



EVANGEL UNIVERSITY AKAEZE
STAFF PROFILE



PERSONAL INFORMATION

Job Title	Senior Lecturer				
First Name	Uche				
Middle Name (initial)	Dickson				
Surname	Ben				
Official Email	dickson.uche@evangeluniversity.edu.ng				
Social Media Handles (links preferable)					
Facebook	dicksonuche@yahoo.com	Twitter		LinkedIn	
ORCID Number	0000000186590264	Google Scholar ID			

WORK/OFFICE INFORMATION

Programme	Marketing
Department	Marketing
College	Management Sciences

BIOGRAPHY (EDUCATION/PROFESSIONAL EXPERIENCE/PROFESSIONAL ACCOMPLISHMENTS)

Dr. Uche Dickson Ben joined Evangel University, Akaeze as an Assistant Lecturer in the Department of Marketing, College of Management Sciences in 2012. He is a Senior Lecturer, Ag. Head, Department of Marketing from 2014 to 2016, and currently the Ag. Dean, Students Affairs, EUA.

Dr. Uche graduated and received his Ph.D and MBA in Marketing at the prestigious University of Nigeria, Nsukka in 2021 and 2009 respectively. His first degree is also in Marketing which he received at Abia State University in 2003.

Dr. Uche specializes in teaching Electronic Marketing, Service Marketing, Sales Management, Consumer Behaviour, Business Communications, and Introduction to Marketing. He also has great desires for research works as he has twenty-five (25) articles to his credit.

Dr. Uche has research interest Digital Marketing, Service Marketing, and Consumer Behaviour.

Dr. Uche is a pioneer staff in the Department of Marketing, and has grown in ranks as stated above.

Dr. Uche is a member of Nigerian Institute of Management (NIM)
Dr. Uche is a husband of one wife with kids who enjoys playing table tennis watching football.

ACADEMIC QUALIFICATIONS

S/N	INSTITUTIONS ATTENDED	DEGREE(S) AWARDED	YEAR
1	University of Nigeria Nigeria, Nsukka	Doctor of Philosophy (PhD) Marketing	2021
2	University of Nigeria Nigeria, Nsukka	Master of Business Administration (MBA)	2009
3	Abia State University, Uturu	Bachelor of Science (B.Sc)	2003

RESEARCH INTERESTS

S/N	INTERESTS
1	Digital Marketing
2	Service Marketing
4	Consumer Behaviour

MEMBERSHIP OF PROFESSIONAL BODIES

S/N	PROFESSIONAL BODY
1	Nigeria Institute of Management of Nigeria (NIM)