

Stevina U. Evuleocha, Ph.D.

7412 Las Palmas Way
Dublin, CA 94568
925-828-7175

EDUCATION

Ph.D. **Mass Communication**, Ohio University, Athens, Ohio,
August 1993.

Emphases:

- International Telecommunication
- Development Communication
- Political Science

Dissertation Topic:

*New International Information and Communication Order:
Continuity or Change in International Communication Relations?*

M.A. **International Affairs**, Ohio University, Athens, Ohio,

November 1984.

Emphases:

- African Studies
- History
- Political Science

B.A. **Literature**, University of Port-Harcourt, Nigeria, June 1983.

Emphases:

- African Literature
- Linguistics
- Oral Tradition

Thesis Topic:

Crime and Protest in Meja Mwangi's Kill Me Quick and Richard Wright's Native Son.

HIGHER EDUCATION EXPERIENCE

- 2012-present **PROFESSOR**
Department of Marketing & Entrepreneurship, College of
Business & Economics, California State University,
East Bay, Hayward, CA
- 2000-2012 **ASSOCIATE PROFESSOR**
Department of Marketing & Entrepreneurship, College of
Business & Economics, California State University,
East Bay, Hayward, CA
- 1996-2006 **COORDINATOR, BUSINESS COMMUNICATION
FACULTY**
Department of Marketing & Entrepreneurship, College of
Business & Economics, California State University,
East Bay, Hayward, CA
- 2003-2006 **DIRECTOR**
University Honors Program
California State University, East Bay, Hayward, CA
- 1996-2000 **ASSISTANT PROFESSOR**
Department of Marketing, School of Business &
Economics, California State University, East Bay,
Hayward, CA
- 1996-1998 **DIRECTOR**
Faculty & Student Mentoring Program, California State
University, East Bay, Hayward CA
- 1990-1996 **LECTURER**
Department of Marketing, School of Business &
Economics, California State University, East Bay,
Hayward, CA
- 1988-1989 **SUMMER VISITING INSTRUCTOR**

School of Telecommunications, Ohio University,
Athens, OH

1987-1988

TEACHING ASSISTANT

School of Telecommunications, Ohio University,
Athens, OH

1987

PRECOLLEGE FACULTY ADVISOR

Ohio University, Athens, OH

- Acquainted incoming freshmen with general

academic requirements and specific requirements of
the School of Telecommunications and
- Assisted students in scheduling appropriate classes

for their first quarter.

1986

RESEARCH ASSOCIATE

School of Telecommunication, Ohio University,
Athens, OH.

- Assisted various professors in research activities

including editing and transcription of news tapes,

secondary research, and the development of a
database for media research.

1984

STUDENT CENTER COORDINATOR

Department of Afro-American Studies, Ohio University,
Athens, OH.

- Supervised 15 work study students.
- Developed social and cultural programming for
Black and international students.
- Published Sauti, a newsletter for the Student Center.

1983

RESEARCH CORRESPONDENT

Klina Magazine, University of Port-Harcourt, Nigeria.

- Contributed feature articles on national and
international events to the student-run weekly
magazine.

1982

RESIDENT DIRECTOR

University of Port-Harcourt, Nigeria.

- Directed and supervised university staff attached to the hall of residence.
- Developed academic, recreational and welfare programs for student residents.

AREAS OF RESEARCH INTEREST

- Social Marketing & Behavior Change
- Corporate Social Responsibility
- Business Communication & Diversity in the Work Place
- Workplace Diversity and Communication functions
- Innovative Pedagogy
- Ethics in Media & Business
- Women & Minorities in Marketing
- Crisis Communication
- Branding
- Interviewing and New Media Technology

UNIVERSITY COURSES TAUGHT

1995-Present

Corporate Communication

Department of Marketing, California State University,

East Bay, Hayward, CA

Course content

- Development of corporate image by identifying goals and objectives, and recognizing constituents.

Media Planning

Department of Marketing, California State University,

East Bay, Hayward, CA

Course Content:

- Media choice related to advertising and promotion strategies; media data sources, syndicated services. Researching media for a specific product, structuring optimum media mixes, developing/managing media budgets; using computers and commercial computer services in deriving media schedules

Advertising Management

Department of Marketing, California State University,

East Bay, Hayward, CA

Course Content:

- Managing the firm's advertising function: defining the market; integrating advertising into the marketing mix; setting goals and budgets; selecting media; planning, scheduling, and controlling advertising campaigns; research applications; societal evaluation and regulation

1995-Present

Consumer Behavior

Department of Marketing, California State University,

East Bay, Hayward, CA

Course Content:

- Examines the process of consumer choice, its determinants and its implications for marketing strategy.

1990-Present

Business Communication

Department of Marketing, California State University

East Bay, Hayward, CA

Course Content:

- Business writing skills through letters, memos, and reports;
- Job search skills through application letters, resumes, follow-up letters, and employment interviewing; and;
- Oral communication skills through business presentations.

1993

Mass Communication and Public Policy

Department of Mass Communication, California State

University East Bay, Hayward, CA

Course Content:

- Law, ethics, regulation, legislation, and access to Information issues.

1988

Introduction to Mass Communication

School of Telecommunication, Ohio University,
Athens, OH.

Course Content:

- History of mass media in America;
- Operation of each major mass medium, and media support systems;
- Critical relationship between the mass media and government; and
- Images of women and minorities in the mass media.

1987-1988

Media Perspectives

School of Telecommunication, Ohio University,
Athens, OH.

Course Content:

- Impact of electronic mass media in American popular culture;
- Uses, forms, themes, and implicit values of personal media; and
- Advertising, public relations, and promotions.

1987

University Experience

University College, Ohio University, Athens, OH.

Course Content:

- How to adapt to the demands of a traditional university environment;
- Communication and coping skills vis-a-vis academic majors requirements; and
- Establishing educational and career goals.

INDUSTRY WORK EXPERIENCE

1989-1990

Account Manager

Precis Corporation, Alameda, CA

- Screened tax credits
- Coordinated screening interviews of qualified

applicants with the Department of Labor and;

- Processed client accounts for tax credits and

Company certifications

1988-1989

Reviewer/Editor

Forensic Analytical Specialties, Inc., Hayward, CA

- Review laboratory reports of air, bulk and
transmission electron microscopy asbestos samples
- Edited laboratory reports
- Logged out reports to clients on computer

1985

Field Market Researcher

SouthWest Research Inc., Dallas, TX

- Designed sampling plans and conducted mall

Intercept studies

- Conducted phone surveys and call backs

1985

Data Entry

Computer Language Research Inc., Dallas, TX.

- Designed a database for company tax returns
- Maintained a filing system for pack sheets and

Matching bills

VOLUNTEER EXPERIENCE

- 2007-2010 **Presenter, Super Sunday, CSUEB**
A community outreach program designed to attract African Americans to CSUEB.
- 2008-2010 **Director/Contributor, Virtue International Magazine,**
a Bi-Monthly Journal.
Interviewed and wrote stories assigned
- 1989-Present **Editor, Talking Drum**
Nigerian American Association of California, Oakland, CA.
- Coordinated all aspects of the publication of the

 Newsletter
 - Supervised a staff of 10 volunteers
- 1988 **Cultural Programmer**
International Student Affairs Office, Ohio University,

Athens, OH.
- Planned and programmed several cultural activities

 for the International Series and the International

 Week.
- 1987 **News Anchor**
All Campus Radio Network (ACRN), Ohio University,

Athens, OH.
- Downloaded and rewrote Associated Press news

 wires and source feeds for local news broadcast
 - Broadcast morning news.

SCHOLARLY ACTIVITY

Publications:

Evuleocha, S.U. (with Steve Ugbah) (2016) Using Sustainable Social Marketing to Respond to Global Climate Change, *Proceedings of the Corporate Communication International Conference on Corporate Communication*, New York, NY

Evuleocha, S.U. (with Steve Ugbah) (2014) Good Governance: Nigeria's Roadmap to Image Repair. *International Journal of Advances in Management and Economics* 3 (4)

Evuleocha, S.U. (2012) The Global Market in Human Experimentation: Pfizer & the Meningitis Experiment in Nigeria. *Interdisciplinary Journal of Research in Business* 2(6)

Evuleocha, S.U. (with Amiso George) (2011) Using Classroom exercises to teach sustainable business and strategic writing in a consumer culture, Published in M.A. Goralski, H. P. LeBlanc III and M. G. Adams (Eds.). *Business Research Yearbook: Global Business Perspectives*, 18, 318-323.

Evuleocha, S.U. (2011) Marketing the UN/OSCAL Framework as a Microfinance Model to Nurture the Non-oil Sector of the Nigerian Economy. *International Journal of Business and Social Science* 2(6)

Evuleocha, S.U. (with Ugbah, S.D. & Law, S.) (2009) Recruiter perceptions of information that employment references should provide to assist in making selection decisions. *Journal of Employment Counseling* 46(3)

Evuleocha, S.U. (2008). Nollywood and the home video revolution: Implications for marketing videofilm in Africa. *International Journal of Emerging Markets*, Vol. 3, No.4. Republished with permission in 2009 in *Marketing for Movies*.

Evuleocha, S.U. (with Ugbah, S.D.) (2007) Podcasting Business Learning: Addressing the New Learning Styles for Generation Y, *Proceedings of the 73rd Annual Convention of The Association for Business Communication*, Washington, DC.

Evuleocha, S.U. (with Utasha, A.P.B. & Ugbah, S.D.) (2007) The dynamics of conflict Management in West Africa: The case Study of violent conflicts among the Tiv people of the Middle Belt Region of Nigeria, *Proceedings of the Academy of Organizational Culture, Communications & Conflict*, 12(1)

Evuleocha, S.U. (with Ugbah, S.D.) (2007) Referral marketing networks: Description, utility, and managerial implications, *Proceedings of the Academy of Marketing Studies*, 12(1)

Evuleocha, S.U. (with Ugbah, S.D. & Lubwama, C.) (2007) Examining differences between accounting and non-accounting students, and the differential impact of gender and ethnicity on oral communication apprehension: An exploratory study. *Proceedings of the Academy of Accounting and Financial Studies*, 12(1)

Evuleocha, S.U. (with Ugbah, S. D.) (2006). How was your weekend? Evaluating the effect of cultural context on employees as stakeholders, *Proceedings of the Conference on Corporate Communication*, Oxfordshire, UK.

Evuleocha, S.U. (2005) Managing indigenous relations: Oil companies in Nigeria and corporate communication in a new age of activism. *Corporate Communication International Journal* 10(4)

Evuleocha, S.U. (with George, A.M.) (2003) Denials, excuses, justifications, and apologies: Restoring tarnished reputations after the year of corporate malfeasance. What worked and what didn't, *Proceedings of the 68th Annual Convention of The Association for Business Communication*, Albuquerque, New Mexico.

Evuleocha, S.U. (2003) Branding in cyberspace: Implications for marketing & management. *Proceedings of the International Conference on Electronic Business* Singapore

Evuleocha, S.U. (2002). Implications of virtual interviews as a global recruitment tool. *Proceedings of the International Conference on Electronic Business*, Taipei Taiwan

Evuleocha, S.U. (1999) Rewriting the rules of relationship marketing: frequent flyer programs and nontravel rewards in an age of consumer savvy. *Proceedings of the Western Decision Sciences Institute*, Puerto Vallarta, Mexico.

Evuleocha, S.U. (1998) Reaching minority markets: The change in the purchasing role of the new professional woman. *Proceedings of the American Society of Business & Behavioral Sciences*, Las Vegas, Nevada.

Evuleocha, S.U. (1997) The effect of interactive multimedia on learning styles in the 21st century. *Business Communication Quarterly*, 60(2) 127-129.

Evuleocha, S.U. (1996) The role of business communication in a culturally diverse workplace. *Proceedings of the International Association of Management*, Toronto, Canada.

Evuleocha, S.U. (1996) Multicultural marketing: A new trend in Marketing for the 90s. *Proceedings of the Allied Academies of Management*, Maui, Hawaii.

Evuleocha, S. U. (with Ugbah, S. D., Lubwama, C. K.) (1994). Planned mentoring programs in minority students' higher education: A strategic assessment and prescription for the future. *1994 Diversity in Mentoring Conference Proceedings*, Atlanta, GA, pp. 329-340.

Evuleocha, S. U. (1993). *New International Information and Communication Order: Continuity or Change in International Communication Relations?* Unpublished doctoral dissertation, Department of Mass Communication, Ohio University, Athens, Ohio.

Evuleocha, S. U. (with Ugbah, S. D.) (1992). The importance of written, verbal, and nonverbal communication factors in employment interview decisions. *Journal of Employment Counseling*, 29(3), 128-137.

Evuleocha, S. U. (with Ugbah, S. D.) (1989). Stereotypes, counter-stereotypes, and the Black television images in the 1990s. *The Western Journal of Black Studies*, 13(4), 197-205.

Evuleocha, S. U. (1988). International communication relations: The emergence of an international telecommunication regime. *Proceedings of the International Association for Mass Communication Researchers Convention*, Barcelona, Spain.

Conference Presentations:

Evuleocha, S.U. (with Steve Ugbah) (2016) *Using Sustainable Social Marketing to Respond to Global Climate Change*. Paper presented to the 2016 Corporate Communication International Conference on Corporate Communication, New York, NY

Evuleocha, S.U. (with Steve Ugbah) (2014) *Social Media Profiles as the New Screening Interview: A Plus or Minus for the Employer?* Paper presented to the 79th International Conference of the Association for Business Communication, Philadelphia, Pennsylvania.

Evuleocha, S.U. (2010) *Minning a lucrative market: Global outsourcing as a catalyst for the non-oil sector of the Nigerian economy*. Paper presented to the 2010 meeting of the International Association of Business & Economics, Las Vegas, Nevada.

Evuleocha, S.U. (with Amiso George) (2009) *Rebranding Nigeria: Strategies for a successful campaign*. Paper presented to the 74th Annual International Convention of the Association for Business Communication, Portsmouth, Virginia

Evuleocha, S.U. (2008) *Beauty & strength in diversity: the business education Imperative*. Paper presented to the NAS 5th Annual Black History Celebration, Oakland CA

Evuleocha, S.U. (2008) Presentation at a Roundtable Conference on Technology Outsourcing Opportunities in Nigeria, (PPT Slides) San Jose, California, USA.

Evuleocha, S.U. (with Ugbah, S. D. & Bonnie Wheatley, B.) (2004). *Every Woman Counts: A Cancer Detection Program for Women in Six California Counties Using Social Marketing*, 11th International Conference on Recent Advances in Retailing and Consumer Services Science EIRASS Conference, Prague, Czech Republic, July 10-13.

Evuleocha, S. U. (2002). The Firestone tire recall: A case study in crisis communication and management Paper presented at the 2002 Meeting of the Association for Business & Behavioral Sciences, London, England

Evuleocha, S. U. (2000). *Cultural time in international business negotiations*. Paper presented at the 2000 Meeting of the Association for Business Communication Asia and the Pacific, Kyoto, Japan

Evuleocha, S. U. (1999). *Mentoring a diverse student body with community involvement: A case study of CSUH*. Paper presented at the April 1999 Annual Meeting of the International Mentoring Association, Atlanta, GA.

Evuleocha, S. U. (1998). *Implications of E-Mail Privacy for Business Communication* Paper presented at the 1998 Annual Meeting of the Association for Business Communication, San Antonio, TX.

Evuleocha, S. U. (1998). *Active Learning in Business Communication: Lessons from the team project*. Paper presented at the 1998 Annual Meeting of the Association for Business Communication, San Antonio, TX.

Evuleocha, S. U. (1997). *Electronic mail and the new corporate culture*. Paper presented at the 1997 Annual Meeting of the Association for Business Communication, Washington, DC.

Evuleocha, S. U. (1996). *Minority causes: A re-examination of worthwhile causes in cause-related marketing*. Paper presented at the 1996 Annual Meeting of the Speech Communication Association, San Diego, CA.

Evuleocha, S. U. (1996). *Communicating with black patients: An evaluation of white physicians' communication in interracial healthcare settings*. Paper presented at the 1996 Annual Meeting of the Speech Communication Association, San Diego, CA.

Evuleocha, S. U. (1996). *New communications technology in business communication: A blessing or a curse?* Paper presented at the 1996 Annual Meeting of the Association for Business Communication, Chicago, IL.

Evuleocha, S. U. (1995). *An early warning system for disaster reduction: The role of development journalism in Sub-Saharan Africa*. Paper presented at the 1995 Annual Meeting of the African Studies Coalition, Sacramento, CA.

Evuleocha, S. U. (1994). *What's in a name? A socio-historical study of the Third World practice of celebrating the birth of a male child: A case study of India*. Paper presented at the 1994 Annual Meeting of the National Third World Studies Conference, Omaha, NE.

Evuleocha, S. U. (1994). *The impact of mass media coverage of the Somali crisis on U.S. foreign policy in Somalia*. Paper presented at the 1994 Annual Meeting of the National Third World Studies Conference, Omaha, NE.

Evuleocha, S. U. (1994). *Minorities in the media: The African-American experience*. Paper presented at the 1994 Annual Meeting of the African Studies Coalition, Sacramento, CA.

Evuleocha, S. U. (1992). *TV coverage of the Rodney king case and the Los Angeles Riots: An agenda setting function?* Paper presented at the 1992 Annual Meeting of the Midwest Popular Culture Association, Indianapolis, IN.

Evuleocha, S. U. (1988). *Structuralism & Marxism: A literary perspective of African literature*. Paper presented at the 1988 Annual Meeting of the Popular Culture Association, New Orleans, LA.

Evuleocha, S. U. (1988). *Counter-stereotyping: The Cosby Show & the black image in the 1990s*. Paper presented at the 1988 Annual Howard University communications conference, Washington, DC.

PROFESSIONAL AFFILIATIONS

- Association for Business Communication
- National Business Education Association
- International Association for Business Disciplines
- Applied Business Research
- Corporate Communication International
- Public Relations Society of America

FELLOWSHIPS AND GRANTS

Recipient, College of Business & Economics Teaching Effectiveness Grant, Spring 2016

Co-recipient (with Sharon Green), Faculty Support Grant, to investigate “school-to-work” mentoring models, and develop a proposal for creating links through the CSUH Alumni Association, 1999.

Fellow, National Direct Marketing Institute for Professors, sponsored by the Donald & Geraldine Hedberg Foundation and the Direct Marketing Educational Foundation, March 20-22, 1996.

CSPAN Seminar for Professors, CSPAN in the Classroom Program, Washington, D. C. One of 30 professors chosen nationwide by CSPAN in the Classroom Program. Seminar focused on CSPAN's public affairs programming in the classroom and in research, 1994.

CERTIFICATES

Certificate of Completion, Content Marketing, ASPE Training Online, July 21, 2016

Certificate of completion, Cultural Orientations Approach Level 1, TMC Online, July 12, 2016

Certificate of Completion, International Women's Health & Human Rights course, Stanford University Online, April 24, 2015

PROFESSIONAL CONSULTING

Tony Elumelu Entrepreneurship Program, Abuja- FCT, Nigeria

Flying Bear Nigeria Ltd., export of Nigerian food & products, Abuja-FCT, Nigeria

University Access, Online Business Communication course, Los Angeles, CA.

Oakland Unified School District, School-to-Career Program, Oakland, CA.

Alameda County Medical Center, Bay Area Breast & Cervical Cancer Health Collaborative, Oakland, CA.

ZUKA Trading, San Jose, CA

BOARD MEMBERSHIPS

WasSe Initiative, Missouri, CA (2016-present)

California Nigeria Forum, San Rafael, CA. (2007-present)

Mutual Union of Tiv in America, Grand Rapids, MI. (2006-2010)

Faculty/Student Mentoring Program, California State University, East Bay, Hayward, CA.

Honors Program, California State University, East Bay, Hayward, CA. (2006-2009)

Tiv Development Fund, Grand Rapids, MI. (1994-1998)

Cal State9 Credit Union, Concord, CA. (1993-1997)

HONORS & AWARDS

Best Applied Paper Award, CCI Conference on Corporate Communication, New York, New York, June 2016

Best Presenter at CCI Conference on Corporate Communication, New York, New York, June 2016

Headline Speaker, Friends of Nigeria Meeting, Berkley, CA., June, 2015

Keynote Speaker, Mutual Union of Tiv in America, Hartford, Connecticut, August 2013

Certificate of Appreciation, Speaker, Black History Month, sponsored by Education Development Opportunities, 2010

Certificate of Appreciation, Speaker, Nigeria @ 50 symposium, Sacramento, CA 2010

Keynote Speaker, Business Reference & Services Section, **American Library Association Conference**, Los Angeles, CA 2008

Keynote Speaker, Mutual Union of Tiv in America Meeting, Omaha, Nebraska, August, 2007

Plaque of Appreciation, Track Chair, Advertising Track, Annual Meeting of the Atlantic Marketing Association, Charleston, South Carolina, 2000.

Honorary Member, Golden Key Honors Society.

Plaque of Appreciation, Track Chair, Consumer Behavior Track, Annual Meeting of the Atlantic Marketing Association, Baltimore, Maryland, 1999.

Certificate of Appreciation, Service as Director, Faculty Student Mentoring Program, California State University, East Bay, Hayward, CA, 1998.

Community Service

Volunteer, Annual Health Fair sponsored by the Mutual Union of Tiv in America, Benue State, Nigeria, June 25-July 2, 2016

Volunteer, Nigerian Consulate Mobile Passport Processing, Oakland, CA 2015-present

Volunteer Fundraiser, Annual Meeting of the Mutual Union of Tiv in America, 2010-present.

REFERENCES

On Request