

Profile

Babatunde Daniel AGBI *Ph. D, MNIMN, MNIM, MTAMN, MNAE, SCMIPMA*

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Babatunde Daniel Agbi is a researcher, marketer, and an academia. He had his Doctor of Philosophy (Ph. D) degree in Business Administration from University of Benin, Benin-City, while his M.Sc. and B. Sc degrees in Business Administration were awarded from the University of Lagos.

Dr Babatunde Agbi is a member of several professional associations including:

- National Institute of Marketing of Nigeria (NIMN)
- Nigerian Institute of Management (NIM)
- The Academy of Management Nigeria (TAMN)
- Nigerian Association of Evaluators (NAE)
- International Professional Managers Association (IPMA)-UK.

Prior to coming into academics' Dr Agbi had acquired over 20 years robust industry experience in the organised private sector where he rose to executive management position. He is a renowned Management consultant with specialty in the area of sales and marketing, process reengineering end-to-end, human capital development, entrepreneurial development, and operations management.

In the area of scholarly pursuit, Dr Babatunde Agbi has written course modules and published 20 journal articles in reputable local and international journals including 5 in Scopus based/High impact journals such as Springer Nature. His area of research focus are marketing management, strategic management and entrepreneurship development with emphasis on small and medium enterprises (SMEs).

Dr Agbi believes in excellence in all he does and embraces constant learning and rejuvenation of the mind, through his regular attendance and presentation of papers in both local and international conferences, seminars and academic programs.

Dr Agbi's research outputs have contributed to knowledge theoretically by expanding the concept of customer value in contemporary marketing practice in Nigeria, and proffer strategies for SME sustainable growth. Similarly, his research works in entrepreneurship development has encouraged a new thinking of entrepreneurship teaching fit for purpose in Nigerian universities

to enable it tackle graduate and youth's unemployment, poverty reduction, value creation, opportunity creation and wealth creation.

Dr Babatunde Agbi belief in contributing to his community is demonstrated by the different roles he has played as community leader where he had served as Chairman of Residents Association for several years. Equally he shares his knowledge with different local and national organisation by serving as a Resource person in their programs.

Dr Agbi's professional accomplishments includes the numerous awards he has received in the industry including Best Sales Representative awards in 1998, 2000 in Ibadan and Lagos Divisions respectively. He was also awarded the Best Sales Team Lead in Port-Harcourt Division of Oando Plc in 2004.