

# ADEYEYE, BABATUNDE KOLADE

## PERSONAL DETAILS

**FULL NAME:** Adeyeye, Babatunde Kolade

**CONTACT ADDRESS:** Block P Flat 2,  
New Estate, Covenant University  
Ota,  
Ogun State.  
Mobile: 08036848907

**Email:** [tk4ade@gmail.com](mailto:tk4ade@gmail.com),  
[babatunde.adeyeye@covenantuniversity.edu.ng](mailto:babatunde.adeyeye@covenantuniversity.edu.ng)

**STATE OF ORIGIN:** Ondo

**LOCAL GOVERNMENT:** Akure South

**GENDER:** Male

**MARITAL STATUS:** Married

**HOBBIES/INTERESTS:** Intellectual discussions, watching good movies and reading

## EDUCATIONAL INSTITUTIONS ATTENDED WITH DATES:

Covenant University	(2017- 2020)
Benue State University, Makurdi	(2011-2014)
Victory Computers, Makurdi	(AUG 2008- FEB 2009)
Kogi State University, Anyigba	(2004-2008)
Boys' Secondary School, Gindiri	(1995-2001)
TCNN Nursery/Primary School, Bukuru	(1993-1995)
NVRI Staff Primary School, Vom	(1988 -1993)

## ACADEMIC QUALIFICATIONS WITH DATES:

Ph.D Mass Communication	(2020)
M.sc Mass Communication	(2014)
Diploma in Desktop Publishing	(2009)
Bsc (Hons) Mass Communication (2nd class upper)	(2008)

Senior Secondary School Certificate (2001)

First School Leaving Certificate (1995)

## **EMPLOYMENT HISTORY:**

- **2017 – Date: Covenant University, Ota, Ogun State**  
**JOB FUNCTIONS:** Teaching and Research.
- **2011 - 2017: National Orientation Agency, Akure.**  
**JOB FUNCTIONS:** Planning, Research, Report Writing, and Analysis.
- **2009 - 2010: Bank PHB PLC, Saminaka Branch (NYSC)**  
**JOB FUNCTIONS:** Customer Relationship Officer, Account Opening and Management.
- **2007 - 2008: National Institute for Policy and Strategic Studies (NIPSS) Kuru. (Industrial Attachment)**  
**JOB FUNCTIONS:** Proof Reading and Editing Manuscripts.

## **PUBLICATIONS**

### **ARTICLES IN LEARNED JOURNALS:**

- i. Amodu, L., Isiguzoro, C., Omojola, O., **Adeyeye, B.**, Ajakaiye, L. (2020). Assessing audience's willingness to curb digital piracy: A gender perspective. *Cogent Social Sciences*, 6, 1, 1823602. **(Scopus Indexed)**
- ii. Adesina, E., Adeloye, D., Falola, H., **Adeyeye, B.**, Yartey, D., Kayode-Adedeji, T. (2020). Health Communication and Behavioural Practice towards Ending Hepatitis B Virus in Southwest Nigeria. *The Scientific World Journal*. **(Scopus Indexed)**
- iii. Yartey, D., Omojola, O., Amodu, L., Ndubueze, N., Adeyeye, B., Adesina, E. (2020). Personal data collection and usage for mobile marketing. Customer awareness and perception. *WSEAS Transactions on Business and Economics*, 2020, 18, 5), 42-50. **(Scopus Indexed)**
- iv. Adesina, E., Oyero, O., Okorie, N., Amodu, L., **Adeyeye, B.**, Omole, F., & Yartey, D. (2020). Assessment of health communication practice on hepatitis B in Southwest Nigeria. *Cogent Social Sciences*, 6(1), 1777814. **(Scopus Indexed)**
- v. Adesina, E., Oyero, O., 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*, 105507. **(Scopus Indexed)**
- vi. 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), 1683951. **(Scopus Indexed)**

- vii. Adesina, E., Omojola, O., Amodu, L., Okorie, N., Oyero, O., & **Adeyeye, B.** (2019). Information Use and Knowledge of HIV/Hepatitis B Co-Infection in Lagos, Nigeria. *Health, 11*(6), 720-726.
- viii. **Adeyeye, B.**, Amodu, L., Odiboh, O., Okorie, N., Adesina, 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. **(Scopus Indexed)**
- ix. Folayan, B. J., Omojola, O., Egharevba, M., Oyesomi, K., Yartey, D., & **Adeyeye, B.** (2018). The Use of Ict-Rooted Communication Codes and Slangs among Nigerian Students. *The Journal of Social Sciences Research, 4*(12), 633-641. **(Scopus Indexed)**
- x. Adesina, E. A., Okorie N., Oyero, O., **Adeyeye, B.** & Oyesomi, K. (2017). Media Reportage and Audience Perception of Hepatitis Disease in Nigeria. *Global Journal of Health Science*; Vol. 9, No. 10; pp. 68-77.
- xi. **Adeyeye, B.**, Audu, I., Onoja, I., Ogwo, A. & Ojih, E. (2013). Social Media as Tools for Disseminating Agricultural Information to Farmers in Plateau State, Nigeria. *Journal of Communication and Media Research (JCMR), 5* (1), 27-39
- xii. Onoja, I., Itodo, J., Ogwo, A., **Adeyeye, B.**, Audu, I., (2013). The Use of Internet in Public Relations Practice in the Nigerian Banking Sector: An Evaluation of Zenith Bank PLC. *Makurdi Journal of Communication, 4* (1), 73-96
- xiii. Audu, I., **Adeyeye, B.**, Ogwo, A. Ojih, E., & Onoja, I. (2013). Nigerian Banking Sector Crisis and Reforms: The Place of Public Relations in Repositioning Banks Image and Allaying Customers Fears in the Three Nationalized Banks. *Journal of Nigeria Institute of Public Relations, 8* (1), 8-12
- xiv. Audu, I., **Adeyeye, B.**, Onoja, I. & Ogwo, A. (2013) Social Media Use in News Gathering and Dissemination among Journalists in Benue State. *Benin Media Communication Journal, 4*, 38-47
- xv. **Adeyeye, B.**, Audu, I., Onoja, I., & Ojih, E. (2013). The Broadcast Media as tools for Conflict Management in Jos, Plateau State. *Journal of Communication and Language Arts (JCLA), 4*
- xvi. Onoja, I. & **Adeyeye, B.** (2012). Public Relations: Implications for Managing the Nigerian Economy. *KSU Journal of Mass Communication, 1* (2), 91-104.

## ARTICLES IN REFERRED CONFERENCE PROCEEDINGS:

- xvii. **Adeyeye, B.**, Amodu, L., Odiboh, O., Omojola, O., Adesina, E. & Yartey, D. (2019). Farmers Knowledge of Agricultural Radio Programmes in Indigenous Languages: Implications for Agribusiness in Nigeria. Proceedings of the 34<sup>th</sup> International Business Information Management Association Conference (IBIMA), Madrid, Spain (**Scopus Indexed**)
- xviii. Ben-Enukora, C., Oyero, O., Okorie, N., **Adeyeye, B.** (2019). Environmental health and the rising prevalence of Lassa fever in Nigeria: Imperative for revitalizing environmental inspection. Proceedings of the 33<sup>rd</sup> International Business Information Management Association Conference (IBIMA), Granada, Spain (**Scopus Indexed**)
- xix. Evaristus, A., Olusola, O., Nelson, O., Oladokun, O., Lanre, A., & **Babatunde, A.** (2018). Health management strategies for hepatitis care practices: An interplay of communication structures and social marketing theory. In *The 32nd IBIMA Conference, Seville, Spain* (pp. 15-16). (**Scopus Indexed**)
- xx. Adesina, E., Odiboh, O., Oyero, O., **Adeyeye, B.**, Yartey, D. & Ekanem, T. (2018). *Publishing African Communication Researches in Open Access Outlets: An Interrogation of Scopus between 1996-2016*. Proceedings of the 31st International Business Information Management Association Conference (IBIMA), Milan, Italy, pp. 6340- 6345 (**Scopus Indexed**)
- xxi. **Adeyeye, B.**, Odiboh, O., Adesina, E., Yartey, D., Ekanem, T. & Ben-Enukora, C. (2018). *An examination of Information Communication Technology for Agriculture-Focused Teaching, Learning and Communication Research in the 21st Century*. Proceedings of the 31st International Business Information Management Association Conference (IBIMA), Milan, Italy, pp. 6384- 6390 (**Scopus Indexed**)
- xxii. Yartey, D., Odiboh, O., Ekanem, T., Adesina, E. Omojola, O. & **Adeyeye, B.** (2018). *Big Data, eEducation and Mass Communication in Nigerian Universities*. Proceedings of the 31st International Business Information Management Association Conference (IBIMA), Milan, Italy, pp. (**Scopus Indexed**)
- xxiii. Ekanem T., Olatunji R., Amodu L., Odiboh O., Yartey D., Adesina E. & **Adeyeye, B.** (2018). *A Case for e-Teaching and e-Learning of Destination Public Relations in Nigeria*. Proceedings of the 31st International Business Information Management Association Conference (IBIMA), Milan, Italy, pp. (**Scopus Indexed**)
- xxiv. Odiboh O., **Adeyeye, B.** & Ekanem, T. (2018). *Awareness of e-Transaction among Consumers of Indigenous Herbal Remedies in Ota, Nigeria: A Case for e-Herbals*. Proceedings of the 4th IEEE International Conference on Information Management, (ICIM 2018), Oxford, UK, pp. 179-183 (**Scopus Indexed**)
- xxv. **Adeyeye, B.**, Audu, I.O & Onoja, I.B (2012) *Social Media as tools for Disseminating Agricultural Information to Farmers in Plateau State by Selected Agricultural Agencies*. Proceedings of the 15<sup>th</sup> Annual ACCE Conference/AGM held at the Federal

University of Technology, Gidan Kwano Campus (Main Campus) Niger State, November 4 – 9, 2012.

- xxvi. Audu, I.O, **Adeyeye, B.** & Ogi, J.O (2012) *Social Media Use in News Gathering and Dissemination: A Study of Journalists in Benue State*. Proceedings of the 15<sup>th</sup> Annual ACCE Conference/AGM held at the Federal University of Technology, Gidan Kwano Campus (Main Campus) Niger State, November 4 – 9, 2012.

## **BOOK CHAPTERS:**

- xxvii. **Adeyeye, B.**, Amodu, L., Oscar, O., Omojola, O., Adesina, E., & Ben-Enukora, C. A. (2020). A SWOT Analysis of Indigenous Language Use in Agricultural Radio Programming in Nigeria. In *Emerging Trends in Indigenous Language Media, Communication, Gender, and Health* (pp. 188-209). IGI Global.
- xxviii. Ovia, E. & **Adeyeye, B.** (2019). Compilations of Branches of Philosophy. In Odiboh, O., Salawu, A. & Dodhudje, C. (Eds), *Introduction to Philosophy of Mass Communication for Higher Institutions* (25-38). Ibadan: Stirling-Horden Publishers Ltd.
- xxix. **Adeyeye, B.** (2019). A synopsis of mass communication. In Odiboh, O., Salawu, A. & Dodhudje, C. (Eds), *Introduction to Philosophy of Mass Communication for Higher Institutions* (109-118). Ibadan: Stirling-Horden Publishers Ltd.
- xxx. Afolabi, O. O., Kayode-Adedeji, T., Adesina, E., **Adeyeye, B.**, Usaini, S., & Okorie, N. (2020). Channels Television on YouTube: Shaping the African Discourse on Migration. In *Handbook of Research on the Global Impact of Media on Migration Issues* (pp. 115-141). IGI Global.
- xxxi. Adesina, E., Oyero, O., Okorie, N., Ben-Enukora, C., & **Adeyeye, B.** (2020). Risk Communication for Viral Hepatitis Management among Migrants. In *Handbook of Research on the Global Impact of Media on Migration Issues* (pp. 235-252). IGI Global.

## **POSITIONS OF RESPONSIBILITY HELD AMONG GROUPS:**

- Service Secretary, Fellowship of Christian Students Kogi State University, Anyigba (2007/2008 Academic Session)
- Auditor General, Mass Communication Students Association Kogi State University, Anyigba (2006/2007 Academic Session)
- Public Relations Officer II, Mass Communication Students Association Kogi State University, Anyigba (2005/2006 Academic Session)
- Class Captain, Boys Secondary School Gindiri (2000-2001)
- Assistant Headboy, TCNN Nursery/Primary School Bukuru (1994-1995)

## **LANGUAGES:**

English, Yoruba and Hausa

## **SKILLS:**

Good Communication and Interpersonal skills. Analytical mind, good administrative skills and ability to work under pressure with positive results

## **REFEREES**

To be presented on request