

Emmanuel Mogaji, PhD.

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Personal Profile

Fellow of the Higher Education Academy, a source of knowledge, mentor and inspiration to students; organising, preparing and delivering teaching to individuals and groups in compliance with Universities' use of the Virtual Learning Environment. A researcher with interest in design and development of marketing communication materials which can be visually consumed and appealing to diverse audience.

Education

Oct 2012 – Nov 2016

PhD, Advertising and Marketing Communications

University of Bedfordshire, Luton, UK

Thesis Title: Emotional Appeals in UK Banks' Print Advertisements

Examiners: Dr. Anne Broderick and Dr Maria Rita Massaro

Oct 2008 – Oct 2009

MA, Art and Design

University of Bedfordshire, Luton

Teaching Experience

Lecturer in Advertising and Marketing Communications

Department of Marketing, Events and Tourism

University of Greenwich, London

May 2017 – Date

Responsibilities:

- Teaching as a member of a teaching team at undergraduate level, across a range of modules in advertising, marketing communication, brand design and development.
- Teaching in a variety of settings from small group tutorials, workshops and lectures. Working with a team of other academics to deliver high quality teaching to a diverse range of students.
- Carrying out research, maintaining high professional standing in advertising and marketing communication and developing my scholarly profile, including a programme of high quality research disseminated primarily in refereed academic journals.
- Working with other academics on the development of new courses and programmes and delivering an excellent student care.
- Implementing approved policies, guidelines and standard operating procedures in relation to academic duties, including the maintenance of student records, course co-ordination, personal tutoring and assessment.

- Maintaining an overview of the welfare, progression, examination and assessment of allocated students. Taking an active role in developing students' employability skills.

Associate Lecturer

*Department of Marketing, Tourism and Hospitality,
University of Bedfordshire, Luton
October 2014 – April 2017*

Responsibilities:

- Teaching as a member of a teaching team at undergraduate level, across a range of modules in marketing communication, design and art direction.
- Teaching in a variety of settings from small group tutorials, workshops and lectures.
- Identify and meeting learning needs of students using various content, methods of delivery and learning materials.
- Contribute to the planning and design of new modules
- Supervise the work of students
- Mark and assess students work and monitor their progress and providing timely and effective feedback in line with University quality standards.

Publication Highlights

Book

Emmanuel Mogaji (2018): Emotional Appeals in Advertising Banking Services. Emerald. ISBN 978-1-787-56302-5

Book Chapters

Dandison Ukpabi, Sunday Olaleye, **Emmanuel Mogaji** and Heikki Karjaluo (2018): Insights into Online Reviews of Hotel Service Attributes: A Cross-National Study of Selected Countries in Africa In: Stangl B., Pesonen J. (Eds) Information and Communication Technologies in Tourism. Springer, Cham 2018, p243-256, ISBN 978-3-319-72922-0, DOI:10.1007/978-3-319-72923-7_19

Emmanuel Mogaji and Temitope Farinloye (2018): Attitude to Brands and Advertisement: Qualitative and Thematic Analysis of Social Media Data In Bikramjit Rishi and Subir Bandyopadhyay (Eds.), Contemporary Issues in Social Media Marketing. Routledge ISBN 978-1-138-67918-4

Emmanuel Mogaji (2016): University Website Design in International Student Recruitment: Some Reflections In Terry Wu and Vik Naidoo (Eds.), International Marketing of Higher Education. Palgrave Macmillan. p99-117. ISBN 978-1-137-54291-5, DOI: 10.1057/978-1-13754291-5

Journal Publications

Published

Mehmet Gökerik, Ahmet Gürbüz, Ismail Erkan, **Emmanuel Mogaji** and Serap Sap (Forthcoming): Surprise Me with Your Ads! The Impacts of Guerrilla Marketing in Social Media on Brand Image. *Asia Pacific Journal of Marketing and Logistics*

Emmanuel Mogaji, Barbara Czarnecka and Annie Danbury (2018): Emotional Appeals in UK Business-to-Business Financial Services Advertisement. *International Journal of Bank Marketing*, Vol. 36 Issue: 1, pp.208-227, <https://doi.org/10.1108/IJBM-09-2016-0127>

Emmanuel Mogaji and Annie Danbury (2017): Making the Brand Appealing: Advertising Strategies and Consumers' attitude towards UK Retail Bank Brands. *Journal of Product & Brand Management*, Vol. 26 Issue: 6, pp.531-544, <https://doi.org/10.1108/JPBM-07-2016-1285>

Emmanuel Mogaji (2016): Marketing Strategies of United Kingdom Universities during Clearing and Adjustment. *International Journal of Educational Management*, 30(4), pp.493 – 504. <http://dx.doi.org/10.1108/IJEM-11-2014-0147>

Emmanuel Mogaji (2016): This advert makes me cry: Disclosure of Emotional Response to Advertisement on Facebook. *Cogent Business & Management*, 3: 1177906 <http://dx.doi.org/10.1080/23311975.2016.1177906>

Emmanuel Mogaji, Temitope Farinloye and Stella Aririguzoh (2016): Factors shaping attitudes towards UK bank brands: An exploratory analysis of social media data. *Cogent Business & Management*, 3(1), 1223389. <https://doi.org/10.1080/23311975.2016.1223389>

Emmanuel Mogaji (2015): Reflecting a diversified country: a content analysis of newspaper advertisements in Great Britain. *Marketing Intelligence & Planning* 33 (6), 908-926. <http://dx.doi.org/10.1108/MIP-07-2014-0129>

Under Review

Emmanuel Mogaji and Ismail Erkan: Insight into Consumer Experience on UK Train Transportation Services. *Journal: Travel Behaviour and Society*

Emmanuel Mogaji and Hyunsun Catherine Yoon: Reaching out to Prospective Students: Thematic Analysis of Advertising Appeals on UK Universities Prospectuses. *Journal of Marketing Communications*.

Emmanuel Mogaji, Temitope Farinloye and Nenadi Adamu: Still a Man's World: Analysis of UK Sports Magazine Covers and Advertisements. *International Journal of Sports Marketing and Sponsorship*

Emmanuel Mogaji: Beyond the Classroom: Undergraduate Student Engagement with LinkedIn. *Computers & Education*

Research Methods Cases

Emmanuel Mogaji (2017). Reaching out to African Caribbeans: Content analysis of UK cancer charity youtube advertisements. SAGE Research Methods Cases.

<http://dx.doi.org/10.4135/9781526419644>

Conference Proceedings

Emmanuel Mogaji: Engaging Students with Kahoot. SHIFT 2018: Annual Conference of Learning, Teaching & Assessment, University of Greenwich, UK. 01/2018 Available at: <https://showtime.gre.ac.uk/index.php/edu/shift2018/paper/view/1201>.

Dandison Ukpabi, Sunday Olaleye, **Emmanuel Mogaji** and Heikki Karjaluo: Insights into Online Reviews of Hotel Service Attributes: A Cross-National Study of Selected Countries in Africa. 2018 ENTER eTourism Conference, Jönköping, Sweden. 01/2018

Emmanuel Mogaji: Sportswomen as Brand Ambassador (Chaired Special Session with Abi Badejo, Gregory Brush, Sean Ennis, Kate Westberg). Australian New Zealand Marketing Academy Conference, RMIT University, Melbourne, Australia. 12/2017

Emmanuel Mogaji: Making London Appealing: Advertising and branding strategies of real estate advertisements. 3rd International Colloquium on Design, Branding and Marketing, Bournemouth University, UK. 04/2017

Emmanuel Mogaji, Temitope Farinloye and Stella Aririguzoh: Marketing Higher Education in Africa: A Research Agenda. Academy of Marketing Special Interest Group: Marketing of Higher Education Annual Colloquium, Kingston University, UK. 04/2017

Emmanuel Mogaji, Barbara Czarnecka and Annie Danbury: Content Analysis and Consumer Perceptions of the UK Banks' Print Advertising. 11th Global Brand Conference University of Bradford School of Management, UK. 04/2016

Emmanuel Mogaji: Why we would not bank with you: consumers' attitudes towards UK banks advertisements, At CAM Research Seminars, University of Bedfordshire Business School; 01/2016

Nenadi Adamu and **Emmanuel Mogaji:** Enhancing the Student Learning Experience: Perspectives from Self-Funded International PhD Students. University of Bedfordshire Annual Conference, University of Bedfordshire, Luton; 07/2015

Emmanuel Mogaji, Barbara Czarnecka, Annie Danbury and Jillian Farquhar: How we are tempted into debt: Emotional appeals in loan and savings advertisements in UK newspapers. 14th International Conference on Research in Advertising (ICORIA), University of London; 07/2015

Emmanuel Mogaji: Breaking the stereotype: Ageing, Gender, Sexualities Intersection in UK

Print Advertisement. Intersections of Ageing, Gender, Sexualities (I-AGES), At University of Surrey; 07/2015

Emmanuel Mogaji and Nenadi Adamu: Enhancing the Student Learning Experience: Perspectives from Self-Funded International PhD Students. 13th Vice-Chancellor's Teaching and Learning Conference, Plymouth University; 06/2015

Emmanuel Mogaji: Creative Execution of United Kingdom Banks' Print Advertisement. Research Institute for Media, Arts and Performance Post-Graduate Symposium, At University of Bedfordshire, Bedford; 05/2015

Emmanuel Mogaji: Portraying the Female Gender in Sports: Progression or Regression? British Sociological Association (BSA) Annual Conference, Glasgow Caledonian University, Glasgow, Scotland; 04/2015

Emmanuel Mogaji: Emotional Appeals in UK Banks' Print Advertisement. American Marketing Association Winter Marketing Educators' Conference, San Antonio, Texas, USA; 02/2015

Emmanuel Mogaji: Why isn't my professor a black woman? A clue to gender inequality in higher education from websites and prospectuses. Society for Research into Higher Education (SRHE) Annual Research Conference, Newport, South Wales; 12/2014

Professional Service

Co-Chair | 2015 University of Bedfordshire PhD Research Conference

Reviewer

Conferences: AMA, ICORIA and Global Brand Conference.

Journal: International Journal of Bank Marketing, Journal of Product & Brand Management, Journal of Service Marketing

Student Member | University of Bedfordshire Professional Teaching Scheme (PTS) Review Panel

Professional Membership

American Marketing Association

European Advertising Academy

European Marketing Academy

Academy of Marketing, UK

Chartered Institute of Marketing

Chartered Management Institute

Teaching Qualification

Fellow, Higher Education Academy (FHEA)

Interest

- Travelling.
- Sports – Football, Formula 1 and Tennis
- Photography

References

Dr Barbara Czarnecka

Senior Lecturer

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Rev. Chris Farinloye

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Dr Amara Anyogu

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