

CURRICULUM VITAE

01. PERSONAL

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|-------|---------------------------|---|
| i. | Full Name: | SANNI-BAMIGBADE Sekinat Arike (Nee Sanni) |
| ii. | Date of Birth: | June 27, 1995 |
| iii. | Place of Birth: | Abeokuta, Ogun State |
| iv. | Sex: | Female |
| v. | Marital Status: | Married |
| vi. | Nationality: | Nigerian |
| vii. | Town and State of Origin: | Ibadan, Oyo State |
| viii. | Contact Address: | Agricultural Media Resources and Extension Centre,
Federal University of Agriculture,
P.M.B. 2240,
Abeokuta, Nigeria |
| ix. | Phone Number: | 08105036456; 08154092307 |
| x. | E-mail Address: | sannisarike@funaab.edu.ng |

02. EDUCATIONAL BACKGROUND

(i) Educational Institutions attended (with dates)

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| i. | University of Southampton, United Kingdom | 2016 |
| ii. | Eastern Mediterranean University, North Cyprus, Turkey | 2015 |
| iii. | Aminat International College, Abeokuta (AICA) | 2011 |

ii) Academic and Professional Qualifications obtained (with dates)

(i) Academic

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| i. | Master of Science in Marketing Management | 2016 |
| ii. | Bachelor of Science in International Finance (Distinction) | 2015 |
| iii. | Senior Secondary School Certificate (SSCE) | 2011 |

03. WORK EXPERIENCE (with Dates)

Experience within the University

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| i. | Extension Fellow I, Planning, Monitoring and Evaluation, AMREC, FUNAAB | 2025 to Date |
| ii. | Extension Fellow II, Planning, Monitoring and Evaluation, AMREC, FUNAAB | 2022 to 2025 |
| iii. | Assistant Extension Fellow, Planning, Monitoring and Evaluation, AMREC, FUNAAB | 2019 to 2022 |
| iv. | Enterprise Promotion Intern, Cassava Adding Value for Africa Phase II Project, FUNAAB | 2018 to 2019 |

04. SPECIAL ASSIGNMENTS

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| i. | AMREC Representation at the Institute of Communication & General Studies (ICGN), FUNAAB | October 2025 to Date |
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ii.	Programme Coordinator, Planning, Monitoring and Evaluation (PME), AMREC	July 2025 to Date
iii.	Member Promotion Panel, Institute of Communication & General Studies (ICGN), FUNAAB	October 2025 to Date
iv.	Member COCER, COLENDIS	Jan. 2022 to Date
v.	Member, Agricultural Media Resources and Extension Centre (AMREC), FUNAAB, Management Board	October 2025 to Date
x.	Planning, Monitoring and Evaluation of AMREC Extension Activities	2019 to Date

05. MEMBERSHIP OF PROFESSIONAL BODIES

- i. Association of Digital Marketing Professionals (ADMARP225617)

06. RESEARCH INTEREST OR COMMISSIONED PROJECTS

Research Interest

- (i) Consumer Behaviour, Marketing Management and Agricultural Marketing

07. PUBLICATIONS

(i) Dissertation

1. **Sanni, S. A. (2017);** The Impact of Social Media Marketing on Consumer Purchasing Behaviour. A Plus Size Consumer Perspective in the apparel Industry. Unpublished M. Sc. Degree Dissertation, Department of Digital and Data Driven Marketing, University of Southampton, United Kingdom. 153p

(ii) Selected Journal Articles in Print:

1. **Sanni-Bamigbade, S. A.,** Oyeniyi, J. O., Opele, A. M., Oyalakun, D. (2026). Digital Banking Payment Services and Customer Satisfaction: Evidence from a Selected Liquefied Petroleum Gas Business, *Journal of Business and Management Inaba*, 5(2), 204-220. Published by Inaba University, Bandung City, West Java, Indonesia. Available online at <https://doi.org/10.56956/h6m88k21>
2. **Sanni-Bamigbade, S. A.,** Oyeniyi, J. O., Opele, A. M., Oyalakun, D. (2026). Conspicuous Consumption and Purchase Decisions of Iphone Pro Models in a Developing Economy, *Journal of Management Sciences*, 8(1), 385-401. Published by Faculty of Management Sciences, Federal University Dutsin-Ma, Katsina State, Nigeria.
3. **Sanni-Bamigbade, S. A.,** Kareem, I. A., & Abdussalaam, R. O. (2026). Effects of sales promotion on brand loyalty: Evidence from the powdered milk segment in Lagos State, Nigeria. *Journal of Humanities, Social Science and Creative Arts*, 21(1), 33-42. Published by Federal University of Agriculture, Abeokuta. Available online at <https://journal.funaab.edu.ng/index.php/JHSSCA/article/view/2562>
4. Oyalakun, D., Ojo, E. O., Omoyele, S. O., **Sanni-Bamigbade, S. A.,** Olabisi, F. A., & Oyalakun, C. I. (2025). Entrepreneurial Innovation and Competitive Performance of Small and Medium Enterprises: Evidence from Emerging Economies. *Journal of Business and Management Inaba*, 4(2), 204-220. Published by Inaba University, Bandung City, West Java, Indonesia. Available online at <https://doi.org/10.56956/jbmi.v4i2.631>

5. **Sanni-Bamigbade, S. A., & Akinbola, O. A. (2026).** Examining the Impact of Product Branding on Consumer Loyalty in the Nigerian Telecommunications Industry. (2026). *Abuja Journal of Business and Management*, 4(1), 117-128. Publication of the Department of Business Administration, Faculty of Management Sciences, University of Abuja, Nigeria. Available online at <https://doi.org/10.7118/67j0at39>
6. **Sanni-Bamigbade, S. A. (2025).** Influence Of Packaging on Consumer Purchase Decisions of Cereal-Based Fast-Moving Consumer Goods. *The Nigeria Journal of Business and Social Sciences*, 12(2), 1-11. Published by Faculty of Social Sciences, University of Lagos, Akoka, Lagos, Nigeria. Available online at <https://urpr.unilag.edu.ng/index.php/njbss/article/view/2655/2153>
8. Oke, F. O., Adekunle, C. P., Akerele, D., Afolayan, S. O., **Bamigbade-Sanni, S. A.**, and Abdussalaam, R. O. (2024): Determinants of Food Safety Practice and Knowledge Level among Food Vendors in Ado-odo/Ota Local Government Area, Ogun State, Nigeria. *Nigerian Journal of Nutritional Sciences*, 45(1), 62-71. Published by Nutrition Society of Nigeria. Available online at <https://dx.doi.org/10.4314/njns.v45i1.8>. **Indexed in Scopus.**
9. Oke, F. O., Kareem, I. A., **Bamigbade-Sanni, S. A.**, Akerele, D., and Oose, M. O. (2023): Impact Assessment of Cooperatives on Food Security Among Catfish Farming Households in Oyo State, Nigeria. *African Journal of Food, Agriculture, Nutrition and Development*, 23(4):23081-23098. Published by African Scholarly Science Communication Trust (ASSCAT), Kenya. Available online at <https://doi.org/10.18697/ajfand.119.21765>. **Indexed in Scopus.**

(iii) Books / Chapters in Books: Nil

(iv) Papers in Edited Conference Proceedings

1. Oke, F. O., Tolorunju, E. T., Kareem, I. A., **Sanni-Bamigbade, S. A.**, & Ayegbokiki, A. O. (2024). Effect of Adoption of Sustainable Agricultural Practices (SAP) on Profit Efficiency among Cassava Farmers in Abeokuta Zone of the Agricultural Development Programme, Ogun State, Nigeria. **Proceedings of the 8th Annual Conference of the Association of Deans of Agriculture in Nigerian Universities (ADAN)**, A. E. Obayelu, O. M. Olosunde, P. B. Abdulsalam-Saghir, O. S. Sowande, E. O. Fakoya, and J. J. Atungwu (Eds.). 224-229. Published by ADAN.
2. Kareem, I. A., **Sanni-Bamigbade, S. A.**, Adekola, O. A. & Nwahir, C. E. (2024). Marketing of Ocimum gratissimum (Scent Leaf) in Lagos State, Nigeria. **Proceedings of the 8th Annual Conference of the Association of Deans of Agriculture in Nigerian Universities (ADAN)**, A. E. Obayelu, O. M. Olosunde, P. B. Abdulsalam-Saghir, O. S. Sowande, E. O. Fakoya, and J. J. Atungwu (Eds.). 263–269. Published by ADAN.

8. MAJOR CONFERENCES ATTENDED AND PAPERS READ: Nil

9. EXTRA-CURRICULAR ACTIVITIES

(i) Youth Counselling, Personal Development, Nutrition-Based Recipe Development