

## List of Publications with Dates

### a. Project, Dissertations and Thesis

1. **Ojo, J.O.** (2015). Dynamics of Awareness Levels on Consumers' Choice of Automotive Lubricants in Lagos State, Nigeria. (Ph.D. Thesis, Babcock Business School, Babcock University, Ilishan-Remo) May
2. **Ojo, J.O.** (2009). Impact of Sales Promotion as a Marketing Strategy on an Organisation's Performance (A case study of Globacom Limited). M.Sc. Dissertation, Faculty of Business Administration, University of Lagos, Akoka-Lagos). October
3. **Ojo, J.O.** (2006). African Refugees' Problems: Lessons from Somalia. (MILD Dissertation, Faculty of Law, University of Lagos, Akoka-Lagos) October
4. **Ojo, J.O.** (1987). Training and Development: A Case Study of International Breweries Limited, Ilesa, Osun State. (MBA Dissertation, Faculty of Administration, Obafemi Awolowo University, Ile-Ife, Osun State. April

### b. BOOKS AND MONOGRAPHS

NIL

### c. JOURNAL ARTICLES

5. **Ojo, James Olanipekun** and Kesinro R. Olalekan (2016). "Top-of-Mind Awareness and Customer Repeat-Purchase Behaviour: Evidence from Automotive Lubricants' Market of Lagos State, Nigeria". Journal of Global Economics Management and Business Research. Vol. 6, No. 2. ISSN2454-2504, pp. 96-104.
6. **Ojo, James Olanipekun**, Kesinro R. Olalekan and Akinsunmi A. Sydney (2015). "Brand Recognition and Impulse Buying Behaviour of Automotive Lubricants Customers in Lagos State, Nigeria". European Journal of Business, Economics and Accountancy. Vol. 3, No 5. ISSN 2056-6018. pp. 51-63.
7. Kesinro R. Olalekan, **Ojo, James Olanipekun** and Akinsunmi A. Sydney (2015). "Effect of Product Package on Brand Involvement in Consumer Goods Market of Lagos State, Nigeria" American Journal of Marketing Research. Vol. 1, No. 3.pp. 193-200.
8. Kesinro, R. Olalekan, **Ojo, James Olanipekun** and Elueze Chidinma (2015). "Wage Inequality and Work Performance in the Food Industry of Ogun State, Nigeria". European Journal of Research and Reflection in Management Sciences; Vol. 4. ISSN 2056-5992 pp. 55-62.
9. Kesinro R. Olalekan and **Ojo, James Olanipekun** (2016). "An Empirical Analysis of Consumer Brand Involvement in the Food Industry of Lagos Sate, Nigeria" Journal of Research in Humanities and Social sciences; Vol. 1, No.1 .pp. 35-39.

10. Kesinro, R. Olalekan, **Ojo, James Olanipekun** and Adenugba.A.Adetunji (2015). "Product Package and Customer Brand Commitment in Food and Beverages Markets of Lagos State", *European Journal of Business, Economics and Accountancy*; Vol. 3. No 6 ISSN 2056-6018 pp. 44-55.
11. Adedayo, S. Oludare, **Ojo, James Olanipekun** and Ojo, Oladipupo (2016). "Planning for Succession and Firm's Sustainability: Evidence from Family Owned Businesses in Lagos and Ogun States, Nigeria" *Issues in Business Management and Economics*; Vol. 4, No. 6. ISSN 2350 -157X pp. 63-69.
12. **Ojo, James Olanipekun** and Kesinro R. Olalekan (2016). "Brand Dominant-Awareness and Consumer Loyalty in Auto-Lubricants Markets of Lagos State, Nigeria". *Asian Research Journal of Business Management*; Vol. 4, No 1. ISSN 2321-9246. pp. 165-176.
13. Adedayo, S. Oludare and **Ojo, James Olanipekun** (2016). "Family Conflict and Sustainability of Family Owned Businesses in Lagos and Ogun States, Nigeria" *Pyrex Journal of Business and Finance Management Research*; Vol. 2, No. 8. ISSN 2985 -8860 pp. 89-96.
14. Onigbinde, I. Oladepo and **Ojo, James Olanipekun** (2016). "Evaluation of Selected Theories as Applicable to Marketing and Consumer Research" *Journal of Marketing and Consumer Research*; Vol. 27, ISSN 2422 -8451 pp. 71-80.
15. Onigbinde, I. Oladepo and **Ojo, James Olanipekun** (2016). "Marketing Research and the Potentials of SMEs in Sub-Saharan Africa: Conceptual Evidence from Nigeria" *International Journal of Marketing Studies*; Vol. 8, No.5. ISSN 1918 -719X pp. 104-113
16. **Ojo, James Olanipekun**, Kesinro R. Olalekan and Ojo, Oladipupo (2016). "Brand Recall and Consumer Purchase Behaviour in Automotive Lubricants Markets of Lagos State, Nigeria". *International Journal of Research and Current Development*; Vol. 2, No 8. pp. 156-161.
17. **Ojo, James Olanipekun** and Adedayo,S.Oludare (2017). "Analysis of some selected Theories Applicable to Consumer Behaviour Research". *Pyrex Journal of Business and Finance Management Research*; Vol.3 No.4. pp. 112-120.
18. Adedayo, S. Oludare and **Ojo, James Olanipekun** (2017). "Family Owned Business (FOB) Succession and Sustainability: Evaluation of some Selected Theories Applicable to FOB Succession Research in Nigeria". *Prudent Research Journal of Business Management and Economics*; Vol. 1 (1), pp.1-11.
19. Kesinro R. Olalekan and **Ojo, James Olanipekun** (2017). "Customer Brand Commitment: An Empirical Evidence from FMCG Markets of Lagos State, Nigeria" *Journal of Research in Humanities and Social sciences*; Vol. 2, No.1 .pp. 138-141.

20. **Ojo, James Olanipekun** and Kesinro R. Olalekan (2017). “An Empirical Analysis of Dominant Awareness Level as Catalyst for Consumer Loyalty in the Automotive Lubricants Industry of Lagos State, Nigeria”. Noble International Journal of Business and Management Research; Vol. 1, No. 7, pp. 118-122.

**d. CONFERENCE PROCEEDINGS**

21. Onigbinde, I. Oladepo and **Ojo, James Olanipekun** (2016), “Effects of Diversification Strategy and Synergy on the Performance of Selected Corporate Organizations in Conglomerate Sector of Nigerian Industrial Economy”. In the Proceedings of the 5<sup>th</sup> International Social and Management Sciences Research Conference; Kaduna State University, Kaduna – Nigeria. March.
22. Otsu, Pius, A. I., OtsuPius, I. Anthonia and **Ojo, James Olanipekun** (2016), “Interactive Marketing and Sales Growth as Measure of Business Performance of small scale Agro-Allied Firms in rivers State, Nigeria”. In the Proceedings of the International Research Conference on Qualitative Education & Sustainable Development; University of Ibadan, Ibadan – Nigeria., July.
23. Adedayo, S. Oludare and **Ojo, James Olanipekun** (2017). “Succession Planning and Sustainability of Family Owned Businesses in Lagos and Ogun States, Nigeria” In the proceedings of the 1<sup>st</sup> International Conference on Management, Technology and Sustainable Development; Federal University of Technology, Akure, Nigeria. March
24. Ologundudu, M. Mohammed and **Ojo, James Olanipekun** (2017) ”Entrepreneurship Innovation and Economic Growth in Nigeria”. In the proceedings of the 1<sup>st</sup> Covenant University International Conference on Entrepreneurship(CU-ICE), Otta, Nigeria. June

**e. MANUSCRIPTS ALREADY ACCEPTED FOR PUBLICATION**

25. Combating the Conflicts: Issues inherent in Family Conflict and Sustainability of Family owned Businesses in Lagos and Ogun States, Nigeria.(2017)
26. Choice at (first) Sight: Effect of Brand Recognition on Impulse Buying Behaviour of Consumers of Automotive Lubricants in Lagos State, Nigeria.(2017)