

CURRICULUM VITAE

A. Personal Data

Full Name: ODUNLAMI, Olusegun Abimbola
Sex: Male
Date of Birth: 5th June, 1977
Marital Status: Married
Place of Birth: Ijebu-Igbo
Local Govt. Area: Ijebu North
State of Origin: Ogun
Nationality: Nigerian
Religion: Christianity
Phone No: 08033962609
E-mail: oolusegun1975@gmail.com

Permanent Home Address: 1, Wale Kazeem Street, Egbe, Oke-Sopen, Ijebu-Igbo, Ogun State.

Name, Add. & Phone No. of Next of Kin: Mrs. Mayowa Odunlami (Wife), 1, Wale Kazeem Street, Egbe-Subair, Oke-Sopin, Ijebu-Igbo, Ogun State. 08050891010

Present Employment: Abraham Adesanya Polytechnic, Ijebu Igbo, Ogun State.

Present Position: Lecturer II

B. Educational Background

Institutions Attended with Dates

Lead City University, Ibadan	2019 - 2024
Olabisi Onabanjo University, Ago-Iwoye	2015 - 2017
Olabisi Onabanjo University, Ago-Iwoye	2007 - 2010
Olabisi Onabanjo University, Ago-Iwoye	2005 - 2009
Nigerian Institute of Public Relations (NIPR), Lagos	2007 - 2008
Tai Solarin College of Education, Ijagun, via Ijebu-Ode, Ogun State	1994 - 1997
Ladugbo Community High School, Ijebu-Igbo	2012
Japara High School, Ijebu-Igbo	1988 - 1993
St. John's (Anglican) Primary School, Oke-Jaga, Ijebu-Igbo	1982 - 1987

Academic Qualifications obtained with Dates

PhD. (Mass Communication & Media Technology)	2024
M. Sc. (Mass Communication)	2017
B. A. (Hons.) Yoruba	2010
B. A. (Hons.) Mass Communication	2009
Nigeria Certificate in Education (N.C.E)	1997
NECO (SSC)	2012
WASC	1993
First School Leaving Certificate	1987

Professional Qualifications Obtained with Dates

Executive Diploma in Disaster Management	2023
Teachers Registration Council of Nigeria	2020
Professional Diploma in Public Relations	2008
Professional Certificate in Public Relations	2007

C. Membership of / Registration with Professional Bodies

Associate Member, Advertising Registration Council of Nigeria (ARCON)

Associate Member, Nigerian Institute of Public Relations (NIPR)

Member, Association of Media and Communication Researchers of Nigeria (AMCRON)

Member, African Council for Communication Education (ACCE).

Member, Association of Communication Scholars and Professionals of Nigeria (ACSPN).

Member, Association of Behavioural Research Analysts and Psychometricians (AB-ReAP).

Member, Aminu Kano Academic Scholars' Association

Certified Professional Teacher, Teachers Registration Council of Nigeria (TRCN).

D. Work Experiences with Dates

Organisation	Post	Period
Abraham Adesanya Polytechnic, Ijebu-Igbo.	Lecturer	2023 to date
Crawford University, Igbesa, Ogun State.	Lecturer	2019 - 2023
Abraham Adesanya Polytechnic, Ijebu-Igbo.	Lecturer (PT)	2019 – 2023
The Polytechnic, Ibadan, Continuing Educ. Centre.	Technologist (PT)	Jul. 2019 - 2020
Crawford University, Igbesa, Ogun State.	Lecturer (Associate)	Jun.-Oct. 2019
Ogun State Universal Basic Educ. Board, Abeokuta.	Class Teacher	2007 - 2019
D.S. Adegbenro (ICT) Polytechnic, Itori-Ewekoro	Lecturer (PT)	Feb. 2022 - 2023
Living Spring College of Technology & Innovations, Osogbo, Osun State.	Lecturer (PT)	2016 - 2018

Present Rank

Lecturer II - 12th May, 2025 till date

Administrative Functions in the Polytechnic

- a. Department Examination Officer, Department of Mass Communication (2023 till date)
- b. Level Adviser, ND 1, Dept. of Mass Communication (2022/2023 Session)
- c. Level Adviser, ND 2, Dept. of Mass Communication (2023/2024 Session)
- d. Seminar and Research Project Coordinator, Dept. of Mass Communication(2023 till date)
- e. Member, Conference Committee, School of Management and Business Studies, AAPoly, Ijebu-Igbo, Ogun State. (2023 till date)
- f. Member, Staff Development and Research Committee, Academic Staff Union of Polytechnics (ASUP), AAPoly Chapter, Ijebu-Igbo, Ogun State.
- g. Secretary, Polytechnic Textbook Committee (August 2023 till date)

Administrative Functions at Crawford University

- a. Level Adviser, 100 Level (2020/2021 Session)
- b. Level Adviser, 200 Level (2021/2022 Session)
- c. Project and Seminar Coordinator, Dept. of Mass Communication (2021-2023)

E. Awards and Fellowships

F. Publications

(i) Research Theses

1. **Odunlami, O.A.** (2024). *New Media Platforms as Public Relations Strategy for Customer Dispute Resolution in Polaris Bank, Nigeria*. PhD Thesis Submitted in the Department of Mass Communication & Media Technology, Faculty of Communication & Information Sciences, to the Postgraduate School, Lead City University, Ibadan, Oyo State, Nigeria.

2. **Odunlami, O. A.** (2017). *Challenges & Prospects of Media Relations Practice in the Era of New Media Technologies in Skye Bank Plc, Ogun State*. M.Sc. Thesis Submitted in the Department of Mass Communication to the Postgraduate School, Olabisi Onabanjo University, Ago-Iwoye, Ogun State.
3. **Odunlami, O. A.** (2010). *Atoka Asebeere ninu Eka-Ede Ijebu*. Ise Apileko fun gbigba Oye Bachelor Arts ninu Ede Yoruba. Fasiti Olabisi Onabanjo, Ago-Iwoye, Ogun State.
4. **Odunlami, O. A.** (2009). *Public Perception of the Relevance of Public Relations Practice on the Re-Branding of the Nigerian Police*. A Research Project submitted to the Department of Mass Communication, Faculty of Arts, Olabisi Onabanjo University, Ago-Iwoye, Ogun State.
5. **Odunlami, O. A.** (1997). *Odun Etiyeri ni Ilu Ijebu-Igbo. Ise Apileko ti Eka-Ede Yoruba fun Gbigba Iwe Eri NCE*. Tai Solarin College of Education, Ijagun, Ijebu-Ode, Ogun State, Nigeria.

(ii) Journal Articles (Published)

6. **Odunlami Olusegun Abimbola**, Odigie Joseph Dayo, Oluyemi Abimbola Adekemi & Bello Adesola Olubunmi (2025). Social Media Usage and the Rising Cases of Divorce in Nigeria. *Journal of Communication and Media Technology*, 7(1 & 2), 168-197 .
7. **Odunlami, O. A.** & Banjo, O. A. (2025). Deepfakes and the Crisis of Trust: Public Perception of Media Authenticity in the Age of Synthetic Content. *Nigerian Journal of Technical Education (NJTE)*, 24(2), 45-59.
8. Oluyemi, A. A., Odigie, J. D., **Odunlami, O. A.**, Bello, A. O., Olopha, I. A. & Dunkwu, S. N. (2025). An Examination of the Interpersonal Communication between Domestic House Workers/Managers and their Employers. *International Journal of Current Research in the Humanities (IJCRH)*, 29.
9. Bello, A. O; Odunlami, D.; Oluyemi, A. A.; Odigie, J. D.; **Odunlami, O. A.** & Dunkwu, S. N. (2025). Journalists' Utilization of Social Media Tools and the Ethical challenges for Investigation in Nigeria. *International Journal of Current Research in the Humanities (IJCRH)*, 29.
10. **Odunlami, O. A.**, Odigie, J. D., Oluyemi, A. A. & Bello, A. O. (2025). Unintended Consequences of Sexual and Reproductive Health Campaigns among Adolescents in Ogun State, Nigeria. *AKASA Multidisciplinary Journal*, 1(1), 1-12, e-ISSN: 3093-0421; p-ISSN: 3029-9628. <https://akasa.com.ng/e-journal>
11. **Odunlami, O. A.**, Olatunji, O. S. & Akinyera, M. B. (2025). Television and Superhero Film Exposure as Predictors of Risk-Taking Behaviours in Children in Ijebu North Local Government Area, Ogun State. *Babcock Journal of the Social Sciences*, 16(1), 41–60. <https://journal.babcock.edu.ng/article/490914ed-d0d3-46f3-84df-c93051b7a563>
12. Oluyemi, A. A., Odigie, J. D., **Odunlami, O. A.** & Bello, A. O. (2025). Persuasive Technologies on Political Propaganda and Misinformation on Social Media during Elections in Ogun State Nigeria. *Journal of Innovative, Communication and Media Studies*, 4, 28-43, ISSN: 2971-5903. DOI: <https://doi.org/10.5281/zenodo.16421507>

13. Oluyemi, A. A.; Odigie, J. D.; **Odunlami, O. A.**; Bello, A. O. & Oluwole, A. V. (2025). Appraisal of Solution Journalism and Internet Fraud In Ogun State, Nigeria. *Journal of Innovative, Communication and Media Studies*, 4, 1-13, ISSN: 2971-5903. DOI: <https://doi.org/10.5281/zenodo.15603511>
<https://oa.unij.co.uk/index.php/journalofincommmedstudies/article/view/54/53>
14. **Odunlami, O. A** & Odigie, J. D. & Oluyemi, A. A. (2025). 'Jápa' and 'Jápadà': The Social Media Representations of Migration and Return in Nigerian Context. *Jalingo Journal of Social and Management Sciences*, 6(3), 32-48, p-ISSN: 2659-0131 e-ISSN: 3026-9180
15. Bello, A. O.; Akinkoya, O. F.; Oluyemi, A. A. & **Odunlami, O. A.** (2025). Journalists' Awareness and Knowledge of Social Media Applications for Investigation in Nigeria. *Tanzanian Journal of Multidisciplinary Studies* (TzJMS), 2(1), 17-36, ISSN: 3057-3149. Available at <https://journal.kiut.ac.tz/index.php/index/index>
16. **Odunlami, O. A.**, & Akinkoya, O. F. (2025). Media Ownership Interests and Challenges of Ethical Journalism Practice in Nigeria. *Tanzanian Journal of Multidisciplinary Studies* (TzJMS), 1(1), 47-63, ISSN: 3057-3149. Available at <https://journal.kiut.ac.tz/index.php/index/index>
17. **Odunlami Olusegun Abimbola**; Odigie Joseph Dayo & Oluyemi Abimbola Adekemi (2024). Broadcast Public Service Announcements and Health Awareness in Ifo Local Government, Ogun State. *Nasarawa Journal of Multimedia and Communication Studies*, 7(1), 328-342. website: <http://njomacs.com>
18. **Odunlami, O. A.** & Odigie, J. D. (2024). Social media and the rebranding of Nigeria police: Taming 'the guns' and 'the gunners'. *GVU Journal of Management & Social Sciences*, 9(2), 114-126, January, 2025 Edition. DOI: <https://doi.org/10.5281/zenodo.14719223>
19. **Odunlami, O. A.**, Olatunji, O. S. & Aro, A. K. (2024). Online Platforms and Staff Participation in Corporate Social Responsibility Activities at Sumal Foods Ltd., Ibadan, Oyo State. *Mapoly Management Science and Technology Journal*, 2(2), 184-198.
20. **Odunlami, O. A.** & Oluyemi, A. A. (2024). Media, post-truth and the construction of social identity: An analysis of online news platforms and audience perceptions. *Babcock Journal of the Social Sciences*, 15(1), 1-22. <https://journal.babcock.edu.ng/editor/article/ed49342e-681a-401a-8910-aab11ba7ecd6>
21. **Odunlami, O. A.**; Ogunbote, K. O. & Akinola O. O. (2024). Digital Archiving and Media Content Preservation and Accessibility in Nigerian Libraries. *Journal of the Association of Women Librarians in Nigeria (JAWLIN)*, 5(7), 36-52.
22. **Odunlami, O. A.**, Olatunji, O. S., Aro, A. K. & Gbadebo, S. A. (2024). Misinformation, disinformation, propaganda and their impact on national security: A study of Ogun State, Nigeria. *Abraham Adesanya Journal of Management & Social Sciences*, 4(2), 59-72

23. Ogunbote, K. O., **Odunlami, O. A.** & Odulaja, O. T. (2024). Impact of Social Media Platforms' Use on Library Services Performance in Selected Secondary Schools in Ogun State. *Abraham Adesanya Journal of Management & Social Sciences*, 4(2), 73-86.

24. **Odunlami, O. A.** & Bankole, T. O. (2024). Empirical analysis of intersection of digital media and indigenous language journalism in Lagos State, Nigeria. *International Journal of Sub-Saharan African Research (IJSSAR)*, 2(4), 336-349. www.ijssar.com

25. **Odunlami, O. A.**, Odigie, J. D. & Oluyemi, A. A. (2024). Deceptive advertisement and consumer patronage of household products: A selected Nigerian detergents. *Renaissance University Journal of Management and Social Sciences (RUJMASS)*, 10(2), 110-119. <https://rujmass.com/Journals/2024/dec/12.pdf>

26. **Odunlami, O. A.**, Aro, A. K. & Ogunnariwo, O. B. (2024). Influence of whatsapp groups in enhancing community-led recycling initiatives in Ogun State (A study of residential neighbourhoods in Ijebu North Local Government). *Ogitech Journal of Communication and Innovation (OJCI)*, 1(1), 1-14. <https://www.ojci.org.ng/journal/publications>

27. **Odunlami, O. A** & Aro, A. K. (2024). Social media advocacy, green awareness and sustainability initiatives in Nigeria. *Jalingo Journal of Social and Management Sciences*, 6(1), 182-193, p-ISSN: 2659-0131 e-ISSN: 3026-9180

28. Aro, Adebisi Kazeem, **Olusegun A. Odunlami** & Pinheiro, S. Oladimeji (2024). Harnessing digital media technologies for sustainable development in Nigeria Fintech banks. *Ebonyi State Journal of Mass Communication*, 11(1), 121-132, ISSN: 2449- 0369. <http://doi.org/10.5281/zenodo.13993026>

29. **Odunlami Olusegun Abimbola**, Oluyemi Abimbola Adekemi & Gbadebo Saeed Adetola (2024). Clicktivism and the #EndBadGovernance campaign in Nigeria: Analyzing the impact of digital activism on political mobilization. *Enugu State University of Science and Technology Journal of Social Sciences & Humanities*, 9(2), 488- 501. <https://esutjss.com/index.php/ESUTJSS/article/view/232>

30. **Olusegun A. Odunlami** & Adebisi K. Aro (2024). Influence of mass media on public awareness, attitudes and behaviours towards sustainable development initiatives in Nigeria. *Ilaro Journal of Humanities and Management (IJOHAM)*, 4, 1-8, ISSN: 2682-6577. https://fpihumanitiesjournal.federalpolyilaro.edu.ng/storage/article/JHM_12%20D ONE_1729176465.pdf

31. **Odunlami, O.A.**, Aro, A.K. & Oladejo, S.A (2024). Measuring the outcomes of government-sponsored digital literacy initiatives on poverty alleviation in Ijebu-North LGA. *Journal of Management, Applied Sciences and Technology (JOMAT)*, 3(1), 1–10, ISSN: 2705-3555

32. Oginni, Yemi & **Odunlami, Olusegun Abimbola** (2024). New media platforms as public relations strategy for customer dispute resolutions in Polaris Bank, Abeokuta, Ogun State. *Christopher University Journal of Management and Social Sciences (CUJMSS)*, 4(2), 163–175, ISSN: 2805 – 3613.

33. **Odunlami, O. A.** & Aro, A. K. (2024). Radio's Influence on Public Knowledge of Economic Issues in Nigeria. *University of Cross River Journal of Media, Communication and Languages (JMCL)*, 9(1), 50–59. <https://unicross.edu.ng/researchdrop.php?vol=27>

34. **Odunlami, O. A.** (2023). Examining the impact of economic downturn on governance: Analysing the role of media in shaping public perspectives. *Christopher University Journal of Management and Social Sciences (CUJMSS)*, 3(4), 2023, ISSN: 2805– 3613.

35. **Odunlami, O. A.** (2022). Social media use and the promotion of Nollywood movies' trailers among Nigerian youths. *International Journal of Research and Innovation in Social Sciences*, VI(X), ISSN: 2454 – 6186.

36. Aro, A. K. & **Odunlami, O. A.** (2022). Influence of media campaign on knowledge, attitude and practice of Covid-19 protocols among students of tertiary institutions: A study of Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State. *Abraham Adesanya Polytechnic Journal of Management and Social Sciences*, 3(1), 1–15.

37. Gbadebo, S. A., **Odunlami, O. A.** & Adeoye, S. F. (2022). Source credibility, misinformation and disinformation on social media information sharing on Covid-19. *Abraham Adesanya Polytechnic Journal of Management and Social Sciences*, 3(1), 54-69.

38. Amuno J. E., **Odunlami O. A.**, Oluyemi A. A. & Urherebrume O. N. (2022). Use of slacktivism as a campaign tool for agitation of Yoruba nation among Obafemi Owode residents. *Sokoto Journal of Management Studies*, 32(3), ISSN: 2141-1670.

39. Amuno J. E., **Odunlami, O. A.**, Boma S. E. & Ake O. O. (2022). Mass media reportage of police harassment and brutality of Nigerians in a democratic dispensation. *Crawford Journal of Postgraduate Studies*, 1(2), 98-111, ISSN: 2811-2393. (<http://crawfordjournalofpgstudies.org/articles>).

40. Oluyemi, A. A. & **Odunlami, O. A.** (2021). Socio-economic effects of online advertising on Bitcoin e-investors in Southwest, Nigeria. *Crawford Journal of Business and Social Sciences*, XI(1), 160-178 (www.cjasscru.org).

41. Aro A. K., Owoyemi A. D. & **Odunlami, O. A.** (2017). An evaluation of community-based newspaper on rural development in Ijebuland. *AAP Journal of Management and Social Sciences*, 1(1), 121-153.

(iii) **Chapter Contribution in Book of Readings**

42. **Odunlami, O. A.** (2025). Gauging the effect of Government-Funded Digital Literacy Programmes on Poverty Alleviation in Ijebu North Local Government Area. *Scholarship in Communication Studies*, 4.

(iv) **Published Conference Proceedings**

43. **Odunlami, Olusegun A.**; Aro, Adebisi K. & Akinyemi, Olusola T. (2025). *Social Media Usage: The Preservation and Sharing of Indigenous Environmental Knowledge among Youths in Ogun State*. School of Engineering, Federal Polytechnic, Ile-Oluji Ondo State, 2nd International Conference of Engineering, Science and Environmental Technology (ICESET 2025), 1(2), 56-70. July 1-3.

44. **Odunlami, O. A.** & Aro, A. K. (2025). *Social Media Patronage and Youth Involvement in Cybercrime and Ritual Killings in Ogun State*. 2024 UniOsun FSS International Conference, themed “Drivers of Insecurity in Nigeria and Africa”. 26th–28th November, 2024, 643-654.

45. **Odunlami, O. A.**, Aro, A. K., Gbadebo, S. A. & Banjo, O. A. (2024). *Influence of digital media in promoting environmental awareness and sustainable practices in Nigeria*. SMBS 1st International Conference, Abraham Adesanya Polytechnic, 1(1), 135-145, July 10-12.

46. Olatunji, O. S., **Odunlami, O. A.**, Bankole, T. O. & Oladejo, S. A. (2024). *Influence of social media on employee engagement in corporate social responsibility initiatives of Sumal Foods Limited, Ibadan, Oyo State*. SMBS 1st International Conference, Abraham Adesanya Polytechnic, 1(1), 146-157, July 10-12.

47. **Odunlami, O. A.**, Aro, A K., Salami, A. O. & Akinyera, M. B. (2024). *Influence of social media sentiment analysis in brand image management of local retail businesses in Ijebu North Local Government, Ogun State*. SMBS 1st International Conference, Abraham Adesanya Polytechnic, 1(1), 158-169, July 10-12.

48. Aro, A. K., **Odunlami, O. A.** & Gbadebo, S. A. (2024). *Assessment of social media on language and communication for sustainable development*. SMBS 1st International Conference, Abraham Adesanya Polytechnic, 1(1), 158-169, July 10-12.

49. **Odunlami, O. A.** & Aro, A. K. (2023). *Digital media literacy and its role in fostering entrepreneurship and economic development*. 1st Combined International Conference on Digital Business Innovation and Financial Inclusion: A Panacea to Nigeria Economic Growth. School of Management and Business Studies and School of Financial Studies, Gateway (ICT) Polytechnic, Saapade, Ogun State. 15th–17th Aug, 89-102.

50. **Odunlami, O. A.** & Aro, A. K. (2023). *Exploring the role of mass media in Nigeria's economic growth*. Abraham Adesanya Polytechnic, Ijebu-Igbo. 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 337-447.

51. **Odunlami, O. A.** & Gbadebo, S. A. (2023). *Information and technological advancements as drivers of economic growth in Nigeria*. Abraham Adesanya Polytechnic, Ijebu-Igbo 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 292-300.

52. **Odunlami, O. A.** & Banjo, O. A. (2023). *Investigating the influence of 5G technology on communication networks*. Abraham Adesanya Polytechnic, Ijebu-Igbo. 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 301-313.

53. **Odunlami, O. A.**, Aro, A. K & Adegbite, Y. A. (2023). *Leveraging broadcast media as a catalyst for economic development*. Abraham Adesanya Polytechnic, Ijebu-Igbo 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 314-324.

54. **Odunlami, O. A.**, Ogundijo, O. O. & Salami, A. O. (2023). *Role of social media and online platforms in shaping consumer behaviour and economic growth*. Abraham Adesanya Polytechnic, Ijebu-Igbo. 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 540-549.

55. **Odunlami, O. A.** (2019). *Information and Communication Technology as a Tool for Sustainable Development in Nigeria*. Proceedings of the 1st National Conference on Technology and Creativity as Tools for Sustainable Development in Nigeria. Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State, 11th–13th September, 421-433.

(v) **Unpublished Conference/Workshop Papers and Public Lectures**

56. **Odunlami O. A.** (2021). *Social media, dressing habits and the economic implications in a contemporary society*. Paper Presented at the 7th Learned International Conference on Regional/Sub-Regional Integration in Africa: Challenges and Implications for Development of African States. Crawford University, Igbese, Ogun State. 26th–28th May.

(vi). **Conferences Attended and Papers Presented with Dates**

1. African Council for Communication Education (ACCE) Nigeria 26th International Conference/AGM on Communication and Indigenous Knowledge Systems in the Era of AI, Big Data, and Cultural Transformation, October 21–24, 2025. *Reclaiming Indigenous Narratives through Indigenous Knowledge Systems in Advancing Ethical Public Relations Practice in Ogun State*.
2. College of Management and Social Sciences, Fountain University, Osogbo, 3rd International Conference on Identity, Migration, and Development in the Digital World, August 4–7, 2025. *Behind the Glitter: Social Media Portrayals and Realities of 'Owambe' Parties in Ijebuland, Ogun State*.
3. 2nd SCEMIT International Multidisciplinary Conference on Bridging Innovation and Industry: Revamping Economies, Transforming Future, D.S. Adegbenro ICT Polytechnic, Itori-Ewekoro, Ogun State, 5th–6th August, 2025. *Digital Transformation and the Political Economy of Media Ownership in Nigeria*.
4. STEEM 2025 National Conference on “Enhancing the Sustainable Development Goals for Nation Building”, Faculty of Engineering, The Polytechnic, Ibadan, Oyo State, 30th June – 4th July, 2025. *Digital Advertising as a Catalyst for Youth*

Entrepreneurship in Ogun State; Digital Advertising and Public Health Awareness and Behavioural Change among Ibadan Residents, Oyo State.

5. 2nd International Conference of Engineering, Science and Environmental Technology, Federal Polytechnic, Ile-Oluji, Ondo State, School of Engineering, on “Sustainable Intervention in Science, Engineering, Environmental Technology and Management: A Panacea for National Economic Recovery and Development,” 1st–3rd July, 2025. *Social Media Usage: The Preservation and Sharing of Indigenous Environmental Knowledge among Youths in Ogun State.*
6. 5th ASUP International Conference 2025 on “Technology, Innovation and Sustainability: Pathway to Economic Advancement”, Academic Staff Union of Polytechnics (ASUP), Yaba College of Technology, Lagos, 27th–28th May, 2025. *Strengthening Economic Resilience in the Digital Age through ICT for National Security and Sustainable Growth in Nigeria.*
7. 6th International Conference 2025 on “Leveraging Artificial Intelligence (AI) for Sustainable Development and Global Competitiveness: An Interdisciplinary Approach”, Delta State Polytechnic, Ovwashi-Uku, School of Business Studies, 20th–22th May, 2025. *AI-Generated News Anchors and Audience Perceptions in Nigerian Broadcasting Industry.*
8. 2025 ASUP Zone C 8th National Academic Conference on “Innovative Research and Technology for Sustainable Development,” Ogun State Institute of Technology, Igbesa, Ogun State, 13th–16th May, 2025. *ICT and E-Governance for Sustainable Public Service Delivery in Ogun State.*
9. 1st International Conference of the Faculty of Social and Management Sciences, University of Ilesa, Osun State, Nigeria, on “Navigating the Intersection of Business, Governance and Society for Sustainable Development: The Role of Nigeria’s Diversity and Artificial Intelligence (AI)”, 13th–16th May, 2025. *Social Media as a Tool for Bridging Ethnic Divides and Promoting Sustainable National Development in Nigeria: Evidence from Ijebu-Ode Local Government Area, Ogun State.*
10. Faculty of Administration and Management, Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria, 1st International Conference on “Economic Administration and Management amidst Contemporary Socio-Political Challenges,” 4th–6th May, 2025. *Strategic Communication in Government Media Campaigns and Its Impact on Public Sector Economic Reforms in Nigeria.*
11. 2024 Uniosun FSS International Conference on “The Drivers of Insecurity in Nigeria and Africa”, Osun State University, Okuku Campus, Osun State, Nigeria, 26th–28th November, 2024. *Influence of Social Media on Youth Involvement in Crime in Ogun State.*
12. 1st SCEMIT International Multidisciplinary Conference on New Technologies, Innovation and Invention: Catalysts for Nigeria’s Sustainable Development, D.S. Adegbienro ICT Polytechnic, Itori-Ewekoro, Ogun State, 7th–8th August, 2024. *Measuring the outcomes of Government-Sponsored Digital Literacy Initiatives on Poverty Alleviation in Ijebu-North LGA.*

13. 2024 Department of Mass Communication Conference, Federal Polytechnic, Oko, Anambra State, 31st July–1st August, 2024. *New media use and customer dispute resolution in commercial banks in Ijebu North Local Government Area, Ogun State.*
14. School of Management and Business Studies, Abraham Adesanya Polytechnic 1st International Conference on Digital Adaptability and Crisis Management for Sustainable Development, 10th–12th July, 2024. *Influence of Digital Media in Promoting Environmental Awareness and Sustainable Practices in Nigeria.*
15. School of Management and Business Studies, Abraham Adesanya Polytechnic 1st International Conference on Digital Adaptability and Crisis Management for Sustainable Development, 10th–12th July, 2024. *Influence of Social Media on Employee Engagement in Corporate Social Responsibility Initiatives of Sumal Foods Limited, Ibadan, Oyo State.*
16. School of Management and Business Studies, Abraham Adesanya Polytechnic 1st International Conference on Digital Adaptability and Crisis Management for Sustainable Development, 10th–12th July, 2024. *Influence of Social Media Sentiment Analysis in Brand Image Management of Local Retail Businesses in Ijebu North Local Government, Ogun State.*
17. School of Management and Business Studies, Abraham Adesanya Polytechnic 1st International Conference on Digital Adaptability and Crisis Management for Sustainable Development, 10th–12th July, 2024. *Assessment of Social Media on Language and Communication for Sustainable Development.*
18. The 8th Annual Lagos Studies Association Conference on African Identities: Peoples, Cultures, & Institutions in Motion, held at the University of Lagos, 25th–29th June, 2024. *Traditional African Dance as a Communication Tool for National Integration.*
19. 2024 Annual National Conference, Faculty of Business and Communication Studies, The Polytechnic, Ibadan, Oyo State, 4th–5th June, 2024. *Role of Social 19. Media in Facilitating Organisational Change: A Study of Employee Engagement and Communication Effectiveness in Rite Foods Limited, Ososa-Ijebu.*
20. 1st Combined International Conference of Schools of Management and Business, Financial and Liberal Studies, Gateway Polytechnic, Saapade, Ogun State, on Digital-Driven Economy for Sustainable Development in Nigeria, 4th–6th June, 2024. *Influence of Libraries, Information Science, and Communication in Promoting Sustainable Development in Nigeria.*
21. 6th School of Management Sciences Annual National Conference on The Imperative of Subsidy Removal on the Nigeria Economy: A Multidisciplinary Approach, School of Management Sciences, The Federal Polytechnic, Bauchi. 4th–6th December, 2023. *Role of mass media in public enlightenment on fuel subsidy removal in Nigeria.*
22. 3rd Annual International Conference on Research in Management and Social Sciences (ICRMSS 2023) on Governance, Leadership and the Management of a Fragile State, Christopher Univeristy, Mowe, in conjunction with Social and

Management Scientists Forum and MSME Business Solutions. 21st–24th November, 2023. *Economic recession, the media and public perception of governance.*

23. Multidisciplinary International Academic Conference 2023 on Innovative Research and Quality Education for Sustainable Development, Postgraduate College, Lead City University, Ibadan, Nigeria, 16th–19th October, 2023.
24. 1st Combined International Conference on Digital Business Innovation and Financial Inclusion: A Panacea to Nigeria Economic Growth. School of Management and Business Studies and School of Financial Studies, Gateway (ICT) Polytechnic, Saapade, Ogun State, 15th–17th Aug, 2023. *Digital media literacy and its role in fostering entrepreneurship and economic development.*
25. Abraham Adesanya Polytechnic 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 2023. *Exploring the role of mass media in Nigeria's economic growth.*
26. Abraham Adesanya Polytechnic 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 2023. *Information and technological advancements as drivers of economic growth in Nigeria.*
27. Abraham Adesanya Polytechnic 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 2023. *Investigating the influence of 5G technology on communication networks.*
28. Abraham Adesanya Polytechnic 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 2023. *Leveraging broadcast media as a catalyst for economic development.*
29. Abraham Adesanya Polytechnic 2nd National Conference on Strengthening the Link in Science, Technology and Management for National Development. 19th–21st July, 2023. *Role of social media and online platforms in shaping consumer behaviour and economic growth.*
30. 7th Learned International Conference on Regional/Sub-Regional Integration in Africa: Challenges and Implications for Development of African States. Crawford University, Igbesa, Ogun State, 26th–28th May, 2021. *Social media, dressing habits and the economic implications in a contemporary society.*
31. 1st National Conference on Technology and Creativity as Tools for Sustainable Development in Nigeria. Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State. 11th–13th September, 2019. *Information and Communication Technology as a Tool for Sustainable Development in Nigeria.*

(vii) Papers Accepted for Publication

Oluyemi, Abimbola A., **Odunlami, Olusegun A.**, Odigie, Joseph D., Bello, Adesola O. & Oluwole, Adefemi V. (2025). Journalists' Utilization of Social Media Tools for Investigation in Nigeria. *Babcock Journal of the Social Sciences*, 15(2), Babcock University, Ilishan-Remo, Ogun State.

Odunlami, Olusegun Abimbola & Olatunji, Olusoji Samson (2025). Social Media as a Catalyst for Employee Engagement and Organizational Change at Rite Foods Limited, Ososa-Ijebu, Ogun State. *Faculty of Business and Communication Studies Journal Series*, The Polytechnic, Ibadan.

(viii) Papers Submitted for Publication

Odunlami, O.A; Odigie, J.D; & Oluyemi, A.A. (2025). Behind the Glitter: Social Media Portrayals and Realities of ‘Owambe’ Parties in Ijebuland, Ogun State. *JMSS (Regular Edition)*.

Odunlami, O. A. (2025). *Leveraging post-development media for preserving indigenous knowledge and enhancing communication practices among residents of communities in Ogun State, Nigeria*. In “Is the way forward still inward? Indigenous knowledges, communication, and the Africa we want”. A Festschrift in Honour of Professor Ayobami Ojebode, University of Ibadan, Department of Communication and Language Arts.

Odunlami, O. A., Akinkoya, F. O., Oluyemi, A. A. & Bello, A. O. (2025). *Muckraking journalism and the politics of image destruction in the 2023 Ogun State elections*. In “Marketing and Communicating Politics in a Digital Era: Insights from Nigeria (ed: Lanre Akinola, PhD).

H. Workshops/Seminars Attended with Dates

1. One-Day Online International Workshop on Defining Research and Innovation Strategy for Excellence Organised by Mariam Abacha American University of Nigeria, Thurdsay 30th October, 2025.
2. 3rd Annual Workshop on Data Analyst using SPSS, Social and Management Scientists Forum, 31st August–7th September, 2025.
3. One Day Online International Workshop on *Research Methodology and Scientific Writing* held virtually by Mariam Abacha American University of Nigeria on Wednesday February 19, 2025.
4. Multidisciplinary Research Initiatives for Academics (MRI), *Research Workshop on How to Generate Researchable Titles for Article, Thesis and Dissertation*, December 28, 2023.
5. Academic Staff Union of Polytechnics (ASUP), Ogun State Institute of Technology, Igbesa Chapter, *One Day Virtual Workshop on the Teaching Profession*, November 6th, 2023.
6. Association of Behavioural Research Analysts and Psychometricians (AB-ReAP) in Collaboration with Ignatius Ajuru University of Education, *Capacity Building Workshop on Qualitative/Mixed Methods and Moderated-Mediation Research*, 2-4 May, 2023.
6. A 2-Day Workshop on AI Tools for Researchers organized by Carvimal Research Advisory, May 2023.

I. Present Position/Office Held

- Secretary, Polytechnic Textbook Committee (August 2025 till date)

- Chairman, Publicity Committee, Abraham Adesanya Polytechnic, Ijebu-Igbo (February 2025 till date)
- Member/Secretary, Abraham Adesanya Polytechnic Development Committee. (2024 till date)
- Department Examination Officer, Department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State (2023 till date).
- Seminar and Research Project Coordinator, Department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State (2023 till date).
- Level Adviser, ND 1 (2022/2023 Session), Department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State.
- Level Adviser ND 2 (2023/2024 Session), Abraham Adesanya Polytechnic, Ijebu-Igbo.
- Member, Staff Development & Research Committee, Academic Staff Union of Polytechnics (ASUP), Abraham Adesanya Polytechnic Chapter, Ijebu-Igbo, Ogun State (2023 till date).
- Member, Conference Committee, School of Management and Business Studies, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State (2023 till date).
- Staff Adviser, Union of Campus Journalists, Abraham Adesanya Polytechnic Chapter, Ijebu-Igbo (2023 till date).

J. Contributions to National and International Life

(a) Within the Polytechnic

- Sub-Dean, Directorate of Student Affairs (October 2, 2025 till date)
- Secretary, Polytechnic Textbook Committee (August 2025 till date)
- Member, Academic Ceremonial Sub-Committee on Fund-Raising/Award Committee (February 18th 2025 till date)
- Staff Adviser, National Association of Management and Business Students, (NAMBS), Abraham Adesanya Polytechnic Chapter (August 2025 till date).
- Chairman, Publicity Committee, Abraham Adesanya Polytechnic, Ijebu-Igbo (February 2025 till date)
- Member/Secretary, Abraham Adesanya Polytechnic Development Committee. (2024 till date)
- Department Examination Officer, Department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State (2023 till date).
- Seminar and Research Project Coordinator, Department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State (2023 till date).
- Level Adviser, ND 1 (2022/2023 Session), Department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State.
- Level Adviser ND 2 (2023/2024 Session), Abraham Adesanya Polytechnic, Ijebu-Igbo.
- Member, Staff Development & Research Committee, Academic Staff Union of Polytechnics (ASUP), Abraham Adesanya Polytechnic Chapter, Ijebu-Igbo, Ogun State (2023 till date).

- Member, Conference Committee, School of Management and Business Studies, Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State (2023 till date).
- Staff Adviser, Union of Campus Journalists, Abraham Adesanya Polytechnic Chapter, Ijebu-Igbo (2023 till date).

(b) Outside the Polytechnic

- Member, The Boys Brigade International
- Member, Evangelical Fellowship in the Anglican Communion (EFAC)
- Member, Young Men Christian Association (YMCA)

K. Interests

Community & Humanitarian Service, Reading, Event Management.

Referees

Prof. Lambert Ihebuzor

Department of Mass Communication & Media Technology
Lead City University,
Ibadan, Oyo State.
08033419512

Prof. Fadekemi Adagbada

Department of Linguistics & Nigerian Languages,
Olabisi Onabanjo University,
Ago-Iwoye, Ogun State
07031885801

Dr. Atewolara Odukunle Odule

Department of Mass Communication
Olabisi Onabanjo University,
Ago-Iwoye, Ogun State.
08033471709



4 December, 2025

Signature

Date