

Prof. Olanrewaju Samson Ibidunni

Holds B.Sc. (Hons) in Business Administration, M.Sc and Ph.D. in Marketing. A Fellow of the National Institute of Marketing of Nigeria since 2003, and a Member, Nigeria Institute of Management (Chartered), he possesses 18 years cognate experience in Sales, Marketing-cum-Marketing Research at Unilever Nigeria Plc, Portland Organization, International Data Management Services (Tower Aluminum Group) and Doyin Group of Companies at Management level. Since 1999, Prof. Ibidunni, Olanrewau Samson transited into academia at Lagos State University, Anthony Campus, Lagos. In 2005, he joined Covenant University, Cnaanland, Ota; and in 2012, He was appointed Head of Department, Business Management till 2014; leading 38 faculty members and staff, 524 undergraduate students and 38 post graduate candidates.

During his headship, he initiated and got approval of the National Universities Commission (NUC) to run B.Sc. degree in Entrepreneurship and he also graduated four (4) Ph.D. degree candidates; the highest number in Covenant University that year. Prof. Ibidunni, Olanrewaju Samson was appointed Regional Coordinator of Business and Applied Sciences Academy of North America (BAASANA) of *Bloomsburg University, Pennsylvania, U.S.A* for Sub Sahara Africa). He was also a **Session Chair, (Pedagogical and Students Issues)**, at International Conference of Business and Applied Sciences Academy of North America (BAASANA) of *Bloomsburg University, Pennsylvania, U.S.A*, at Ramapo College, New Jersey, USA, from June 19 to 21, 2014. He has published in reputable local and international journals like Emerald, Scopus, Springer, Thompson Reuters, University based journals, etc; and has reviewed numerous local and international papers.

In 2015 till date, Prof. Ibidunni was appointed Dean, College of Social and Management Sciences, McPherson University Seriki Sotayo, Ogun State. In 2016, on invitation, Prof. Ibidunni became a member of The Academy of Management Nigeria (TAMN). He is also a Resource person at the department of Entrepreneurship and Business Management at National Open University of Nigeria (NOUN). His three books, MarketingsManagement: Practical Perspective, Marketing Research for Excellence and Comparative International marketing; all peer-reviewed, are well accepted in the academic environment.