4(1), 1-8.*

Academic leadership Qualities:

1. Postgraduate Programmes Coordinator Marketing Department, ESUT. (2015-2017).
2. Fellow- National Institute of Marketing of Nigeria (NIM).
3. Coordinator, Enugu State University of Science and Technology, ESUT, Mature Students Programme, Lagos Outreach, 1999-2008.

Outside Bodies:

1. A Minister in Redeem Christian Church of God (Glory of Zion Parish) before Relocation.
2. Former National Secretary, Amauzam Ugbawka Development Union.

REFEREES:

1. Prof. Ike Ndolo

Department of Mass Communication

Faculty of Management Science, ESUT

2. Prof. Fred Eze

Department of Public Administration

Faculty of Management Science, ESUT

3. Prof. Chris Ngwu

HOD Mass Communication ESUT

ATTESTATION

I certify that the information given by me all above are correct

Dr. CHRIS CHUKWUEMEKA MBAH.

NAME

SIGNATURE

DATE