

**Faculty CV**  
**Chris I. Enyinda**

## Academic Rank

Professor

## Qualifications

- Ph.D. in Transportation and Logistics - North Dakota State University, Fargo, ND, USA (2009)  
Major Specialization Field: Logistics/Operations and Supply Chain Management.  
Supporting Specialization Fields: Transportation Economics/Regulation and Military Logistics  
College of Business (AACSB and Higher Learning Commission – HLC Accredited)  
Graduation Date: May 15, 2009  
**Dissertation Topic:** *"Modeling Risk Management in the Pharmaceutical Industry Global Supply Chain Logistics Using Analytic Hierarchy Process Model."*
- Ph.D. in Applied Economics - The University of Tennessee, Knoxville, TN, USA  
Major Specialization Field: Marketing and Price Analysis  
Secondary Specialization Field: Logistics and Transportation Management  
Haslam College of Business (AACSB and Southern Association of Colleges and Schools  
Commission on Colleges - SACSCOC Accredited)  
Graduation Date: May 1995  
**Dissertation Topic:** "An Econometric Analysis of Multimedia Advertising Effects on Consumers' Purchase Decisions at the Supermarket Level Using Scanner-Derived Data."
- MBA - Alabama A & M University, Normal, AL, USA  
Major Specialization Field: Management and Marketing  
College of Business and Public Affairs (AACSB and - SACSCOC Accredited)  
Graduation Date: July 1999
- M.S - Alabama A & M University, Normal, AL, USA  
Major Specialization Field: Economics  
Supporting Specialization Field: Management  
College of Business and Public Affairs (AACSB and SACSCOC Accredited)  
Graduation Date: May 1983
- B.S - Alabama A & M University, Normal, AL, USA  
Major Specialization Field: Agribusiness Management  
Supporting Specialization Field: Economics  
College of Agriculture, Life, and Natural Sciences (SACSCOC Accredited)  
Graduation Date: December 1981

## Research field(s)

- Marketing/sales; Digital marketing; Healthcare marketing/SCM; Islamic marketing
- Operations/SCM; Halal logistics/transportation; Halal operations/SCM
- International Business

## Publications *(Last five years)*

- Enyinda, C. I.**, Enyinda, I. E., Fesseha Gebremikael, F., & Ofulencia, M. J. (2023). An analytic decision model to evaluate disruption risks mitigation: Insights from UAE food supply chain operations. *Journal of Islamic Marketing* (**Scopus: Q2; ABDC: B**) - **(Accepted)**.
- Enyinda, C. I.**, Blankson, C., Cao, G., and Enyinda, I. (2023). Can't we all just get along? Resolving customer-focused teams interface conflicts in a B2B firm leveraging AHP-based multi-criteria decision-making. *Journal of Business and Industrial Marketing*, Vol. 38, No. 3, pp. 568–592. DOI: 10.1108/JBIM-02-2021-0104]. (**ABS 2; ABDC: A; Scopus: Q1**).
- Cao, G., Shaya, N., **Enyinda, C. I.**, Abukhait, R., & Naboush, E. (2022). Students' relative attitudes and relative intentions to use e-learning systems. *Journal of Information Technology Education: Research*, 21, pp. 115-136. <https://doi.org/10.28945/4928>. (**ABDC: C; Scopus: Q1**).
- Enyinda, C. I.**, Enyinda, I. E., Mbah, C. H., and Ogbuehi, A. O. (2021). Managing Marketing-Sales-Service Relationship Conflict in a B2B Multinational Firm. *Thunderbird International Business Review*, Vol. 63, Issue 6, pp. 719-733. <https://doi.org/10.1002/tie.22221>. (**ABS 2; ABDC: B; Scopus: Q1**).
- Enyinda, C. I.**, Opute, A. P., Fadahunsi, A; Mbah, C. H. (2021). Marketing-Sales-Service Interface and Social Media Marketing Influence on B2B Sales Process. *Journal of Business & Industrial Marketing*, Vol. 36, No. 6, pp. 990-1009. Doi: 10.1108/JBIM-01-2019-0053. (**ABS 2; ABDC: A; Scopus: Q1**).
- Gebremikael, G., Szmerekovsky, J. G., and **Enyinda, C.** (2020). AHP-Based Framework in driving Intelligence from Social Media to Improve Organizational Performance: An Exploratory Study. *Journal of Business and Behavioral Sciences*, Vol. 32, Issue 2, pp. 156-172.
- Enyinda, C. I.**, Ofulencia, M. J. C., Misajon, M. and Kalyanaram, G. (2019). Quantifying Factors Affecting MNEs' Human Resource Management: Evidence from an Emerging Economy and Implications for HR Managers. *Journal of Eastern European and Central Asian Research*, Vol. 6, Number 1, pp. 131-144. (Scopus: Q3)
- Enyinda, C. I.**, Ogbuehi, O. A., and Mbah, H. C. (2018). Pharmaceutical relationship marketing and the social media impact. *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 12, Issue 2, pp. 198-230. (ABDC: C; Scopus: Q3)
- Enyinda, C. I.** (2018). Modeling Enterprise Risk Management in Operations and Supply Chain: A Pharmaceutical Firm Context. *Operations and Supply Chain Management*, Vol. 11 No. 1, pp. 1 – 12. (ABDC: C; Scopus: Q2).

## Courses Taught *(Last five years)*

- **DBA Program:** Global management models; Organizational Theory
- **MBA Program:** Operations Management; Marketing Management; Marketing Strategy; Services Marketing; Promotion Management; Strategic Management; International Marketing; International Business
- **MS in Public Relations & Corporate Communication Program:** Digital Public Relations. **College of Mass Communication**
- **Undergraduate Program:** Production/Operations Management; Total Quality Management; Materials & Purchasing Management; International business; Strategic Management, Marketing Management, Public Relations
- **College of Medicine:** Healthcare Economics and Management

## Professional Experience

### Consultancy:

- **University of Port Harcourt Business School MBA Seminar/Workshop:** Conducted Seminar/workshop on Supply Chain Management: Strategy, Planning, and Operations. *University*

- of Port Harcourt Business and Cidges Management Consulting Services, USA, June 19-20, 2019.
- **University of Port Harcourt Business School MBA Seminar:** On Crafting and Executing Operations & Supply Chain Strategy for Sustainable Competitive Edge. *University of Port Harcourt Business and Cidges Management Consulting Services, USA, July 10-11, 2018.*
- **University of Port Harcourt Business School MBA Seminar:** Conducted seminar on Supply Chain Management: Strategy, Planning, and Operations. *University of Port Harcourt Business and Cidges Management Consulting Services, USA, September 5-7, 2017.*
- **University of Port Harcourt Business School MBA Seminar:** Conducted workshop on Social Media and Business Competitive Intelligence Acquisition. *University of Port Harcourt Business and Cidges Management Consulting Services, USA, September 5-7, 2017.*
- **University of Port Harcourt Business School MBA Seminar:** On Materials Management, Logistics/Operations and Supply Chain Management and Leadership in Organizations. *University of Port Harcourt Business and Cidges Management Consulting Services, USA, August 9-11, 2016.*
- **University of Port Harcourt Business School MBA Seminar:** On Materials Management, Logistics/Operations and Supply Chain Management; Leadership in Organizations; and Research Planning and Development. *University of Port Harcourt Business and Cidges Management Consulting Services, USA, August 11-15, 2015.*
- **University of Port Harcourt MBA International Study Tour in Dubai:** Trained participants (consisting of C-level executives from a wide range of manufacturing and service sectors) on Managerial Accounting and Auditing; Managerial Finance and Budgeting; Materials Management; Logistics/Operations and Supply Chain Management; Leadership in Organizations; Research Planning and Development; and Grant Proposal Development. *The University of Port Harcourt with Sevilla Integrated Services LTD, Port Harcourt, Nigeria, and Cidges Management Consulting Services, USA, March 20-23, 2015.*
- **The Art of Managing Colleges and Universities in the 21<sup>st</sup> Century: ISSUES and Challenges for Leadership:** Trained participants (consisted of Deputy Vice Chancellors, Reactors, Provosts, Directors, and Heads of Departments). *Executive Trainers Limited, Nigeria with Cidges Management Consulting Services, USA, February 05, 2015.*
- **Improving Policy and Enhancing Performance in Higher Education through Quality and Accountability:** Trained participants (consisting of Deputy Vice Chancellors, Bursars, Reactors, Provosts, Directors, and Heads of Departments) on Total Quality Management in Higher Education; Academic Quality, Accountability, Quality Assurance; Accreditation; Peer Review Process; Performance Culture; Ranking Universities; and Performance Indicators. *Executive Trainers Limited, Nigeria with Cidges Management Consulting Services, USA, December 04, 2014.*
- **LG Electronics Africa and Middle East Region:** Trained its Senior Marketing & Sales Managers from Africa and Middle East Region on Marketing and Sales Trends and Best Practices; Marketing Strategy; Relationship Marketing; Social Media Marketing and Marketing Intelligence; Islamic/ Halal Marketing; Designing and Managing Services; and Customer Relationship Management. *LG Electronics Africa and Middle East Region with Canadian University of Dubai, Dubai, UAE, November 13, 2014.*
- **Executive Training on Education Innovation for Nigerian Context.** Trained Educators and Investors in Education Sectors on Building Structures for Innovation in Nigerian Education System. *The Canadian University of Dubai with Handz and Mindz Ltd, November 12, 2014.*
- **International Executive Training on Core Management Leadership and Organizational Improvement.** Training subject areas: Lean Culture and Strategies for Lean Management; Integrating Change Management and Project Management; A Decision Support Tool for Modeling Change Management Strategies in Project Management; Modeling Challenges of Political Environment in Project Implementation; and Decision Support Model for Effective Risk Assessment in Project Management. *The Canadian University of Dubai with RealGrip International Consultants, June 23-25, 2014.*
- **International Executive Training on Practical, Functional Approaches to Managing Development Projects.** Workshop-Specific Topics: Result-Based Approach to Development Project Procurement Supply Chain Management Challenges; Electronic Knowledge Networking for Development Projects; Effective Development Project Risk Assessment; and Challenges of Political Environment Affecting Development Projects Implementation. *Canadian University of*

- **Dubai and Development Focus West Africa Limited, September 03, 2013.**
- **International Executive Training on Knowledge Management.** Trained Project C-Level executives on Knowledge Management Software, Electronic Knowledge Networking for Effective Project Risk Assessment, and Challenges of the Political Environment in Project Implementation. **Grapevine Consulting Limited with Canadian University of Dubai, May 7, 2013.**
- **International Executive Training on Knowledge Management.** Trained Project C-Level executives on Knowledge Management Software; Electronic Knowledge Networking for Projects, Effective Project Risk Assessment; and Challenges of the Political Environment in Project Implementation. **Grapevine Consulting Limited with the Canadian University of Dubai, April 16, 2013.**
- **International Executive Training on Knowledge Management.** Trained Project C-Level executives on Knowledge Management Software; Electronic Knowledge Networking for Projects, Effective Project Risk Assessment; Challenges of the Political Environment in Project Implementation. **Grapevine Consulting Limited with Canadian University of Dubai, March 21, 2013.**
- **International Executive Training on Knowledge Management.** Trained Project C-Level executives on Applying Knowledge Sharing Systems (KSS); Deploying Document Management Systems. **Grapevine Consulting Limited with Canadian University of Dubai, March 25, 2013.**
- **International Executive Training on Result-Based Approach to Contemporary Project Management Challenges.** Trained Project C-Level executives on "Result-Based Approach to Project Management Fiduciary Challenges; Result-Based Approach to Project Procurement Management Challenges; Result-Based Monitoring and Evaluation in Development Project. **Grapevine Consulting Limited with Canadian University of Dubai, November 14, 2012.**
- **International Executive Training on Result-Based Approach to Contemporary Project Management Challenges.** Trained Project and Program C-level executives on a "Result-Based Approach to Project Procurement Management Challenges." **Grapevine Consulting Limited with Canadian University of Dubai, October 20, 2012**
- Enabling Effective Pharmaceutical Supply Chain Response to Public Health Emergencies. A collaborative Research Project Proposal with Rutgers University, Alabama A&M University (AAMU), and MIT was Submitted to the **U.S. Department of Homeland Security. Collaborators: Dr. Vijay Atluri (Rutgers University), Professor Chris I. Enyinda (AAMU), and Dr. Mahender Singh (MIT), 2010.**
- Advanced Placement Program – AP Reader in Economics. **Educational Testing Service (ETS), 2006 – 11.**
- **Lean Management Training** for Rolls-Royce Mentor-Protégé Program (for its primary supplier, Manzi Metals, Inc.): Training on Lean Culture/Lean, Lean Distribution, Lean Transportation, Lean Supply Chain Management, Supplier Relationship Management, and Value Stream Mapping. **Rolls-Royce and AAMU, 2006-2007.**
- **Lean Manufacturing Training** – Rolls-Royce Mentor-Protégé Program, (Dr. Emeka Dunu – Co-P.I.) - \$34,123. The Purdy Corporation (Aerospace Manufacturing) - Provided Training on Lean Culture/Lean Manufacturing and Value Stream Mapping, 2006. **Rolls-Royce and AAMU, 2006**
- **Supplier Relationship Management and Development Training** - Boeing Mentor-Protégé Program, sponsored by the U.S. Navy (Dr. Emeka Dunu – Co-P.I.) - \$25,439. DACA (a Machine Tooling Company) -Provided Training on Principles of Supply Management, Transportation, Lean Supply Chain Management, Forecasting and Materials Management, Negotiations, Supplier Management, and Inventory Management. **Boeing and AAMU, 2005.**
- **Lean Management Training on Lean Office Administration. Teledyne Brown Engineering and AAMU. 2005.**
- **Cost-Effective Supply Chain Management Training** – Boeing Mentor-Protégé Program, Sponsored by the U.S. Navy (Dr. Emeka Dunu – Co-P.I. - \$42 748). **Boeing and AAMU, 2004.**
- **Precision Machine Manufacturing Company.** Provided Training on Cost-Effective Supply Chain Management, Lean Supply Chain Management, **Precision Machine Manufacturing, and AAMU, 2004.**
- **American Intercontinental University – Dunwoody, Atlanta, GA.** Developed Supply Chain Management Concentration for the MBA Program (\$10,500), **April 2004.**
- **Supply Chain Management Training-** Mentor-Protégé Program, (Dr. Emeka Dunu – Co-P.I.)

- \$34,057, **U.S. Air Force and Navy and AAMU, 2003.**

- **Logistics University.** Taught Army Civilian Personnel Logistics and Transportation Management Courses. **Redstone Arsenal Army Facility and AAMU, 2003-2006.**
- ISS, Inc./DOD Mentor-Protégé Program. Conducted Marketing Research. **AAMU Research Institute, Integrated Solutions and Services (ISS), Inc., and Science Applications International Corporation, January 2003.**
- PrSM Corporation/DOD Mentor-Protégé Program. Conducted Decontamination & Decommissioning Marketing Research. **AAMU Research Institute, 2002.**
- THA, Inc./DOD Mentor-Protégé Program. Conducted Computer Security Marketing Research. **AAMU Research Institute, 2002.**
- Training and Workforce Planning for Organizational Excellence and Quality Management – Federal Highway Administration, (Co-P.I. – Dr. Emeka Dunu), **U.S. Department of Transportation, 2001.**
- How Changes in Goods Movement Impact Disadvantaged Populations (Co-P.I. – Dr. Emeka Dunu), **Federal Highway Administration, U.S. Department of Transportation, 2001.**
- Total Quality Management Energy Systems Waste Management Organization Y-12 Plant Training. **Lockhead Martin Marietta Energy Systems, Inc. and Oak Ridge, TN. March 15, 1995.**

## Committees Work

### University Committee

- Member of Chancellor's Faculty Advisory Council
- Member of the Research Ethics Committee
- Member of Chancellor's Strategic Plan - Employability & Employment Taskforce

### College of Business Administration Committees

- Member of AACSB Committee
- Member of EQUIS Committee
- Chair, Graduate Programs Committee
- Chair, Faculty & Staff Affairs Committee
- Chair, Management & Marketing Faculty Search Committee

## Honors and Awards

### Some selected honors and awards

- Guest Speaker: "Imperatives of Integrating Environmental Sustainability and Project Management in Nigeria." Project Management Institute, Port Harcourt Branch, Port Harcourt, Rivers State, Nigeria, May 26, 2018.
- Guest Speaker: "Need for Environmental Sustainability in Nigeria: Issues, Challenges, and Implications." My Environment My Wealth Conference, Port Harcourt, Rivers State, Nigeria, May 9, 2018.
- Guest Speaker: "Halal Agribusiness (Sharia Compliant) Logistics & Supply Chain Management." Meet the Farmers-Agribusiness Firms Conference at Waldorf Astoria, Palm Jumeirah, Dubai, November 21-22, 2017.
- Keynote Speaking: "Human Resources and Social Media Imperatives." Filipino Human Resources Association of UAE, Canadian University of Dubai, May 26, 2017
- Outstanding Global Research Award for 2016, International Association of Scholars, Editors, and Reviewers, Inc. International Conference on Business, Education, Engineering and Sciences, Dubai, UAE, 25 November 2016.
- Best Professor in Marketing & International Business for 2016, Middle East Education Leadership Awards - Part of World Sustainability Congress, October 5, 2016.
- Best Research Award for 2015– Canadian University Dubai (CUD) – Presented during 2015 CUD Graduation.
- College of Business and Public Affairs Outstanding Research Award for 2010 (First Place): Alabama A & M University.
- Conference Best Academic Paper Award for 2010: Global Supply Chain Management Conference hosted by State University of New York (SUNY), Plattsburgh, NY, June 15-17,

2010.

- Best Paper Award for 2010: Best Paper in Supply Chain Management Track, American Society of Business and Behavioral Science, Las Vegas, Nevada, February 18-20, 2010.
- Best Paper Award for 2009: Best Paper in Supply Chain Management (International Business Track), International Academy of Business and Public Administration Disciplines, Memphis, TN, October 22-25, 2009.
- College of Business and Public Affairs - Outstanding Research Award for 2009 (First Place Monetary Award - \$2,500.00): Alabama A & M University.
- Department of Management and Marketing Outstanding Research Award for 2010, College of Business and Public Affairs, Alabama A & M University.
- College of Business and Public Affairs Outstanding Research Award for 2008 (Second Place Monetary Award, \$2,000.00), Alabama A & M University.
- Best Paper Award for 2009: Best Paper in Supply Chain Management, International Academy of Business and Public Administration Disciplines, Dallas, TX, April 23-25, 2009.
- Best Paper Award for 2009: Best Paper in Supply Chain Management Track, American Society of Business and Behavioral Science, Las Vegas, Nevada, February 19-21, 2009.
- Best Paper Award for 2008: Best Paper in Supply Chain Management Track, Global Academy of Business and Economic Research International Conference, Orlando, Florida, September 17-19.
- Best Research Paper Award for 2005: Best Paper in Logistics and Supply Chain Management Track, American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.
- Intra-Campus Research Grant Award (\$1,000), Office of Research and Development, 2005.
- Best Research Paper Award for 2004: Best Paper in International Business Track, the International Academy of Business and Public Administration Disciplines Conference, Tunica, Mississippi, May 24-26
- Best Research Paper Award for 2003: Best Paper in Logistics and Supply Chain Management Track, American Society of Business and Behavioral Sciences, Las Vega, Nevada, February.
- Outstanding Researcher for 2000-2001: Research & Development, Alabama A & M University
- Best Research Paper Award for 1999: Best Paper in Retailing, Society for Marketing Advances Track.
- Best Research Paper Award for 1995: Best Paper in Sales Management, Advertising, Public Relations & Sales Promotion, Southern Marketing Association.

#### **SERVICE and SERVICE AWARD IN THE DISCIPLINE**

- Service Award/Track Chair in Entrepreneurial Development in Service Marketing and Service Innovation. International Conference on African Entrepreneurship and Innovation for Sustainable Development, Akwa, Nigeria, 26-29 July 2017
- Judge - Research Competition in Management and Marketing Track – Fourth UAE Undergraduate Student Research Competition, May 9, 2016
- Service Award/Co-Track Chair in Logistics and Supply Chain Management: Society for Marketing Advances, 2012
- Service Award/Track Chair in Operations and Supply Chain Management: International Academy of African Business and Development, 2012
- Service Award/Track Chair in Operations and Supply Chain Management: International Academy of African Business and Development, 2011
- Service Award/Track Chair in Operations and Supply Chain Management: International Academy of African Business and Development, 2010
- Service Award/Track Chair in Logistics and Supply Chain Management: International Academy of African Business and Development, 2009
- Service Award/Track Chair in Operations and Supply Chain Management: International Academy of African Business and Development, 2008
- Service Award/Track Chair in Logistics and Transportation Management: International Academy of African Business and Development, 2007
- Service Award/Track Chair in Logistics and Transportation Management: International Academy of African Business and Development, 2006
- Service Award/Track Chair in Supply Chain Management and Urban Studies: International Academy of African Business and Development, 2006

- Service Award/Track Chair in International Business, International Academy of Business and Public Administration Disciplines, 2005
- Service Award/Track Chair in Logistics and Supply Chain Management, American Society of Business and Behavioral Sciences, 2004
- Service Award/Track Chair in International Business: International Academy of Business and Public Administration Disciplines, 2004
- Service Award/Track Chair in Logistics and Supply Chain Management: American Society of Business and Behavioral Sciences, 2003
- Service Award/Track Chair in Logistics and Supply Chain Management: American Society of Business and Behavioral Sciences, 2002
- Service Award/Track Chair in Transportation Management and Urban Studies: International Academy of African Business and Development, 2000
- An award/ Recognition for Outstanding Support: Professional awareness and program of a seminar/workshop on "Competitive Advantage through Strategic Total Quality Management, Energy Systems Waste Management Organization Y-12 Plant; a division of Lockheed Martin Marietta Energy

## Other Contributions and Achievements

**Co-Guest Editor**, Special Issues on Branding and Positioning in Africa/Middle East, Industrial Marketing Management, 2020 – 2022.

### **DBA Dissertation Supervisions:**

- Managing operations, human resource, and marketing cross-functional interface conflict in a healthcare setting **(Completed in March 2022)**.
- Identifying and prioritizing risk in construction projects: UAE context **(Ongoing)**.
- Dispute and Dispute Resolution Management in Construction Projects: Evidence from the UAE **(Ongoing)**.

### **MS Thesis Supervisions (Public Relations & Corporate Communication Program):**

- An analysis of digital media influence on sports public relations functions in sports organizations in the UAE **(Completed in October 2022)**.
- Modeling digital media impact on public relations functions in a government-owned transport company in UAE **(Completed in December 2022)**.