

## ADAMS ADEIZA

Sunway Business School,  
Sunway University, Malaysia,  
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### Work Experience

- ***Associate Professor (Entrepreneurship & Innovation), Jan. 2025 to date***  
Sunway Business School,  
Sunway University, Malaysia.  
**Key Roles and Responsibilities**
  - Teach courses like Entrepreneurial Thoughts and Action, Business Model Innovation, Innovation and New Venture Creation, Design Thinking and Innovation Management, Digital Marketing, Marketing Communication, Global Marketing, Strategic Entrepreneurship, Social Entrepreneurship etc.
  - Undertake Consulting Projects on Leadership Development
  - Research and Publications
  - Community Development Projects
  - Others
  
- ***Associate Professor (Entrepreneurship & Innovation), Nov. 2024-Jan. 2025***  
School of Management and Business,  
Mila University, Malaysia  
**Key Roles and Responsibilities**
  - Supervised PhD and MSc Students
  - Undertook Training and Consulting Projects on Leadership Development
  - Research and Publications
  - Community Development Projects
  - Others
  
- ***Senior Lecturer (Entrepreneurship and Marketing), Oct' 2020 – Nov., 2024***  
Faculty of Entrepreneurship and Business,  
Malaysia Graduate School of Entrepreneurship and Business,  
Universiti Malaysia Kelantan,  
**Key Roles and Responsibilities**
  - Teach courses like Entrepreneurial Thoughts and Action, Business Model Innovation, Innovation and New Venture Creation, Design Thinking and Innovation Management, Digital Marketing, Marketing Communication, Global Marketing, Strategic Entrepreneurship, Social Entrepreneurship etc.
  - Research and Publications
  - Community Development Projects, including being Vice-President of Kuala Lumpur TVET Institute, Member of ESG Malaysia, and advisor to more than ten student startups.
  
- ***Manager, April 2022 – November 2024***  
***Executive Education Programs,***  
Malaysia Graduate School of Entrepreneurship and Business,

Universiti Malaysia Kelantan,

**Key Roles and Responsibilities**

- Recently (January 2024) secured from and currently delivering four training projects for the Department of Public Service (JPA) Malaysia, worth **RM1,000,000 (One Million Ringgits Malaysia)**.
  - Secured training grants of more than **RM1,000,000 (One Million Ringgits Malaysia)** from various organizations in 2023.
  - Design curriculums and contents for demand-driven capacity-building programs for young entrepreneurs and executives in private and public organizations.
- ***Head of Marketing, April 2022 to November 2024***  
Malaysia Graduate School of Entrepreneurship and Business,  
Universiti Malaysia Kelantan,
- Key Roles and Responsibilities**
- Market and promote the Business School's programs to different stakeholders in and outside Malaysia
  - Handled the design of the Business School's website, kept it up-to-date with relevant information, and optimized its SEO to better market the school.
  - Designed and delivered social media strategies and other promotional campaign programs for the Business School.
  - Teach Advanced Marketing Strategies and Marketing Management Courses in DBA and MBA Programs, respectively.
- ***Director, March 2021 – March 2022***  
Global Entrepreneurship Research and Innovation Centre (GERIC),  
Universiti Malaysia Kelantan (UMK).
- Key Roles and Responsibilities**
- Established and led Training/Business Development at Ignite Venture Innovation Lab, a technology Startup Incubation Program
    - Designed startup acceleration and incubation training program
    - Led delivery of e-commerce and dropshipping business development program
    - Delivered series of short courses and training on the intersection of business and technology to SMEs and executives of large organizations in Malaysia
    - Prepared student founders with go-to market and sales strategies
    - Linked student founders to resources – finance, mentors, investors, innovation programs and networks
  - Drove the Centre's desire to achieve High CoE (Centre of Excellence) Status
    - Secured and delivered premium consultancy and professional services to business executives and government institutions.
    - Delivered capacity building on Innovation and Business Development
    - Coordinated research, publication, and grant application activities
    - Facilitated establishment of impact international and industry collaborations
- ***Senior Fellow (Policy and Industry Engagement), September 2024 to date***  
Asia Strategy and Leadership Institute (ASLI)
- Key Roles and Responsibilities**

- Strategic Guidance – providing expert advice and guidance to ASLI on policy and industry trends and opportunities within ASLI’s activity areas.
  - Capacity Building – providing strategic input and support towards planning and implementation of leadership development programs, events, conferences, and consulting work, including developing and delivering specialized training sessions for ASLI's stakeholders aligned to the latest industry developments and best practices.
  - Thought Leadership – contribute to ASLI’s thought leadership by authoring research papers, delivering keynote speeches, participating in panel discussions, and engaging in media commentary on your expertise.
  - Creating Partnerships – focal point and key facilitator of networking and collaboration opportunities to identify potential partnerships, collaborations, and opportunities that align with ASLI's mission and objectives.
  - General Advisory – supporting and advising ASLI in any other capacity that aligns with your expertise and is considered instrumental in achieving ASLI's vision.
- ***Business Advisor and Coach, May 2024 to date***  
SME Bank Malaysia through the Center for Entrepreneur Development and Research (CEDAR).
- Key Roles and Responsibilities**
- Provide strategic business advisory services to SME owners, offering guidance on business planning, growth strategies, market expansion, and financial management.
  - Conduct in-depth assessments of SMEs' business operations, financial health, and growth potential to identify areas for improvement and opportunities for enhancement.
  - Develop customized coaching and capacity-building programs tailored to the unique needs and challenges of individual SMEs, aimed at enhancing their skills, knowledge, and capabilities.
  - Deliver engaging coaching sessions, workshops, and training programs to SME owners and entrepreneurs, covering topics such as entrepreneurship, innovation, digitalization, and sustainability.
- ***Professional Member, ESG Malaysia, November 2023 to date***  
Nigerian Economic Summit Group (NESG).
- Key Roles and Responsibilities**
- Promote and advocate for the adoption of ESG Practices among SMEs in Malaysia.
  - Conduct research and analyze trends, best practices, regulations, and emerging issues in ESG.
  - Contribute to the development and implementation of ESG policies, strategies, and action plans.
  - Provide training and educational programs to raise awareness and build capacity on ESG topics.
- ***Professional Member, Business Development Service Providers (BDSP), Nigeria, 2019 to date***  
Small and Medium Enterprise Development Agency of Nigeria (SMEDAN)

### Key Roles and Responsibilities

- Consulting and Advisory Services:
    - Providing expert advice to small and medium enterprises (SMEs) on various aspects of business development, including strategic planning, market analysis, and operational efficiency.
  - Capacity Building:
    - Designing and delivering training programs aimed at enhancing the skills and knowledge of SME owners and their staff in areas such as financial management, marketing, and product development.
  - Market Linkages:
    - Facilitating connections between SMEs and potential markets, suppliers, and financiers to expand their business opportunities and access to resources.
  - Access to Finance:
    - Assisting SMEs in preparing for and accessing finance, including guiding them through the process of developing business plans, financial projections, and loan applications.
- ***Certified ODL Content Creator/Module Developer, November 2022.***  
*MyDigital Educator @MoHE Program*  
Ministry of Higher Education, Malaysia
  - ***Expert, Entrepreneurship Curriculum Development, May - December 2021.***  
Review/Design of Entrepreneurship Education Curriculum, National Universities Commission (NUC), Abuja, Nigeria.
  - ***Senior Fellow, September 2021 to date***  
*Trade, Investment and Digital Economy Policy Commission, The Nigerian Economic Summit Group (NESG).*

### Key Roles and Responsibilities

- Developing Digital Trade Index for AfCFTA
  - Assisted NESG CEO to review/write policy papers on AfCFTA.
- ***Expert Policy Review/Development,***  
*Member, Digital and Climate-Smart Agriculture Working Group, National Agricultural Technology and Innovation Plan (NATIP), Federal Ministry of Agriculture and Rural Development, Abuja, Nigeria.*
  - ***Program Coordinator, MBA and PG Entrepreneurship 2017 –2020***  
Dangote Business School, Bayero University, Kano (BUK), Nigeria.
  - ***Technical Assistant, June 2020***  
*Business Environment, Trade, Competitiveness and Product Space Mapping Technical Working Group (TWG), Nigerian Medium-Terms and Long-Term Development Plans. The Nigerian Economic Summit Group/Federal Ministry of Finance. Abuja, Nigeria.*

- **Lecturer/Researcher, October 2007 – October 2020.** Department of Business Administration and Entrepreneurship, Bayero University, Kano, Nigeria.
- **Research Assistant/Consultant, February 2017 – March 2020** Co-Operative and Entrepreneurship Development Institute, Universiti Utara Malaysia (UUM).
- **Research Assistant/Curriculum Development Specialist, June – December 2016.** *Advanced Business and Enterprise Management Program*, Executive Education Unit, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia.
- **Managing Consultant, June 2018 – June 2020** *Enterprise Resorts and Growth Hub*, Special Purpose Vehicle established by a collaboration of SMEDAN, NDDC and Builders Hub Impact Investment Program. Plot 58, Cadastral Zone B09, Natasha Akpoti Street, Kado, FCT, Abuja.

#### Educational Qualifications

- **PhD, Innovation & Entrepreneurship, with Distinctions.** Universiti Utara Malaysia (UUM), 2017
- **M. Sc., Management (Marketing/Brand Management) with Distinctions.** Bayero University, Kano (BUK), 2011.  
  - Best Graduating Student
- **B. Sc. Business Administration with Upper Second-Class Honours** Bayero University, Kano (BUK), 2005.  
  - Best Graduating Student
- **Professional Certificate in AI-Powered Digital Marketing,** Digital Marketing Consultancy and Training Sdn Bhd, Malaysia, 2023
- **HRDC Certified Trainer** Human Resources Development Corporation (HRDC) Malaysia, 2023.
- **Certified ODL Content Creator/Module Developer, November 2022.** *MyDigital Educator @MoHE Program* Ministry of Higher Education, Malaysia
- **Microsoft Certified Educator (Technology Literacy for Educators)** *21<sup>st</sup> Century Learning Design (21CLD)* Microsoft Certification Program, Microsoft Corporation. *January – June 2021.*
- **Certificate, Business and Entrepreneurship,** Farley Centre for Entrepreneurship and Innovation,

Northwestern University at Evanston, Chicago, USA. 2016.

### Journal Articles Under Review.

- i **Adeiza, A.**, James, D., Ismail, N. A. & Arnaut, M *External Shocks and Macroeconomic Volatility in Nigeria: Does Financial Economics Moderate the Effects?* **Taylor & Francis: Cogent Economic and Finance. Q2 and Web of Science.**
- ii **Adeiza, A**, Oye, Q-E, Alege, P. *Optimal Fiscal and Monetary Policy Rules with a Rent-Seeking Government. Journal of Public Economics Plus. Emerald Web of Science Q1.*
- iii **Adeiza, A**, Oye, Q-E, Alege, P. *Macroeconomic Effects of Political Corruption Shocks: A DSGE Approach. International Journal of Political Economy. Routledge Web of Science Q1.*
- iv Kofarnaisa, F. U; **Adeiza, A.**; Najib, K. S et al: The Effect of Digital Technology on Market Innovation Strategies: An Empirical Analysis of Nigerians SME and Startups. **International Journal of Business Information System**
- v Kofarnaisa, F. U; Xia, E; Nuhu, M. S; **Adeiza, A** et al: The Impact of Digital Technology and Organizational Capability on Consumer Behaviour: Mediating Effect of Proactive Marketing. **Sustainability**
- vi Kofarnaisa, F. U; **Adeiza, A**; Jakada, B. A.; The Effect of Digital Technology on Market Innovation Strategies. **Journal of Market Research**
- vii Gorondutse, Abdullahi; Salisu, Isyaku; **Adeiza, Adams**; Isah, Haruna; Ali, Gamal. Creativity or Spontaneity on Hotel's Performance in Kano: The Effect of Quality Culture. **Journal Of Hospitality and Tourism Research**

### Journal Articles Published

- i *Kofarnaisa, F. U; Xia, E; Adeiza, A et al (2024): The Impact of Open Innovation on the Performance of Multinational Corporations in Emerging Market: an Empirical Study. Journal of the Knowledge Economy. ABCD, Q1, and Web of Science.*
- ii *Adeiza, A, Oye, Q-E. (2024). Rent-Seeking and Optimal Fiscal-Monetary Policy Rules in Nigeria: A DSGE Approach. African Development Review. 36 (3) 535-551. Q2 and Web of Science*
- iii *Abdullahi, M. S., Adeiza, A, Marina, A., M.S. Nuhu, W. Ali; & Gwadabe, Z. L (2024). Antecedents of Employee Performance through Perceived Organizational Support: a Moderating Role of Job Satisfaction among Employees of SMEs in an Emerging Economy. Emerald. Journal of Organizational Effectiveness, People and Performance. AHEAD OF PRINT.*
- iv *James, D., Adeiza, A., (2024) Asymmetric and Threshold Effect of Military Expenditure on Economic Growth: Insight from an Emerging Market. Peace Economics, Peace Science, and Public Policy. Q2 and Web of Science. ACCEPTED.*

- v *Abdullahi, M. S., Adeiza, A., Marina, A., S. F., Mahmoud, Shahreki, J., Yeo, M. A., Ahmad, A. U., Naisa, F. U. K. (2024). Mediating Role of Staff Engagement in Staff Staff Performance Among Academics of Universities: Bootstrapping Approach. Emerald. Journal of Applied Research in Higher Education. Q1. ACCEPTED.*
- vi *Yusuf, M. B. O., Salau, T. J., & Adeiza, A. (2024). Oil and Food Price Before and During COVID-19 Pandemic in Nigeria: A Non-Linear ARDL Approach. Studia Universitatis „Vasile Goldis” Arad–Economics Series, 34(2), 32-56.*
- vii *Abdullahi, M. S., Shahreki, J., Yeo, S. F., Mahmoud, M. A., Ahmad, A. U., Adeiza, A., & Naisa, F. U. K. (2024). How Career Resilience Mediates the Nexus Between Career Competency and Career Success Among Faculties of Higher Learning Institutions: A Quantitative Analysis. Journal of the Knowledge Economy, 1-24.*
- viii *Kofarnaisa, F. U; Xia, E; Nuhu, M. S; Adeiza, A et al (2023): The Effect of Global Health Crisis on Organizational Marketing and Culture of Innovation. Journal of the Knowledge Economy. ABCD, Q2, and Web of Science.*
- ix *Adeiza, A, Oye, Q-E, Alege, P. (2023). Macroeconomic Effect of Covid-Induced Economic Policy Uncertainties in Nigeria: A DSGE Approach. Emerald: African Journal of Economic and Management Studies. WOS/Scopus*
- x *James, D., Ajide, F. M, Arnaut, M. Adeiza, A., (2023). On the Shadow Economy-Environmental Sustainability Nexus in Africa: the (Ir) Relevance of Financial Development. Taylor & Francis. Journal of Sustainable Development and World Ecology. <https://doi.org/10.1080/13504509.2022.2115576>*
- xi *Abdullahi, M. S, Adeiza, A., Abdl Fattah, Fatma, M. F.B.M, Fawehinmi, & Aigbogun, O. (2022). Talent Management Practices on Employee Performance: a Mediating Role of Employee Engagement in Institution of Higher Learning: Quantitative Analysis. Journal of Industrial and Commercial Training, Emerald. WOS/Scopus*
- xii *Adeiza, A., Abdullahi, M. S, Abdl Fattah, F.B.M, Fawehinmi, O, Ismail, N.A., Arnaut, M., Aibogun, O., Adam, I. S., Ehido, A., (2022). Mediating Mechanism of Customer Satisfaction on Customer Relationship Management Implementation and Customer Loyalty among Consolidated Banks in Nigeria. Uncertain Supply Chain Management Journal. Q1, Scopus*
- xiii *Adeiza, A., James, D., Ismail, N. A. & Arnaut, M. (2022). Financial Development-Ecological Footprint Nexus in Malaysia: Accounting for the Role of Institutions. Emerald. Management of Environmental Quality: an International Journal Q2 and Web of Science. <https://doi.org/10.1007/s10818-021-09323-x>*
- xiv *James, D., Adeiza, A., Ismail, N. A. & Arnaut, M. (2022). Investigating the Link between Economic Growth, Financial Development, Urbanization, Natural Resources, Human Capital, Trade Openness and Ecological Footprint: Evidence from Nigeria. Emerald. Journal of Bio-Economics. Q1 and Web of Science.*
- xv *Kirfordu, A. A., Adeiza, A., Ismail, N. A. & Arnaut, M. (2021). Entrepreneurship Capital and Organizational Performance in the Nigerian Service Industry. Indian Journal of Economics and Business.20 (4). Q2, Scopus.*

- xvi** Abdullahi, M. S, Raman, K., Solarin, S. A. & Adeiza, A., (2021), Employee Engagement as a Mediating Variable on the Relationship between Employee Relation Practice and Employee Performance in a Developing Country. Emerald: *Journal of Applied Research in Higher Education*. **Q2**.
- xvii** Abdullahi, M. S, Adeiza, A., Ahmed, U., Khalid, N. & Gwadabe, Z. L. (2021), Talent Management Practices on Employee Engagement: Empirical Perspective from Institution of Higher Learning. *Jurna Pengurusa (Journal of Management)*, 63 (10). **Q3, Scopus**.
- xviii** Rahman, M. K., Yaacob, M. R., Khalique, M. & Adeiza, A. (2021), Analysing tourists' intention to revisit Islamic tourism destinations. *Middle East Journal of Management*, 1 (1). **Scopus and Web of Science**.
- xix** Khalique, M., Rahman, M. K., Yaacob, M. R. & Adeiza, A. (2021), Effect of intellectual capital on the business performance of SMEs in Malaysia. *International Journal of Learning and Intellectual Capital*, 1 (1). **Scopus/WoS**.
- xx** James, D.J., Ajide, F. M & Adeiza, A. (2021). Shadow Economy Environmental Pollution in West African Countries: The Role of Institutions. *The Global Journal of Emerging Market Economies*, 1 – 24, Sage. **Q3**.
- xxi** Adeiza, A. & Lawan, U. (2020), Benefits and Economic Contributions of Franchise Business Model. *Yobe Journal of Economic Volume 6, No. 1, pp. 92-106*.
- xxii** Lawan, U. and Adeiza, A. (2020), Brand Name and Controls as Influences on Franchisees Business Performance in Nigeria: A Qualitative Analysis. *Al-Muqaddima: Journal of the Humanities, Law and Social Sciences*, Vol. 3 No. 1, pp. 16-33.
- xxiii** Adeiza, A. (2019). Franchising Practices in Some Selected Markets Around the World: A Review. *Korean Journal of Franchise Management*. 10 (2) 1 – 8. **KCI Indexed**.
- xxiv** Adeiza, A., Moon, B-Y, Malek, M. A., Ismail, N. A. & Mohd Harif, M. A. A. (2017). Franchisors' Support Services and Their Consequences: Resource-Based View and Expectation-Confirmation Perspectives. *Journal of Distribution Sciences*, September 2017. **Scopus-Indexed**.
- xxv** Adeiza, A., Malek, A. M. & Ismail, N. A. (2017). An Empirical Examination of the Major Relationship Factors Affecting Franchisees' Overall Satisfaction and Intention to Stay. *Iranian Journal of Management Studies*, 10 (1), 21 – 40. **Scopus and Thompson Reuters Emerging Sources Citation Indexed**.
- xxvi** Adeiza, A., Malek, A. M. & Ismail, N. A. (2017). An Empirical Analysis of the Influence of Entrepreneurial Orientation on Franchisees' Outlet Performance and Intention to Stay. *Korean Journal of Franchise Management* 8 (1), 5 – 18.
- xxvii** Adeiza, A., Ismail, N. A. & Malek, A. M. (2017). SME Development and Franchise Business Model in Malaysia: Strategies for Exploiting the Sweet Spot. *Southeast Asia Management Review*, 1 (1), 42 – 50.
- xxviii** Adeiza, A. & Adepoju, A. B. (2017). Effects of Service Quality on Consumer Patronage of GSM Service Providers in Kano Metropolis. *International Journal of Advanced*



*Engineering and Management Research*, 2 (3), 829 – 843. Website:  
<http://ijaemr.com/currentissue.php>

- xxix** Adeiza, A. & Adepoju, A. B. (2017). An Assessment of the Relationship between Sponsorship and Consumer Patronage of GSM Service Providers in Kano Metropolis. University of Malaysia Kelantan (UMK) *Journal of Entrepreneurship and Business*, 5 (1), 1 – 16. [fkp.umk.edu.my/JEB/download/9-v5i1.002.pdf](http://fkp.umk.edu.my/JEB/download/9-v5i1.002.pdf)
- xxx** Adeiza, A. & Adepoju, A. B. (2017). An Analysis of the Effects of Corporate Social Responsibility on Consumer Patronage of GSM Service Providers in Nigeria. *MAYFEB Journal of Business and Management*, 1 (2017), 16 – 31 Website:  
<http://www.mayfeb.com/OJS/index.php/BUS/article/view/237/163>
- xxxi** Adeiza, A. & Adepoju, A. B. (2017). Effect of Celebrity Endorsement on Consumer Patronage of GSM Service Providers in Kano Metropolis. *Kaduna Business and Management Review*, 3 (1).
- xxxii** Adeiza, A., Malek, A. M. & Ismail, N. A. (2016). Influence of Competitive Aggressiveness and Autonomy on Franchisees' Outlet Performance and Overall Satisfaction: A Qualitative Analysis. *European Journal of Business and Management*, 8 (34), 62 – 85.
- xxxiii** Adeiza, A., Malek, A. M. & Ismail, N. A. (2016). A Qualitative Analysis of the Influence of Exclusive Territory and Tying Clauses on Franchisees' Business Performance and Overall Satisfaction. *Journal of Marketing and Consumer Research*. 30 (2016), 46 -58.

#### Unpublished Research

- i. Adeiza, A (2017). *Factors Influencing Franchise Business Development in Nigeria*. Unpublished PhD Thesis. University of Utara Malaysia.
- ii. Adeiza, A (2011). *Brand Association and Consumer Patronage of GSM Service Providers in Nigeria*. Unpublished MSc Thesis.

#### Policy/Technical Papers Authored and Selected Magazine Publications

- i *Establishment of Center for Entrepreneurship and Innovation at Nanjing University of Finance and Economics (NUFE) – January 2024*  
 Expert Consultant  
 Hongshan College, Nanjing University of Finance and Economics (NUFE), People's Republic of China.
- ii *Entrepreneurship Curriculum for Nigerian Universities (2022), Startup Development Module,*  
 Nigerian Universities Commission (NUC), Federal Ministry of Education, Abuja, Nigeria.
- iii *Expert Policy Review/Development (2022), Digital and Climate-Smart Agriculture Working Group, National Agricultural Technology and Innovation Plan (NATIP),*  
 Federal Ministry of Agriculture and Rural Development, Abuja, Nigeria.

- iv **Adeiza, A. (2021 eds).** Diagnostic Report: Nigerian Business Environment, Trade, Competitiveness and Product Space Mapping. *Nigerian Medium-Term National Development Plan, 2021-2025.*
- v **Adeiza, A. (2021 eds).** Development Plan Report: Nigerian Business Environment, Trade, Competitiveness and Product Space Mapping. *Nigerian Medium-Term National Development Plan, 2021-2025.*
- vi **Adeiza, A. & Sagagi, M. S. (2018).** *Profiling and Determination of Employment Pathways of Mafita's Beneficiaries at Community Skill Development Centres – Kaduna and Katsina States, Nigeria.* A Survey Sponsored by DFID/UKAid. January 2018.
- vii **Adeiza, A. & Sagagi, M. S. (2018).** *Profiling and Determination of Employment Pathways of Mafita's Beneficiaries on Apprenticeship Mode: Kano, Nigeria.* A Survey Sponsored by DFID/UKAid. April 2018.
- viii **Adeiza, A. & Liman, A. (2011).** *National Evaluation Survey on the Performance of the MDG/Conditional Grant Scheme in Kano State, Nigeria.* September 2011.
- ix **Adeiza, A. (2021).** Effective Investment Promotion Agency: the Critical Success Factors. *Medium.* <https://adams-a.medium.com/effective-investment-promotion-agency-33dbe84904f>
- x **Adeiza, A. (2021).** Investment Promotion Strategies: Setting the Vision, Mission and High Level Goals. *Medium.* <https://adams-a.medium.com/investment-promotion-strategysetting-the-vision-mission-and-high-level-objectives-d9bb0f92ad84>
- xi **Adeiza, A. & Sagagi, M. S. (2018).** *Profiling and Determination of Employment Pathways of Mafita's Beneficiaries at Community Skill Development Centres – Kaduna and Katsina States, Nigeria.* A Survey Sponsored by DFID/UKAid. January 2018.
- xii **Adeiza, A. & Sagagi, M. S. (2018).** *Profiling and Determination of Employment Pathways of Mafita's Beneficiaries on Apprenticeship Mode: Kano, Nigeria.* A Survey Sponsored by DFID/UKAid. April 2018.
- xiii **Adeiza, A. & Liman, A. (2011).** *National Evaluation Survey on the Performance of the MDG/Conditional Grant Scheme in Kano State, Nigeria.* September 2011.

### Research/Training Project Grants

- i. **Adeiza, A. (2024)** *Communicating for Impact: Storytelling Skills for Authentic Leadership in the Malaysian Public Service*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM226,000 **Status:** Completed
- ii. **Adeiza, A. (2024)** *People, Culture and Productivity: Reinventing Work Culture for Public Service Productivity in Malaysia.*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM246,000 **Status:** Completed

- iii. **Adeiza, A.** (2024) *The Psychology of Persuasion: Negotiation Skills for Efficient Resource Management in in Malaysian Public Service.*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM246,000 **Status:** Completed
- iv. **Adeiza, A.** (2024) *Public Service Delivery: Best-In-Class Customer Service Skills for Enhanced Client Experience in the Malaysian Public Service.*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM257,000 **Status:** Completed
- v. **Adeiza, A. et al** (June 2023) *Big Data in Higher Education: A Case Study of Universiti Malaysia Kelantan*  
**Sponsor:** UMK Research Management and Innovation Centre (RMIC).  
**Role:** Member/Project Manager  
**Research Grant Amount:** RM10, 000 **Status:** Ongoing
- vi. **Adeiza, A.** (March 2023) *Leadership by Design: Innovation Skills for Public Service Excellence*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM159,000 **Status:** Completed
- vii. **Adeiza, A.** (May 2023) *Ascending the Peak: Building a High-Performance Culture in the Malaysian Public Service.*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM159,000 **Status:** Completed
- viii. **Adeiza, A.** (2023) *Leading for Impact: Transformational Leadership Skills for Public Service Excellence.*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Training Grant Amount:** RM445,200 **Status:** Completed
- ix. **Adeiza, A.** (2022) *Optimizing Malaysia's Public Service Productivity with Technology.*  
**Client:** Malaysia Public Service Department (JPA).  
**Role:** Lead/Project Manager  
**Grant Amount:** RM130,000 **Status:** Completed
- x. **Adeiza, A.** (2021) *Social Franchising and Social Innovation in Malaysia. An Exploration and Indicator Development*  
**Sponsor:** UMK Research Management and Innovation Centre (RMIC).  
**Role:** Director/Project Manager  
**Research Grant Amount:** RM5,000 **Status:** Completed
- xi. **Adeiza, A.** (2021) *Establishment of UMK Ignite Venture Innovation Lab: Technology Startup Acceleration and Incubation Program*  
 UMK Entrepreneurship Trust Fund, Universiti Malaysia Kelantan.

- Role:** Director/Project Manager  
**Project Grant Amount:** RM450,000 **Status:** Completed
- xii. **Adeiza, A.** (2019). *Establishment of Bayero University Startup Lab*. Special Entrepreneurship Intervention Funds, 2017 - 2019. Tertiary Education Trust Fund (TETFund), Federal Ministry of Education, Abuja, Nigeria.  
**Role:** Applicant/Project Manager/Lead  
**Project Grant Amount:** US\$171,500. **Status:** Completed
- xiii. **Adeiza, A. & Sagagi, M. S.** (2018). *Profiling and Determination of Employment Pathways of Mafita's Beneficiaries in Northern Nigeria*. A Survey Sponsored by Department of Foreign and International Development - DFID/UKAid. January 2018.  
**Role:** Project Manager/Co-Lead  
**Project Grant Amount:** US\$53,000. **Status:** Completed
- xiv. **Adeiza, A.** (2013). *Integrated Agri-Business Ventures: Innovative Business Grant Award Youth Enterprise with Innovation in Nigeria (YouWiN)*. Federal Ministry of Finance and Budget with support from the World Bank. **Role:** Sole Awardee/ Lead  
**Role:** Project Manager/Lead  
**Project Grant Amount:** US\$50,000 **Status:** Completed
- xv. Sagagi, M. S. **Adeiza, A. &** (2011-2014) "*Fostering Agribusiness for Women Empowerment: An Exploration of Rural Communities in Nigeria and Philippines*". Department of Foreign and International Development - DFID/British Council.  
**Role:** Member/Administrative Secretary.  
**Research Grant Amount:** £60,000 **Status:** Completed

### Consultancy Projects

- i. **Productivity Enhancement and Leadership Development Consultancy (2024)**  
*Communicating for Impact: Storytelling Skills for Authentic Leadership in the Malaysian Public Service*  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM31,000 **Status:** Completed
- ii. **Productivity Enhancement and Leadership Development Consultancy (2024)**  
*People, Culture, and Productivity: Reinventing Work Culture for Public Service Productivity in Malaysia*.  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM31,000 **Status:** Completed
- iii. **Productivity Enhancement and Leadership Development Consultancy (2024)**  
*The Psychology of Persuasion: Negotiation Skills for Efficient Resource Management in in Malaysian Public Service*.  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM31,000 **Status:** Completed

- iv. **Productivity Enhancement and Leadership Development Consultancy (2024)**  
*Public Service Delivery: Best-In-Class Customer Service Skills for Enhanced Client Experience in the Malaysian Public Service.*  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM31,000 **Status:** Completed
- v. **Productivity Enhancement and Leadership Development Consultancy (2023)**  
*Leadership by Design: Innovation Skills for Public Service Excellence*  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM20,000 **Status:** Completed
- vi. **Productivity Enhancement and Leadership Development Consultancy (2023)**  
*Ascending the Peak: Building a High-Performance Culture in the Malaysian Public Service.*  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM20,000 **Status:** Completed
- vii. **Productivity Enhancement and Leadership Development Consultancy (2023)**  
*Leading for Impact: Transformational Leadership Skills for Public Service Excellence.*  
**Client:** Ministries and Agencies, under the Malaysia Public Service Department (JPA).  
**Role:** Lead Consultant  
**Project Amount:** RM63,000 **Status:** Completed

#### Post-Graduate Students Supervised

- Post-Doctoral – 4
- PhD – 3
- DBA – 5
- MSc – 5
- MBA – 20
- Professional Master (Master in Entrepreneurship) – 15

#### Selected Recent Guest/Featured Speaker Invitations and Presentations

- i. *The Essential Ingredients for Establishing Centre for Entrepreneurship and Innovation, 2024.*  
**Organizer:** Nanjing University of Finance and Economics, China.  
**Location:** Virtual
- ii. *Communicating for Impact: Storytelling Skills for Authentic Leadership in the Malaysian Public Service, 2024*  
**Organizer:** Malaysia Public Service Department (JPA).  
**Location:** ThisTle Hotel, Johor Bahru, Malaysia
- iii. *Leading for Impact: Transformational Leadership Skills for Public Service Excellence, 2023.*  
**Organizer:** Malaysia Public Service Department (JPA).  
**Location:** Manila, Philippines.

- iv. *Leadership by Design: Innovation Skills for Public Service Excellence, 2023*  
**Organizer:** Malaysia Public Service Department (JPA).  
**Location:** Kota Bharu, Kelantan
- v. *Ascending the Peak: Building a High-Performance Culture in the Malaysian Public Service, 2023.*  
**Organizer:** Malaysia Public Service Department (JPA).  
**Location:** Kota Bharu, Kelantan
- vi. *Logic Bubble for Effective Advertising in the Digital Age, 2023*  
**Organizer:** Ramaia Institute of Management, India.  
**Location:** Hybrid: Nigeria (I joined virtually)
- vii. *Nigerian Franchise Business Bill: Public-Private Dialogue on Franchising in Nigeria, 2022*  
**Organizer:** Nigerian Economic Summit Group (NESG)  
**Location:** Hybrid: Nigeria (I joined virtually)
- viii. *Optimizing Technology for Increased Productivity in the Malaysian Public Service, 2022*  
**Organizer:** Malaysia Public Service Department (JPA).  
**Location:** ThisTle Hotel, Johor Bahru, Malaysia
- ix. *Business Innovation for Growth, 2022*  
**Organizer:** Enovate Foundation Nigeria.  
**Location:** Virtual
- x. *Tech Diversity Webinar 2.0: Skillsets for 21<sup>st</sup> Century Jobs – How to Prepare University Students for Today and Future Work, 2022.*  
**Organizer:** Instinct Hub Nigeria  
**Location:** Virtual

#### Academic Courses Taught (over the last 5 years)

- i Strategic Entrepreneurship
- ii Business Intelligence and Analysis (MBA/MSc)
- iii New Venture Creation and Management
- iv Design Thinking and Entrepreneurial Opportunities (MBA/MSc).
- v Investing in Emerging Markets (MBA)
- vi Entrepreneurship and Innovation Development
- vii Technology Entrepreneurship and Intellectual Property Rights
- viii Business Dynamics and Management Consulting
- ix Competition and Strategy (MBA).
- x Advanced Marketing Strategies
- xi Marketing Management
- xii Marketing Communication
- xiii Global Marketing
- xiv Enterprise Resource Planning
- xv Strategic Thinking & Innovation Management

- xvi Managing Across Cultures (MBA)
- xvii Leadership and Corporate Governance

### Professional Certifications/Affiliation

- *HRDC Certified Trainer, July 2023*
- *Microsoft Certified Educator, June 2021 Technology Literacy for Educators Certification* Certified skill in 21<sup>st</sup> Century Learning Design:
  - Facilitate student collaboration
  - Facilitate skilled communication
  - Facilitate self-regulation
  - Facilitate real-world problem solving and innovation
  - Facilitate use of digital tools and ICT for learning
- *Microsoft Certified Azure, June 2021* Certified skill in and can handle:
  - Cloud computing
  - Solutions and management tools in Azure
  - General security and network security features
  - Identity, governance, privacy, and compliance
  - Service Level Agreement in Azure
- *Microsoft Certified: Azure Data Analytics, June 2021* Certified skill in and can handle:
  - Power BI, Dataverse and Power Automate
  - Data and business intelligence analysis
  - Relational and non-relational databases
  - Data privacy, security, and governance
  - Modern data warehouse and analytical tools
- *Microsoft Certified: Azure Artificial (AI) Intelligence Workloads, June 2021* Certified skill in and can handle:
  - AI workloads and deployments
  - Machine learning and configurations
  - Computer/custom vision workloads and deployment
  - Natural Language Processing (NLP) workloads and deployment
  - Conversational AI workloads and deployment
- *Certified Management/Business Development Consultant, OpenExo*  
Methodologies for Building an Exponential Organization,
- *Certified Business Development Service Provider, 2019 till date*  
Small and Medium Enterprise Development Agency of Nigeria (SMEDAN).

- **Member/Technical Anchor,**  
Trade, Investment and Competitiveness Policy Commission, The  
Nigerian Economic Summit Group (NESG).  
*August 2019 till date*

### Public Sector and Public Policy Development Certifications and Training

- **NESG Policy Training and Certifications:**
  - *Certificate in Research Craft,*
  - *Certificate in Creating Public Value,*
  - *Certificate in Public Policy Analysis,*
  - *Certificate in Think Tank Operations, and* ○ *Certificate in Project Management,*

NESG Academy, Nigerian Economic Summit Group (NESG). *January – August 2021*
- **TWO/UNCTAD TrainForTrade Program,**
  - *Certificate in Digital Identity for Trade and Development,*
  - *Certificate in International Merchandize Trade Statistics,*

World Trade Organization (WTO) and United Nations Conference on Trade and Development (UNCTAD). *February – June 2021.*

### Awards/Honours

- **Most Outstanding Academic Staff Award, 2023**  
*2023 Award of Excellence,*  
Malaysian Graduate School of Entrepreneurship  
and Business, Universiti Malaysia Kelantan
- **Outstanding Leadership Award, 2022**  
*Policy Innovation & Advocacy Awards,*  
Nigerian Economic Summit Group (NESG).
- **Senior Fellow on Trade and Digital Economy, 2021 – 2022.**  
*Non-Resident Fellowship Program (NRFP)*  
The Nigerian Economic Summit Group (NESG), Lagos, Nigeria.
- **Fellow/Policy Researcher, April 2020 – April 2022**  
*NESG/LEAP Africa Bridge Fellowship Program*  
The Nigerian Economic Summit Group (NESG), Lagos, Nigeria.
- **Fellow,**  
*Business and Entrepreneurship,*  
Mandela Washington Fellowship for Young African Leaders, 2016 Cohort.  
State Department, United States of America.  
Farley Center for Entrepreneurship and Innovation,  
Northwestern University at Evanston, Chicago, Illinois, USA.



- **Scholarship Fellow,**  
*PhD Fellowship/Scholarship Program,*  
Tertiary Education Trust Funds, Federal Government of Nigeria.  
*August 2014 – August 2017*
- **Scholarship Awardee,**  
*The Vice Chancellor Scholarship Program*  
Universiti Utara Malaysia,  
*August 2014 – August 2017.*
- **Winner,**  
*Business Plan Competition*  
Youth Enterprise with Innovation in Nigeria (YouWiN),  
Federal Ministry of Finance, Abuja, and World Bank Group. *2012/2013 Cohort*
- **Winner,**  
*Young Leader of the Year Award, 2013*  
Professor Pat Utomi and Centre for Values in Leadership's Essay Competition on  
'Values-based Leadership', Lagos, *February 2013.*
- **Winner,**  
*Young Manager of the Year Award, 2010,*  
The Nigerian Institute of Management (NIM)'s National Young Managers'  
Competition and Awards, 2010 Edition. Lagos.
- **Best Graduating Student, M. Sc. Management,**  
Department of Business Administration & Entrepreneurship BUK, 2009/2011.
- **Best Graduating Student, B. Sc. Business Administration,**  
Department of Business Administration & Entrepreneurship, BUK, 2004/2005
- **Secretary-General,**  
Nigerian Universities Association of Management Students (NUAMS), Bayero  
University Kano Chapter, 2004/2005.
- **Auditor General,**  
Bayero University Students' Union Government. 2002/2003 Session.
- **Senior Prefect,**  
Government Secondary School, Kuroko, Kogi State, Nigeria. 1998/1999 Session

## Referees

**Professor Dr. Roselina Ahmad Saufi,**

*Dean and Professor*

Malaysian Graduate School of Entrepreneurship and  
Business,

Universiti Malaysia Kelantan

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Mobile: +60 19 860 0021

**Professor Murtala Sabo Sagagi,**

*Professor of Entrepreneurship and Strategy,*

*Member, Monetary Policy Committee, and Director,*

*Central Bank of Nigeria*

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Mobile: +234 803 971 4059