



EVANGEL UNIVERSITY AKAENZE

STAFF PROFILE



PERSONAL INFORMATION

| | | | |
|--|-----------------------------------|--------------------------|----------------|
| Job Title | Lecturer I | | |
| First Name | Udoka | | |
| Middle Name (initial) | Stephen | | |
| Surname | Otika | | |
| Official Email | ud.otika@evangeluniversity.edu.ng | | |
| Social Media Handles (links preferable) | | | |
| Facebook | | Twitter | @2000-precious |
| | | LinkedIn | |
| ORCID Number | 0000000244257049 | Google Scholar ID | |

WORK/OFFICE INFORMATION

| | |
|------------|---------------------|
| Programme | Marketing |
| Department | Marketing |
| College | Management Sciences |

BIOGRAPHY (EDUCATION/PROFESSIONAL EXPERIENCE/PROFESSIONAL ACCOMPLISHMENTS)

Dr. Udoka Stephen Otika joined Evangel University, Akaeze as a Graduate Assistant in the Department of Marketing, College of Management Sciences in 2012. Currently, he is a lecturer 1 and auxiliary lecturer in Entrepreneurship Development Centre EUA. Dr. Udoka graduated and received his PhD and MSc in Marketing at the prestigious Nnamdi Azikiwe University, Awka in 2021 and 2016 respectively. His first degree is also in Marketing which he received at Enugu State University of Science and Technology in 2009.

Dr. Udoka specializes in teaching the following courses; Elements of Marketing, Agricultural Marketing, Nigerian Marketing System, Marketing Communication, Marketing Management and Entrepreneurship. He has a penchant in research and has published twenty-three (23) articles.

Dr. Udoka's research interest is in the area of Digital Marketing, Consumer Behavior, Marketing Management, Distribution Management and Entrepreneurship.

Dr. Udoka is a resourceful staff in the Department of Marketing and EDC because he uses his positive attitude and tireless energy to efficiently deliver his assigned duties.

Dr. Udoka is a member of The Academy of Management of Nigeria (TAMN) and Teachers Registration Council of Nigeria (TRCN).

Dr. Udoka is inspired by his wife and children.

In his leisure time, Dr. Udoka likes watching football and playing music.

ACADEMIC QUALIFICATIONS

| S/N | INSTITUTIONS ATTENDED | DEGREE(S) AWARDED | YEAR |
|-----|--|--|------|
| 1 | Nnamdi Azikiwe University, Awka, Anambra State | Doctor of Philosophy (PhD) Marketing | 2021 |
| 2 | Nnamdi Azikiwe University, Awka, Anambra State | Master of Science (M.Sc.) | 2016 |
| 3 | Enugu State University of Science and Technology, Enugu State | Bachelor of Science (B.Sc) | 2009 |
| 4 | Enugu State College of Education (Technical) | Post Graduate Diploma in Education (PGDE) | 2014 |

RESEARCH INTERESTS

| S/N | INTERESTS |
|-----|-------------------------|
| 1 | Digital Marketing |
| 2 | Consumer Behavior |
| 3 | Marketing Management |
| 4 | Distribution Management |
| 5 | Entrepreneurship |

MEMBERSHIP OF PROFESSIONAL BODIES

| S/N | PROFESSIONAL BODY |
|-----|--|
| 1 | The Academy of Management of Nigeria (TAN) |
| 2 | Teachers Registration Council of Nigeria (TRCN). |