



EVANGEL UNIVERSITY AKAEZE

STAFF PROFILE



PERSONAL INFORMATION

Job Title	Senior Lecturer				
First Name	Ebere				
Middle Name (initial)	Rejoice				
Surname	Okocha				
Official Email	Okocha.rejoice@evangeluniversity.edu.ng				
Social Media Handles (links preferable)					
Facebook	Ebere Rejoice Okocha	Twitter		LinkedIn	
ORCID Number	0000-0002-3902-2667	Google Scholar ID	OkochaEbere Rejoice Ph.D.		

WORK/OFFICE INFORMATION

Programme	Marketing
Department	Marketing
College	College of Management Sciences

BIOGRAPHY (EDUCATION/PROFESSIONAL EXPERIENCE/PROFESSIONAL ACCOMPLISHMENTS)

Dr. Mrs. Ebere Rejoice Okocha, is a Senior Lecturer in the Department of Marketing, Evangel University Akaeze Ebonyi State. She is a double Ph.D. holder, first in Marketing, which she bagged from the Prestigious University of Nigeria, Nsukka, and also in Management, obtained from Abia State University, Uturu. In addition, she has two Master's Degrees, M.Sc. Marketing (UNN) and M.Sc. Management (ABSU). Furthermore, she obtained a Post Graduate Diploma in Education (PGDE) from Michael Okpara University of Agriculture Umudike (MOUAAU), Bachelor of Science (B.Sc. Marketing) from Abia State University, Uturu(ABSU), and National Diploma (ND)from Federal Polytechnic Nekede (FEDPONEK). She has both Marketing, Management and Educational background. She has been teaching in the University since 2012, and still active in discharging her teaching responsibilities.

She has so many administrative experiences, which includes but not limited to; The Pioneer Ag. Dean, and a two-time Ag. Dean, College of Business Studies, now College of Management Sciences, A one-time Ag. HOD, Marketing, and currently, The Ag.

Director, School of General Studies Unit (GST) all in Evangel University, Akaeze, Ebonyi State. She has served and is still serving in different capacities in the University Committees. She has attended so many academic Conferences and Workshops both Local and International, and has published widely in her research areas, having over forty (40) publications to her credit. She is a member of so many Professional Bodies, which includes; Nigerian Institute of Management (NIM), National Institute of Marketing of Nigeria (NIMN), The Academy of Management Nigeria (TAMN) and Fellow, Association of Management and Social Science Researchers of Nigeria. She has authored the following books in her research area: **Marketing in the 21st Century: Elements Principles & Practice, Consumer Behaviour in a Digitalized and Varying World, and a motivational book titled 'The Woman: A Complete Package**. She is happily married with children.

ACADEMIC QUALIFICATIONS

S/N	INSTITUTIONS ATTENDED	DEGREE(S) AWARDED	YEAR
1	University of Nigeria, Enugu Campus	Ph.D. (Marketing, UNN)	2018
2	Abia State University, Uturu	Ph.D. (Management, ABSU)	2023
3	University of Nigeria, Enugu Campus	M.Sc. (Marketing, UNN)	2012
4	Abia State University, Uturu	M.Sc. (Management, ABSU)	2016
5	Abia State University, Uturu	B.Sc. (Marketing)	2006
6	Michael Okpara University of Agriculture, Umudike	PGDE	2015
7.	Federal Polytechnic Nekede, Owerri	ND (Marketing)	2003

RESEARCH INTERESTS

S/N	INTERESTS
1	Consumer Behaviour
2	Product and Brand Management
3	Marketing Research
4	Marketing Communication
5	International Marketing
6	E-Marketing

MEMBERSHIP OF PROFESSIONAL BODIES

S/N	PROFESSIONAL BODY
1	Member, Nigerian Institute of Management (MNIM)
2	Member, National Institute of Marketing of Nigeria (MNIMN)
3	Member, The Academy of Management Nigeria (MTAMN)
4	Fellow, Association of Management and Social Sciences Researchers of Nigeria (FAMSSRN)