



CURRICULUM VITAE

SECTION A PERSONAL DATA

1. NAME: **Amodu, Lanre Olaolu**
2. STATE OF ORIGIN: Kwara State
3. NATIONALITY: Nigerian
4. MARITAL STATUS: Married
5. RELIGION: Christianity
6. CONTACT ADDRESS: Department of Mass Communication, Covenant University,
Ota
7. TELEPHONE NUMBER: +234-7034737394
8. E-MAIL ADDRESS: lanre.amodu@covenantuniversity.edu.ng
9. DESIGNATION: Senior Lecturer

SECTION B: EDUCATIONAL HISTORY

INSTITUTION ATTENDED WITH DATES

S/N	Institution	Date
A	Covenant University	2007-2012
B	Covenant University	2004-2006
C	University of Ilorin	1997-2001

ACADEMIC QUALIFICATIONS

Degree	Year of Award
Ph.D.	2012
M.Sc.	2006
B.A.	2001

TEACHING EXPERIENCE (a)

S/N	Rank	From	To
i	Senior Lecturer	August 2014	Till date
ii	Lecturer I	January 2012	August 2014
iii	Lecturer II	December 2008	January 2012
iv	Assistant Lecturer	August 2006	December 2008
v	Graduate Assistant	June, 2004	August 2006

(b) Academic Positions Held

1. Head of Department, Mass Communication (August 2016-2018)
2. Examination Officer, Department of Mass Communication (2008-2010, 2013-2014)
3. Level Adviser (2009-2014)

Other Official Leadership Positions Held

1. Ag. Registrar (October 2018-August 2019)
2. Director, Vice-Chancellor's Office (August 2018-October 2018)
3. Station Manager, Hebron FM (2015-Date)
4. Director, Media and Corporate Affairs, Covenant University (2014-2015)
5. Managing Covenant University's Publicity with Times Higher Education (2014-2015)
6. Chair, Publicity Sub-committee, Covenant University Convocation (2015, 2016, 2017)
7. Member, Covenant University Ceremonies Committee (2013-2016)
8. Member, Lifelong Learning Programme Committee (2013-2016)
9. Member, CEDS Committee (2012-2014)
10. Chair, Publicity Sub-committee, 2nd Covenant University International Conference on African Development Issues (2015)
11. Member of the Publicity and Editorial sub-committee, 1st Covenant University International Conference On African Development Issue (ICADI) (2014)
12. Member of the International Office and Linkages Committee on MOUs and Collaborations (2013- 2016)
13. Editor, Editorial Department, World Mission Agency (2010-2013)
14. Resource person, Feature and Documentary Production EDS practical (2010-2014)

COURSES TAUGHT

MAC 116: Foundation for Broadcasting

MAC 222: Writing for Public Relations

MAC 215: Introduction to Film, Cinema and Literature

PRE 313: Media Analysis for Public Relations

PRE314: Advanced Copywriting for Public Relations and Advertising
PRE 315: Public Relations Policy, Planning and Management

PRE 321: Public Relations Campaign Management

PRE 322: Financial Public Relations

MAC 321: Screenwriting and Directing

MAC 855: Public Relations Theories and Practice

MAC 856: Media Relations

PUBLICATIONS AND JOURNALS

International Journals

1. Adesina, E., Oyero, N., Okorie, N., Amodu, L., Adeyeye, B., & Yartey, D. (2020). Data on information sources, knowledge and practice on hepatitis B virus in southwest Nigeria. Data in Brief, 30, 1-4, <https://doi.org/10.1016/j.dib.2020.105507>
2. Odiegwu-Enwerem, C., Oso, L., & Amodu, L. (2020). News sourcing, positioning and thematic focus: Examining newspaper portrayal of herdsmenfarmers conflict in Nigeria. Media Watch, 11(2), 281-295

3. Babajide, A., Lawal, A., Amodu, L., Olokoyo, F., & Matthew, O. (2020). Challenges of accountability in Nigeria: The role of deposit money bank. *Journal of Money Laundering Control*, 32(2), 477-492
4. Adesina, E., Oyero, N., Okorie, N., Amodu, L., Adeyeye, B., Omole, F., & Yartey, D. (2020). Assessment of health communication practice on hepatitis B in Southwest Nigeria. *Cogent Social Science*, 6(1), 1-20
5. Amodu, L., Odiboh, O., Usaini, S., Yartey, D. & Ekanem, T. (2019). Data on security implications of the adoption of internet of things by public relations professionals. *Data in Brief*, 27, 1-4. doi.org/10.1016/j.dib.2019.104663
6. Amodu, L., Omojola, O., Okorie, N., Adeyeye, B. & Adesina, E. (2019). Potentials of Internet of things for effective public relations activities: Are professionals ready? *Cogent Business & Management*, 6, 1-15
7. Adeyeye, B., Amodu, L., Odiboh, O., Okorie, N., Aesina, E., Yartey, D. & Ekanem, T. (2019). Data on new media use for agricultural training and research at Agricultural Services and Training Centre (ASTC). *Data in Brief*, 22, 181-184
8. Ben-Enukora, C., Amodu, L. & Okorie, N. (2019). Health communication and hepatitis health management: A study on the awareness and behavioural practices in Nigeria. *Journal of Health Management*, 21(2), 313-325
9. Okorie, N., Amodu, L., Jegede, A., Adesina, E. & Martins, O. (2019). Global media, digital journalism and the question of terrorism: An empirical inquest on ISIS. *Media Watch*, 10(2), 212-224
10. Okon, P., Kayode-Adedeji, T. & Amodu, L. (2019). Reporting tragic events using mobile phones: Citizenship photojournalism in critical tragedy in Nigeria. *Journal of Communication*, 14(4), 324-334
11. Okorie, N., Oyedepo, T., Amodu, L., Adesina, E. & Afolabi, F. (2019). Adopting indigenous language in teaching communication and engineering education in tertiary institutions: Lessons from South African universities. *International Journal of Mechanical Engineering and Technology*, 10(2), 110-116
12. Usaini, S., Nelson, O., Bamgboye, O., Amodu, L., Afolabi, F., & Evaristus, A. (2018). Internet, social media and computer-mediated relationship among engineering undergraduate students. *International Journal of Civil Engineering and Technology*, 9(13), 1651-1657
13. Okorie, N., Amodu, L., Oyedepo, T., Usaini, S. and Kayode-Adedeji, T. (2018). Medical apps for reproductive health practices: Uses and implications for supporting sustainable development in Nigeria. *African Population Studies*, 32 (1), 4080-4087
14. Omojola, O., Odiboh, O. and Amodu, L. (2018). Opinions as Colors: A Visual Analysis Technique for Modest Focus Group Transcripts. *The Qualitative Report*, 23 (8), 2019-2035
15. Omojola, O., Amodu, L., Okorie, N., Imhonopi, D., Yartey, D. & Adesina, E (2018). Assessing the One-Lecture-One-Test Learning Model in Undergraduate Journalism Program Using Cohort Design. *The Journal of Social Sciences Research*, 4(12), 591-597.

16. Azuh, D., **Amodu, L.**, Azuh, A. & Oresanya, T. (2017). Factors of gender inequalities and development among selected low human development countries in sub-saharan Africa. *IOSR Journal of Humanities and Social Science*, 22 (2), 1-7
17. Bello, A., Oyero, O., Oyesomi, K., & **Amodu, L.** (2015). Music appeal in advertising and product recall in children. *IMC Review: Journal of Integrated Marketing Communications*, 13 (7), 6-23
18. **Amodu, L. O.** & Sobowale, I. (2014). Multinational oil companies' channels of communication and conflict resolution in the Niger Delta. *Fort Hare Papers*, 21 (1), 1-17
19. Subi, J. & Amodu, L. (2014). Oil spillage and environmental preservation: An evaluation of SPDC'S community relations activities in Ogin, Nigeria. *Covenant Journal of Communication*, 2(2), 61-76
20. Oyero, O. & **Amodu, L. O.** (2012). Functionality of pictures in selected Nigerian newspapers. *Communication Review*, 6(2), 195-212
21. **Amodu, L. O.** (2012). Relations between multinationals and host communities in the Niger Delta: A stakeholder perspective. *Journal of Media & Communication*, 3, 143-160
22. **Amodu, L. O.** & Sobowale, I. (2011). Intervening factors in conflicts between oil companies and host communities in Nigeria's Niger Delta region. *Journal of Communication and Media Research*, 3 (1), 93-104
23. Adeusi, S. O., Adekeye, O. A. & **Amodu, L. O.** (2011). Factors influencing attitudes towards stigmatizing and discriminating amongst people living with HIV/AIDS. *International Journal of Social Sciences and Humanities Review*, 2, (1), 30-38
24. **Amodu, L. O.** (2007). Niger Delta crises and the Gandhian philosophy of conflict resolution. *Sophia: An African Journal of Philosophy*, 9 (2), 105-110
25. **Amodu, L. O.** (2007). Globalization. The challenges of public relations in a contracting world. *Internationsl Journal of Communication*, 6. 175-183
26. **Amodu, L. O.** (2007). An evaluation of the influence of customer relations on customer attraction to banks: A study of Prudent Bank. *International Journal of Communication*, 7, 389-396. (Dec)
27. **Amodu, L. O.** (2006). Perception: Determinant for effective communication. *Sophia: An African Journal of Philosophy*, 9 (1), 148-153
28. **Amodu, L. O.** (2005). Public relations, publicity and theatre profitability in Nigeria. *The Performer: Ilorin Journal of The Performing Arts*, 7, 133-141

CONTRIBUTION TO BOOKS

BOOK

29. Oyero, O., **Amodu, L.** & Usaini, S. (2015). *Film history and production techniques*. Ibadan: Stirling-Horden Publishers Ltd.
30. **Amodu, L.O.** (2013). *Community relations strategies and conflict resolution in Niger Delta: A study of three major oil companies*. Deutschland, Germany: LAP Lambert Academic Publishing
31. **Amodu, L. O.** (2013). The nexus between communication and peace. In K. Soremekun, S. Folarin, D. Gberevbie & M. Duruji (Eds.) *Readings in peace & conflict studies* (177-190). Ota: Department of Political Science & International Relations, Covenant University.
32. **Amodu, L. O.** (2010). *Customer relations and perception of Nigerian banks: An evaluation of Intercontinental Bank and Prudent Bank*. Germany: VDM Verlag Dr. Muller GmGH & Co. KG
33. **Amodu, L. O.** & Oresanya, T. (2017). Public relations and evolving trends in the digital age: Implications and pathways for development. In E.M. Mojaye (Ed.), *Traditional and new media of mass communication: Practices, issues and perspectives* (pp. 625-638). Nigeria: JCMR Publications
34. **Amodu, L. O.** (2010). Styles and peculiarities of the mass media. In *Nigerian encyclopedia of mass communications: Principles and practices* (Vol. 2, pp. 299-318). Ibadan: Stirling-Horden Publishers Ltd.
35. **Amodu, L. O.** (2010). Media analysis for public relations. In *Nigerian encyclopedia of mass communications: Social and entrepreneurial imperatives* (Vol. 3, pp. 115-318). Ibadan: Stirling- Horden Publishers Ltd.
35. **Amodu, L. O.** (2010). Public relations: The art and social science of crisis management. In R. A. Akinfeleye (Ed). *Mass communication: A book of readings* (pp 110-124). Lagos: Department of Mass Communication, University of Lagos.
36. **Amodu, L. O.** (2008). The role of internet in the sustainable development of rural Africa: A fact or a farce? In Mojaye, E. V., Oyewo, O. O., M'bayo, R. and Sobowale, I. A. (eds.). *Health communication, gender violence and ICTs in Nigeria* (Pp 285-296). Ibadan: Ibadan University Press.

CONFERENCE PROCEEDINGS

37. Amodu, L., Agedah, D., Oyero, O. and Okorie, N. (2018). From services to engagement: An assessment of online public relations in Nigerian banks. In Proceedings of the 32nd International Business Information Management Association Conference IBIMA 2018- Vision 2020: Sustainable Economic Development and Application of Innovation Management for Regional expansion to Global Growth, (Seville, Spain, November 15-16, 2018). IBIMA, Spain, 7570-7577.

38. Amodu, L., Archibong, B., Aririguzoh, S. and Odiboh, O. (2018). Potentials of social media engagement for influencing purchase decision: A study of Coca Cola's "Taste the Feeling". In Proceedings of the 32nd International Business Information Management Association Conference IBIMA 2018- Vision 2020: Sustainable Economic Development and Application of Innovation Management for Regional expansion to Global Growth, (Seville, Spain, November 15-16, 2018). IBIMA, Spain, 7578-7584.
39. Amodu, L., Azuh, D., Azuh, A.E. and Oresanya, T. (2018). To whom much is given: Prioritizing corporate social responsibility among Nigerian Banks (2010-2015). In Proceedings of the 32nd International Business Information Management Association Conference IBIMA 2018- Vision 2020: Sustainable Economic Development and Application of Innovation Management for Regional expansion to Global Growth, (Seville, Spain, November 15-16, 2018). IBIMA, Spain, 7585-7596.
40. Williams, L. Ekanem, T. Sobowale, I, and Amodu, L., (2017), 'Influence of audience's disposition towards web adverts on product awareness and patronage' In *Proceedings of the 29th International Business Information Management Association Conference on Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth 2017*, Vienna, Austria, May 3-4, 2017, pp. 4227-4238. **(Scopus/CPCI)**
41. Amodu, L.O, Alege, P. B, Oluwatobi, S.A, & Ekanem T., (2017), 'The effect of human capital development on employees' attitude to work in insurance industry in Nigeria' In *Proceedings of the 29th International Business Information Management Association Conference on Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth 2017*, Vienna, Austria, May 03-04, 2017, pp. 4152-4162. **(Scopus/CPCI)**
42. Amodu, L., Ekanem, T., Yartey, D., Afolabi, O. & Oresanya, T. (2016). Media coverage of entrepreneurial innovation as a determinant of sustainable development in Nigeria. Proceeding of the 3rd Covenant University International Conference on African Development Issues (CU-ICADI), pp. 342-345
43. Amodu, L., Yartey, D., Ekanem, T., Oresanya, T. & Afolabi, O. (2016). Assessing the media's watchdog role in ensuring the accountability of the Nigerian government. Proceeding of the 3rd Covenant University International Conference on African Development Issues (CU-ICADI), pp. 451-454
44. Sobowale, I., **Amodu, L.**, Aririguzoh, S. & Ekanem T. (2015). The internet as a tool for information and education: The case of Ota community in Nigeria. Proceedings of the 7th annual International Conference on Education and New Learning Technologies, Barcelona (EDULEARN), pp. 8232-8240 **(CPCI)**
45. Fayomi, O., **Amodu, L.**, Ayo, C. & Iyoha, F. (2015). E-invigilation: Panacea to examination malpractice in Nigeria. Proceedings of the 8th International Conference of Education, Research and Innovation (ICERI 2015), Spain, pp. 2849-2858 **(CPCI)**

46. **Amodu, L.**, Fayomi, O., Dare-Abel, R. & Idowu, O. (2015). Keeping up with global trends: Assessing private tertiary institutions' training and retraining processes in Nigeria. Proceedings of the 8th International Conference of Education, Research and Innovation (ICERI 2015), Spain, pp. 6990-6998 (CPCI)
47. **Amodu, L.**, Fayomi, O., Dare-Abel, R. & Okorie, U. (2015). Evaluation of Teachers' capacity in absorbing new technologies for teaching students in selected tertiary institutions in Nigeria. Proceedings of the 8th International Conference of Education, Research and Innovation (ICERI 2015), Spain, pp. 6999-7007 (CPCI)
48. Sobowale, I, Amodu, L., Ekanem, T and Yartey, D. Consumer Acceptance of the Mobile Phone as a Marketing Medium: A Study on MTN Subscribers. A paper presented at the 2nd Annual Conference of the Association of Communication Scholars & Professionals of Nigeria (ACSPN), Lagos, Nigeria, September 3rd– 4th, 2015.
49. iv. Sobowale, I, Amodu, L., Ekanem, T and Yartey, D. How Intemperate Communication Language Can Affect the Fortunes of a Political Party: The Case of PDP in 2015. A paper presented at the 17th National Conference of the African Council for Communication Education (ACCE) UNICAL 2015, International Conference Centre, University of Calabar, Cross River State, Nigeria, October 20th– 23rd, 2015.
50. Worlu, R., Atayero, A., Owoeye, S, & **Amodu, L.** (2014). Emerging Trends in Lifelong Learning: The Covenant University Perspective. Proceedings of the 6th annual International Conference on Education and New Learning Technologies, Barcelona (EDULEARN) (CPCI)

10. CONFERENCE AND WORKSHOP

- i. The 29th International Business Information Management Association (IBIMA) Conference, 3-4 May, 2017, Australia**
- ii. 3rd Covenant University International Conference on African Development Issues, May 2015, Nigeria**
- iii. 8th International Conference of Education, Research and Innovation (ICERI 2015), 16th-18th November 2015, Spain**

DELIVERY OF LEAD PAPER

- i. 1st International Conference on Rebranding Adire, Abeokuta, May 3, 2015- Presentation of Lead Paper titled "Adire and Egba Economy; Developing a value chain for employment and social development".**
- ii. 1st International Conference & 2nd Train the Trainers Workshop, Federal Polytechnic, Ado-Ekiti, 16th to 21st November 2014. Presentation 2nd Lead Paper titled "Entrepreneurship: Key to job and wealth creation".**

B.Sc/ M.Sc/Ph.D SUPERVISION

- i.** Over 65 B.Sc projects
- ii.** Four M.Sc
Dissertations
- iii.** Six Supervision of Ph.D Theses

PATENT

*Copyright awarded for the invention: Power of Influence- Board game on public speaking, by the Copyright Commission of Nigeria. **Registration No. & Date:** AW0029, 22/06/2015

PEER RECOGNITION

- i.** Expert Reviewer- Online Journal of Social Sciences Research (OJSSR)- 2013
- ii.** Expert Reviewer- Fort Hare Papers, University of Fort Hare, South Africa- 2015
- iii.** Expert Reviewer- International E-Journal of Advances in Social Sciences- 2017
- iv.** Expert Reviewer- African Population Studies (Etude de la Population Africaine) Journal- 2018

EXTRA CURRICULAR ACTIVITIES (COMMUNITY SERVICE)

- i. Columnist-** *Communicate Your Ideas/Beyond Limits* in *The Nation Newspaper*, 2012-date
- ii. Author-** The Power of Influence: How to grab and sustain attention through effective speaking
- iii. Mentoring Writers-** I use the platform of my personal website (www.olanreamodu.com) to train up and coming writers to express their gifts.
- iv. Website Owner-** I maintain a personal website with attracted over 484,000 visits from more than **186 countries of the world.**
- v. Script writer and Artistic Director of the Christian movie-** The Fast Lane.
- vi. Vocational Training:** I work with the Centre for Entrepreneurial Development Studies of Covenant University to provide vocational training for Yaba Baptist Church