

CURRICULUM VITAE

A. PERSONAL DATA

- i) **Name (Surname Last):** Bright Chidugam Opara (PhD)
- ii) **Present Status:** Senior Lecturer
- iii) **Faculty:** Management Sciences
- iv) **Department:** Marketing
- v) **Date of Birth:** 25th September, 1960
- vi) **Sex / Marital Status:** Male/Married
- vii) **Number of Children:** Three
- viii) **LGA / State/Nationality:** Port Harcourt/ Rivers/Nigeria

B. EDUCATIONAL QUALIFICATION/INSTITUTION AND DATES

- B₁ **Doctor of Philosophy (PhD) (2002) Marketing:** Rivers State University of Science and Technology, Nkpolu-Oroworukwo, Port Harcourt, Nigeria.
- B₂ **Master of Business Administration (MBA) (1995) Marketing:** Rivers State University of Science and Technology, Nkpolu, Port Harcourt, Nigeria.
- B₃ **Bachelor of Science (BSc. Hons.) (1987) Business Education-
Management:** Rivers State University of Science and Technology, Port Harcourt, Nigeria.
- B₄ **West Africa School Certificate (WASC), (1981):** Akpor Grammar School Ozuoba, Port Harcourt, Nigeria.
- B₅ **First School Leaving Certificate (FSLC), (1976):** State School Rumueme, Port Harcourt, Nigeria.

C. PUBLICATIONS AND OTHER PRODUCTIVE WORKS

- C₁ **Published Papers in International Refereed Journals**

- 1) ANDY FRED WALI and **Bright C. Opara** (2012) E-Service Quality Experience and Customer Loyalty: An Emphasis of the Nigeria Airline Operators. *European Journal of Business and Social Sciences*, 1(9) December pp. 118-125,
- 2) **Bright C. Opara** (2010) Nigerian Firms' Non-Oil Export Involvement: An Economic Transformation Paradigm. *European Journal of Social Sciences*, 40(4) February, pp.547-556.
- 3) **Bright C. Opara** (2010) Export Marketing: Catalyst for Nigeria Economic Paradigm Shift. *Research Journal of International Studies*, Issue 13 March, pp.79-87.
- 4) **Opara B.C.** and Adiele C. Kenneth (2010) The Imperative of Export Marketing Challenges of Nigerian Firms. *European Journal of Social Sciences*, 14 (3) June, pp.471- 479.
- 5) **Bright C. Opara** (2010) Strategic Options for Firms Marketing Across National Frontiers. *American Journal of Scientific Research*, Issue 10 July, pp.15-25.
- 6) **Opara, B.C.** and Opara, D.N.C. (2010) Analyses of Nigeria Government Export Policies and Strategies. *International Bulletin of Business Administration*, Issue 8 July, pp.6 - 17.
- 7) **Opara, B.C.**, Ayopo, O. O, and Maclayton, D.W. (2010) Analysis of Impact of Technology on Relationship Marketing Orientation and Bank Performance. *European Journal of Social Sciences*, 45 (2) September, pp. 291- 300.
- 8) Ezirim A. Chinedu and **Opara C. Bright** (2010) Marketing Practices and Export Marketing Performance Affinity: Evidence from Developing Economies- Nigeria. *Journal of Contemporary Marketing*, 1 (1) pp.102-132.
- 9) **Bright C. Opara** (2010) Prospects of Marketing Made in Nigeria Products in the Global Market. *European Journal of Social Sciences*, 16 (2) September, pp.175-182.
- 10) Ayopo, O. O, Maclayton, D.W and **Opara, B.C.** (2010) Empirical Evidence for a Sociality Factor in the Relationship Marketing Orientation Scale in the Nigerian Banking Sector. *Research Journal of International Studies*, Issue 16 September pp.47-57.
- 11) Gladson N. Nwokah and **Bright C. Opara** (2010) Total Quality Marketing and Impression management for Effective Insurance Marketing. *Oxmosaic Journal of Business Strategy*, 1(1) pp.157-176.

C.2 Published Papers in National Refereed Journals

- 12) Gideon C. Uboebulam & **Bright C. Opara** (2011) Assessment of Trade Liberalization Impact on Rubber Production: The Nigeria Experience. *The Business Master Journal of The Faculty of Business Studies*, 2(1&2) pp. 139-147.
- 13) **Opara B.C.** and Adiele C. Kenneth (2010) The Changing Dimensions of Relations: A Case Study of Relationship Brand Management and Public Relations. *Journals of Knowledge Management*, pp.53-63.
- 14) **Opara, B.C.** and MACLAYTON, D.W. (2010) Imperative of Export Marketing for Nigeria Economic Development: An Empirical Exploration. *Benin Journal of Social Sciences*, 18(1&2) July pp.50-62.
- 15) **Opara B.C.** and Nwulu .S. C. (2009) Impact of Relationship Marketing on the Corporate Performance of GSM Network Service Companies. *The University Advance Research Journal*, January-March pp. 143-154.
- 16) **Opara B.C.** and Minimah .D.T. (2009) The Impact of Industrial Decision-Makers on Effective Corporate Purchases in Nigeria. *The University Advance Research Journal*, January-March pp.65-73,
- 17) **Opara B.C.** and Adiele C. Kenneth (2009) Impact of Marketing Research on Consumer Product Planning and Development of Nigerian Manufacturing Firms. *The University Advance Research Journal*, April-June pp.19-29.
- 18) **Opara, Bright .C.** (2009) Promotional Strategies and Pentecostal Church Growth. *The University Advance Research Journal*, July-September pp.43-51.
- 19) Nwosu, Evenly I. Nwulu, Stella, and **Opara, Bright .C.** (2009) Advertising Impact on the Purchase Behaviour of Consumers of Instant Noodle. *The University Advance Research Journal*, July-September pp.169-178.
- 20) Didia, J.U. and **Opara, B.C.** (2008) A Configurational Analysis of Optimal Product Management Strategies. *Journal of African Contemporary Research*, I (32) June pp.220-226.
- 21) **Opara, B.C.** and Nwulu .S.C. (2007) Relationship Marketing Impact and the Corporate Performance of GSM Network Service Companies. *West African Journal of Business*, 9 (1) January pp.198-210.
- 22) **OPARA, B.C.** and **OPARA, D.N.C.** (2007) The Motivation and impact of Nigeria Public Policy on Indigenous Entrepreneurs to Economic Development. *West African Journal of Business*, 9 (2) July pp.100-113.
- 23) **Opara, Bright .C.** (2007) E-marketing: The Nigeria Corporate Experience. *ABSU Journal of Management Sciences*, 3 (1) March pp. 34-42.

- 24) Nwokah, D.W., Maclayton, D.W. and **Opara, B.C.** (2006) Understanding a Customer Driven Based Management. *West African Journal of Business*, 8(2) July pp. 29-38.
- 25) AGUNDU, P.U.C., **OPARA, B.C.** and COOKEY (2004) Banks' Scratch Card System and Fees Mobilization: Lesson from Selected Port Harcourt Based campuses. *Journal of Business Studies*, II (2) July pp. 19-25.
- 26) **OPARA, B.C.** (2004) Impact of Government Incentives and Policies on Corporate Export Marketing Involvement: Nigerian manufacturing firms' experience. *Journal of Niger Delta Research*, 6 (1) pp.109-120.
- 27) NWOKAH, G.N and **OPARA, B.C.** (2004) Evaluation of the Relationship between Market Orientation and Innovation Performance. *Journal of Business Studies*, vol. II (1) January pp.115-125.
- 28) **OPARA, B.C.** (2004) Barriers to Nigerian Manufacturing Firms' Export Marketing Involvement. *Journal of Industrial Business and Economic Research*, 8 (2) July - December pp.278-286.
- 29) MACLAYTON, D.W., **OPARA, B.C.** and Nwokah, G.N. (2003) External Determinants that Influence Export Marketing of Nigeria Firms. *Nigerian Business and Social Review*, 2 (2) July pp.316 - 324.
- 30) **OPARA, B.C.** and MACLAYTON, D.W. (2003) Factors Influencing Export Marketing involvement of Nigeria manufacturing Firms", *International Journal of Economic and Development Issue*, 3 (1) June pp.290-300.
- 31) MACLAYTON, D.W., **OPARA, B.C.** and Nwokah, G.N. (2003) The influence of export Motives on firm's Export Marketing involvement. *Nigeria Journal of Management Sciences*, 4 (2) December pp 207-213.
- 32) MACLAYTON, D.W. and **OPARA, B.C.** (2002) Export Marketing Behaviour of Nigerian Manufacturers: An Empirical Exploration. *Nigerian Business and Social Review*, 1 (1) June pp.133-148.
- 33) MACLAYTON, D.W. and **OPARA, B.C.** (2002) An Empirical Examination of Factors Influencing Export Marketing Decision of Nigerian manufacturing Firms. *The Journal of investment and management studies*, 2 (2), Jan-June pp. 138-159.

C₃. BOOK PUBLICATION

- i) **Opara, B. C.** (2010) *International Marketing*. 1st ed. Port Harcourt, DavidStones Publishers Ltd,.
- ii) Nwokah, G.N., **Opara, B.C.** and Adiele K.C. (2009) *Marketing Dynamics*. 2nd ed. Port Harcourt, Man-Philip Publications.

- iii) **Opara, B. C.** (2009) *Marketing in Developing Countries*. 1st ed. Port Harcourt, DavidStones Publishers Ltd.
- iv) Ezirim, A.C., **Opara, B.C.**, Onyirika, M.A. and Asiegbu, I.F. (2006) *Public Relation in Action*. 2nd ed. Owerri, JESO International.
- v) Ezirim, A.C., **Opara, B.C.**, Njoku C.V., Ebiringa, O.T., Maclayton, D.W., Briggs, B.R. and Akpobolokemi (2006) *Research Methodology for Social Sciences*. 2nd ed. , Owerri, JESO Internationa.
- vi) Nwoka, G.N, Maclayton, D.W. and **Opara (2004)** *Wholesale and Retail Management*. Port Harcourt, Man-Philip Publications.

D₁. TEACHING EXPERIENCE

- i) **Rivers State University of Science & Technology**, Nkpolu-Oroworukwo, Port Harcourt, Department of Marketing, Faculty of Management Sciences (2004 to date).
 - **Responsibilities:** Teaching/Lecturing, Examination, Project Supervision, Counseling, course structuring and development for: B.Sc., PGD, MBA/EMBA and PhD, etc. (2004 to date).
- ii) **Rivers State College of Education – Ndele Campus** (1995 – 1996).
 - **Responsibilities:** Lecturing/teaching, Examination, etc.
- iii) **Isaac Boro Institute of Management & Technology**, Port Harcourt, Nigeria (1989-1990).
 - **Responsibilities:** Responsible for course structuring, development, teaching and examination, etc.
- iv) **Ibiade Comprehensive Secondary School, Ibiade**, Ijebu-West, Ogun state Nigeria (1987-1988), NYSC.
 - **Responsibilities:** Teaching, Examination, etc.

D₂. OTHER WORKING EXPERIENCE/DATE/TASK

- i) **National Electoral Commission (of Nigeria) / Independent National Electoral Commission. (NEC/NECO/INEC) (1990-2003)**. Responsible for:
 - Recruitment, Selection and training of electoral officers; for Port Harcourt, Southern-Ijaw, Sagbama, Etche, Asari-Toru, Bonny, Khana, Abua-Odua LGAs.
 - Research data, Logistics, Development and Publications.

- Screened election candidates, for Local Government Chairmen & ward Councilors.
 - Electoral officer in charge of the conduct of elections at all levels (Local, State and Federal) of government.
 - Compiled election Reports for all levels of elections conducted.
 - Compiled report on delineation of electoral wards, voters Register, party registration and verification/monitoring of political party.
 - Delineated wards, state and federal constituencies.
 - Chairman, by-Election committees for Akuku-Toru and Bonny LGAs.
 - General Administrations.
- ii) **Directorate of Social Mobilization (MAMESR) (1990):**
- Responsible to the Research Department in the provision of data on mass education, Political Education, Economic recovery and development.
 - Mobilized and sensitized Nigerians on mass education, political education, economic recovery and development. Involved in breeding a culture of discipline and self-reliance for Nigerians.

E_{1.1} PUBLISHED INTERNATIONAL / NATIONAL REFEREED CONFERENCE PAPERS

- i) **Bright C. Opara** and Uboegbulam Gideon Chukwunwem (2011) Analysis of Nigeria Trade Liberalization Impact on Cocoa Product. *Proceedings of International Conference on Social Sciences and Humanities*, 2(5) pp.102-107, Cotonou, Republic of Benin.
- ii) **Bright C. Opara** (2010) Export Marketing for Common Good: Contemporary Issues and Perspectives in Nigeria. *Proceedings of International Conference on Research and Development*, 3 (8) pp.7-16, Accra, Ghana.

E_{1.2} CONFERENCE/WORKSHOP ATTENDED

- i) 6th International Conference on Business and Society in a Global Economy (2012), Athens Institute of Education and Research, Athens, Greece.
- ii) National Conference (2012), Upgrading Customer Management for Assured Customer Delight. National Institute of Marketing of Nigeria. Calabar, Nigeria.
4th Annual Faculty Conference of Business Studies (2012), Entrepreneurial Education, Capacity building and Sustainable Development in Nigeria.

- iv) International Conference on Culture, Science and Sustainable Development (2011), Research for Sustainable Development of the Third World: Sustaining the Momentum, Extending the Reach. Cotonou, Republic of Benin.
- v) International Conference on Research and Development (2010), Research for Sustainable Development: Strategies and Procedures for Developing Nations, Accra, Ghana.
- vi) National Conference (2010), Globalization: The Global Financial Meltdown and the Nigerian Economy. The Academy of Management Nigeria, University of Port Harcourt, Nigeria.
- vii) National Conference (2008) Excellent Customer Service. National Institute of Marketing of Nigeria, Port Harcourt, Nigeria.
- viii) National Conference (2008), Employment Generation and Empowerment: Engineering a Paradigm Shift in Employment Generation and Empowerment in Rivers State. Port Harcourt, Nigeria.
- ix) National Conference (2007), Unlocking the Potentials of Marketing in Nigeria. National Institute of Marketing of Nigeria, Owerri, Nigeria.
- x) National Conference (2007), Advance Leadership Training. FGBMFI, Port-Harcourt, Nigeria.
- xi) National Conference (2006) Brand management. National Institute of Marketing of Nigeria, Port Harcourt, Nigeria.
- xii) International Conference (2001), Election Administration. International Foundation for Election Systems, Abuja, Nigeria.
- xiii) International Conference (2000), Strategic Planning. INEC-IFES Conference, Enugu, Nigeria.
- xiv) International Conference (1999), Post –Election Assessment: Review of Electoral Activities. INEC-IFES Conference, Port Harcourt, Nigeria.
- xvi) International Conference (1999), Training the Trainer. Common-Wealth conference Port Harcourt, Nigeria.
- xvii) National Conference (1991), National Electoral Commission-Stakeholders Conference. Enugu, Nigeria.

E2. MEMBERSHIP OF PROFESSIONAL BODIES

- ◆ Fellow, National Institute of Marketing of Nigeria (NIMN).
- ◆ Member, Academy of Management Nigeria (AMN).
- ◆ Distinguished Standing Honorary member Research Board of Advisers of the American Biographical Institute.
- ◆ Member, International Research and Development Institute, Nigeria.
- ◆ Reviewer : The Journals of Commerce, by Hailey College of Commerce, University of Punjab, Pakistan.

- ◆ Co-Editor : Readings on Issues and Challenges of Business Management in Nigeria.
- ◆ Editorial Board Member : Interdisciplinary Journal of Research in Business (IDJRB).
- ◆ Member: Asia-Pacific Researchers in Organization Studies (APROS)
- ◆ Member: European Conference on Research Methodology for Business and Management Studies
- ◆ Member: Journal of International Business Studies (JIBS)
- ◆ Member: Business Academia
- ◆ Member: PhD Holders Linked in Group
- ◆ Member: The Open University Associate Lecturers Group
- ◆ Member: Academy of Management (AOM)
- ◆ Member: The Advance Institute of Management Research
- ◆ Member: Harvard Business Review (HBR).
- ◆ Reviewer: International Institute for Science, Technology and Education (IISTE), Journal, USA.

F. ACADEMIC / UNIVERSITY ADMINISTRATION

- i) Head of Department, Marketing RSUST, Nigeria (2011-2013).
- ii) Sub-Dean Faculty of Management Sciences, RSUST, Nigeria (2010/2011).
- iii) Faculty of Management Sciences' Representative in Senate, RSUST, Nigeria (2010/2011).
- iv) Chairman: Faculty of Management Sciences CCE Review Committee, RSUST, Nigeria (2011).
- v) Ex-official Member: Faculty of Management Sciences Research and Publication Committee, RSUST, Nigeria (2010/2011).
- vi) External Examiner: University of Port Harcourt, Port Harcourt, Nigeria (2010 to date).
- vii) Member: Faculty Post Graduate Programmes/Harmonization Committee, RSUST, Nigeria (2006).
- viii) Member: Faculty Quality Assurance Committee, RSUST (2008)
- ix) Post-Graduate Co-ordinator, Marketing Department, RSUST, Nigeria (2006/2007 to 2008/2011 session)
- x) Member, Marketing Department Post-Graduate Committee Board of Examiners, RSUST, Nigeria (2006-2013).
- xi) Marketing Department Examination Officer, RSUST, Nigeria (2004/2005 to 2008/2010 session).

- xii) Marketing Department Student Carrier Adviser/ Registration, RSUST, Nigeria (2004/2005 to 2010 session).
- xii) Member: Faculty of Management Science Post Graduate Programmes/Harmonization Committee, RSUST, Nigeria (2006).
- xiii) Lectured MBA and PhD students
- xiv) Supervised MBA and PhD Students' Thesis/Project.

G. COMMUNITY SERVICE

- i) Chairman, Organising Committee, Public Lecture in honour of Late Dr D.W. Maclayton, RSUST, Nkpolu-Oroworukwo, Port Harcourt, (2012).
- ii) Field Representative, Full Gospel Businessmen Fellowship International (FGBMFI) (2011- 2013).
- iii) Chairman Welfare Committee South-South 1 Dist., Full Gospel Businessmen Fellowship International (FGBMFI) (2011- 2013).
- iv) President, Vice President, and Secretary, National Christian Evangelism Outreach (NECO), Executive Chapter, Port Harcourt (2004 - 2012).
- v) State Secretary, National Christian Evangelism Outreach (NECO), Port Harcourt (2009 - 2013).
- vi) President, Vice President, and Secretary, Full Gospel Businessmen Fellowship International (FGBMFI) U.S.T. Chapter (2002 - 2011).
- viii) Chairman, Uniport CCE/Nkpolu-Oroworukwo Community Relation Committee (2011-2013).
- ix) Chairman, Rebisi Progressive Movement, (RPM) Election Committee, Port Harcourt (2011).
- x) Church Synod Delegate, Niger Delta North Diocese, (2010-2013)
- xi) President, vice president, Rebisi Progressive Movement, (RPM) Rebisi, Port Harcourt. (2003-2007).
- xii) Editor, Men's Christian Association, Niger Delta North Diocese (2006-2012).
- xiii) Chairman, Rumuokokwu Electric Transformer Installation Committee, Rumuokokwu Community, Rebisi, Port Harcourt (2002).
- xiv) Chairman, Npolu-Orowokwo Election Committee, Rebisi, Port Harcourt. (2002).
- xv) Member, PCC, St Thomas Ang. Church, Niger Delta North Diocese, Port Harcourt (2005-2008).
- xvi) Chairman, Purpose Drive Church Training Committee, St Thomas Ang. Church, Niger Delta North Diocese, PH (2006).

- xvii) Coordinator, Samuel Group of ST Thomas Church MCA, Niger Delta North Diocese, PH(2007-2010).
- xviii) Chairman, Disciplinary Committee Nkpolu-Oroworukwo Progressive Association, (2003).
- xix) Chairman, Reconciliation Committee Nkpolu-Oroworukwo Association, (2002).
- xx) Caretaker Committee Chairman, Nkpolu-Oroworukwo Progressive (1998).
- xxi) Vice Chairman, Rumuokokwu Community (1996-1997).

H₁. HONOURS AND AWARDS

- i) Father of the Year 2012, by Men Christian Association, St Thomas Anglican Communion Church, Port Harcourt (2012).
- i) Patron-St Thomas Anglican Youth Fellowship, (AYF) (2008-2013).
- ii) Certificate of Holy Pilgrimage-Jerusalem Pilgrim (JP), (2005).
- iii) Distinguished Standing Honorary member Research Board of Advisers of the American Biographical Institute (2005)
- iv) Knight of Saint Christopher (KSC), Niger Delta Niger Delta North Diocese (NDND), Anglican Communion of Nigeria. (2004).
- v) Certificate of Community service, Rumoukokwu Community-for selfless Service (2004).
- vi) Honours Award-Rebisi Progressive Movement, Rebisi, Port Harcourt (2002).
- vii) Certificate of Honour-Association of Technological Education Students (ATES), RSUST, Port Harcourt. (1985-86).
- viii) Certificate of Community service, Rumoukokwu Community-for selfless Service (2004).

H₂. HOBBIES

- Serving God, Reading and Watching Television.

Sir Bright .C. Opara, PhD.