



Bio Data

(Autobiography)

Assoc Prof/Dr Ebikinei Stanley Eguruze is currently a Lecturer at the School of Business and Law at Regent College, London, having joined the team in February 2022. As well as an author, he is a fellow of the Chartered Institute of Marketing, (CIM) UK, and associate member of the Chartered Institute of Legal Executives, (CILEX),UK. His work experience covers 19 + years university lecturing experience (2005-to date) and 34 years of management positions (1988- to date), including 6 years of Associate Professorship at the American University for Leaders, (AUL), London, UK (2016 to date). As an Associate professor he has successfully supervised, guided, mentored/coached, and examined 6 PhD/Doctoral candidates/students from various British Universities. He received his PhD in Marketing from Cardiff Metropolitan University, UK. Previously a Lecturer at the School of Marketing, Department of Business Administration, Faculty of Management Sciences at the Niger Delta University (NDU), Bayelsa State of Nigeria (2005-2017). His PhD thesis was in the area of Tackling Poverty in Bayelsa State of Nigeria, using a Marketing Technique (SMT). Besides academics, he had also taught professional qualifications, including the Chartered Institute of Marketing (CIM), Association of Business Executives (ABE), the Chartered Institute of Legal Executives (CILEX), as well as Post graduate diploma in Strategic Management in Leadership (Health and Social Care (level 7) industry. In addition, he has published a number of articles & four books entitled “*Tackling Poverty*” in Bayelsa State of Nigeria (2016, in the USA), and “*Strategy for Tackling Poverty in Nigeria*”(2017, in the USA), “*Strategy for Tackling Poverty in Nigeria, 2nd Edition*”(2020, in Germany);and *Strategy for Overcoming Poverty in Nigeria, (2021, in Port Harcourt, Nigeria)*. His fifth book – The Battle Against Global Poverty and Sustainability is forthcoming. Additionally, he had two books’ chapters published, as a co-author. And he has also published over three-dozen journal articles. Besides, he has been involved in the management of two journals: Founder/Editor-in-Chief/CEO, Journal of Youth and Community Development (JYCD-LTD)(Registered in England & Wales No: Ltd (no 08083277)(ISSN: 2632-6981; www.jycd-ltd.co.uk; Managing Editor; International Journal of Cultural Inheritance & Social Sciences (IJCISS)(ISSN: 2632-7597) (www.ijciss.com). Additionally, he has been a reviewer for a few journals: The European Journal of Social Impact and Circular Economy (EJSICE), European Journal of International Management, (EJEM), Sage, **Elsevier**, **Emerald**, **Inderscience Publishers as well as, Qeios**, He can be contacted: Mobile/WhatsAapp: 07707948874; Tel: 0208 696 1338; E-mail:stanleyeguruze@gmail.com. Website: <https://ebikineistanleyeguruze.com> (which is under construction at the moment, not quite completed yet).

Updated Curriculum Vitae

Ebikinei Stanley Eguruze Ph.D
(Associate Professor in Marketing, FCIM and ACILEX).

53c Gilbey Road, London SW17 0QH

Mobile/WhatsApp: 07707948874; Tel: 0208 696 1338;

E-mail: Stanleyeguruze@gmail.com

Website: <https://ebikineistanleyeguruze.com> (being developed/under construction))

Currently a university lecturer: teaching wide range of business/marketing and law courses in the course of preparing students towards academic degrees, as well as professional qualifications, including The Chartered Institute of Marketing (CIM), Association of Business Executives (ABE), Chartered Institute of Legal Executives (CILEX), as well as Health and Social Care Post Graduate Programme at level7 industry.

Prior to the above, I have had a good deal of practical experience in business consultancy and training in the UK since 1985, including preparing people interested in setting up their own small businesses, as well as assist in preparing business plans for growth and/or expansion, cash flow forecasts, etc

Other skills and experiences including setting up and running own youth and community/ voluntary organisations, own small business, legal assistant (legal caseworker), temp residential social worker, administrative work, research and publish, etc

EDUCATION

- 2012 - 2016 Ph.D in Marketing- Cardiff Metropolitan University (Cardiff Met), UK
- 2009 - 2011 MA Youth and Community Work Studies,- Brunel University, London,UK
- 1995-1996 MA in Marketing - University of Greenwich, UK
- 1992- 1995 LLB (Hons) Law - University of East London, UK
- 1990-1992 Diploma International Studies – University of London (Birkbeck College, UK
- 1985-1988 Diploma in Marketing (Chartered Institute of Marketing)(CIM),UK
- 1985 -1986 Advanced Diploma in Marketing, Association of Business Executives (ABE), UK
- 1985- 1986 Senior Diploma Strategic Marketing (Management & Marketing Sales Association (MAMSA), UK

1982 – 1980 Bsc in Marketing - Andrew Jackson University, Luisiana,USA/
American College of Greece (Deree Pierce College), Down Town
Campus, Athens, Greece.

1979-1973 Government Secondary School Ogu, Okrika, Rivers State,
Nigeria(1979)/Government Secondary School, Kaiama, Kolga,
Bayelsa State, Nigeria(1973-1978)

EMPLOYMENT HISTORY

February 2023: Lecturer/
2nd February 2022 –
Academic Assessor (AA);
Previously an Academic
Support Officer (ASO).
Regent's College, London (RCL)
School of Business and Law
School of Business and Entrepreneurship;
Reporting to/Working with the Head of School and
Deputy Head of School to determine standards and
targets for improvement and enhancement in order to
enrich the experience for all learners of the University,
raise their aspirations and maximise achievements, as
well as lecturing.

Associate Professor/PhD
Supervisor 14/07/2016 to
Date; Marketing/Online
Department
American University for Leaders (AUL), London, UK
Examining/Supervision of Postgraduate Students:
Masters' (Dissertation) as well as Doctoral/PhD (thesis)
Tutorials: groups or individualised (1-to-1)
Reviewing of scholarly articles for Journal publications.
Importantly, 6 of my students have passed/obtained their
PhD/Doctorate degrees, between 2016 – 2024.

May 2022 -
A Consultant Lecturer
Online Faculty
Maieutic Consultant Pvt Ltd, in Banglore, India
Specialising in Management Consultancy in E-leaning;
Global Outsourcing and Emerging Markets.

09 Aug 2012 – 27/10/17
Zenith Professional Training Ltd (for the Oil & Gas
Professionals, UK) (ZP Training)
A Consultant lecturer/
Leadership trainer/
Seminar/Workshops -
Presenter
Covered following topics; Goal setting, Managing team,
Principles of team management, at various locations in
including in Dubai (UAE) and London(UK).

Sept 2009 - 30th June 2011
Head of Postgraduate/
Lecturer
Pinnacle International College,London,(UK)
Lectured various: ABE Postgraduate level courses:
Strategic Business Management/Planning, Organisation
Resources, Management in Action, Strategic
Management; Postgraduate Diploma in Strategic
Management in Health and Social Care (level 7),as well
as Supervision of Project/Dissertation
ABE Advanced Diploma Level – courses: Marketing

Lecturer (full-time) (1 May 2005 to 27/02/17)	Principles and Communications, Business law <u>ILEX Law level 3 courses</u> : Criminal law, Introduction to Law and Practice; Legal theory <u>Niger Delta University</u> ; Wilberforce Island, Amassoma, Bayelsa State, Nigeria (dept of business administration, faculty of management sciences);
Courses lectured	Teaching mainly level 4/3: courses include business Policy (strategic management), analysis of business decisions, consumer, behaviour & motivation, industrial marketing (Business-to-Business), retailing & wholesaling, international marketing, organisational development, (OD), social marketing; product development, advertising sales, etc.
Lecturer (part-time) (2006 to 2008)	<u>Imo State University</u> , Yenagoa Centre, Bayelsa State, Nigeria.
Courses lectured	Business policy, public finance, research methodology
Lecturer (p/t)	<u>Federal polytechnic Damaturu</u> , Yobe State, Yenagoa Centre, Bayelsa State, Nigeria.
Course lectured	Legal Aspects of Marketing
Business Consultant/ Hon Chairman	<u>Yenagoa Chamber of Commerce</u> ; <u>Business Development Unit/Small & Medium Enterprises Committee</u> ; Yenagoa Chamber of Commerce, Bayelsa State, Nigeria; Providing strategic advice, support and assistance
Sept- Dec 2006 Part time	Woolwich European Business College, London UK Taught: Constitutional law, Introduction to law and practice, Legal theory and practice, as well as supervision of projects
Student Support Assistant (SSA) 2004-2005 Nature of work	<u>Lambeth College (Clapham Centre, South London, UK)</u> Providing support and assistant to needy students/ Assisting adult students with learning difficulties - support and assistant in the course of their studies - indoor (classroom), eg numeracy (adding/remove), literacy (spelling/reading/writing), graphics (drawing), as well as outdoors (outings – visiting leisure parks, farm, gardens, museum, pub, shops, etc).
London Area Co-ordinator (Nov 2003 - Mar 2004)	Supplementary Schools Support Services (SSS), UK (South London Region), Worked with, supervised/advised over 70 voluntary School Projects; providing strategic support. A pilot project funded by the DFES, aimed at supplementary schools to become more sustainable, independent and influential in their sphere of work. SSS worked with 100 supplementary school and managed a budget of

over £300,000, and supported over approximately 4,000 pupils. SSS provided over £300,000 in funding to supplementary schools operating across London.

Training Solicitor (Legal Case worker)

1995-1999

(i) Charles Wesley & CO Solicitors Hammersmith, West London; and later (ii) Trainee Solicitor (Legal Case Worker) Josuha & Co Solicitors Peckham Rye, Peckham London

Book chapter collaboration – published (Co-authorship)

Kumari , G., and Eguruze, E.S. (2022) Social entrepreneurship among artisans. In:

Dana, L.P., Ramadani, V., Palalic, R., Salamzadeh,A.(eds.) Artisan and

Hanidcraft Entrepreneur. Contributions to Management Sciences, pg 161-182:

Springer Chan.

Eguruze, E. S., Kumari, G., & Ayoola, S. O. (2024). An integrated approach to

relieving CSR breaches and poverty in Nigeria’s Oil & Gas-rich Niger Delta.

In A. Pandey & Mohd N. B. Nordin (Eds.), *Educational Developments:*

Bridging Past, Present and Future (pp. 157-178). Innovare Academic Sciences

Pvt Ltd. .,pp 157-178

Journal Editorial Volunteering Work

Editor-in-Chief/CEO, Journal of Youth and Community Development (JYCD-LTD)(Registered in England & Wales No: Ltd (no 08083277)(ISSN: 2632-6981; www.jycd-ltd.co.uk;

Managing Editor; International Journal of Cultural Inheritance & Social Sciences (IJCISS)(ISSN: 2632-7597) (www.ijciss.com).

Reviewing

A reviewer for a few journals: *The European Journal of Social Impact and Circular Economy*(EJSICE), *The European Journal of International Management*,(EJEM) and Sage, Elsevier, Emerald, Inderscience Publishers as well as, Qeios,