

UNIVERSITY OF ILORIN



THE TWO HUNDRED AND EIGHTY-FOURTH (284TH) INAUGURAL LECTURE

“SOMETHING ELSE BEYOND MARKETING?”

By

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Distinguished Invited Guests,
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Students of Faculty of Management Sciences and other students
here present,
Great students of the University of Ilorin,
Distinguished Ladies and Gentlemen.

Preamble

It is with profound gratitude to God that I stand before you today to deliver this inaugural lecture titled; “**Something Else Beyond Marketing?**” which will be the 284th Inaugural Lecture of the University of Ilorin, the fifth from the Faculty of Management Sciences and the first from the Department of Marketing. The first inaugural lecture from the Faculty of Management Sciences was delivered by Prof. Umar Gunu on 9th February 2023 and it was titled: *What Matters Now: Change Matters*, followed by that of Prof. J.O. Adeoti titled: *Everything is Business and Business is Everything*, delivered on 20th April, 2023. Prof. S.B. Isiaka presented the third lecture in the Faculty with the title: *Motivation Makes Monitoring and Supervision Easy* on 20th July, 2023 while that of Prof. M.A. Ijaiya of the Department of Finance was the fourth in the Faculty with the

title: *Money Matters in all Matters*, and was delivered on 16th November, 2023. The first three lectures were from the Department of Business Administration, University of Ilorin, Nigeria.

On this note, kindly allow me to share with you the account of my journey into the world of marketing- a journey that began in 1970 when my father enrolled me at St. Michael Catholic Local School Management Board, Ekan Meje, when I was barely five years and some months old. I was to start in Primary One at that time, but my father insisted that I be enrolled in Primary Two. This was as a result of his strong belief in my abilities and the belief that the curriculum of Primary One merely involved learning the basics- A, B, C... and 1, 2, 3...- which, in his view, I would easily grasp. I was initially contented with this arrangement, particularly because I felt I would be spared from the cane of the Primary One teacher, a mistress, who was 'renowned' for punishing the slow learners. However, shortly thereafter it soon became apparent that my father and I had made a significant miscalculation. I struggled to keep up with my peers, and by the end of the academic session, I finished at the bottom of my class.

In those days, students who performed poorly were placed on what was termed a "weak pass." In my class we had only 32 pupils, which was below the standard size of 36; this singular reason made the Class Teacher allowed me to proceed to the next level despite the poor performance. When I returned home with my results, my father was deeply disappointed and decided to administer corporal punishment on me for the poor results. However, my mother comforted me with words that would shape my future. She said in Yoruba: "*Omoti o kú, o feli*", meaning "*A child who is still alive has not truly failed.*"

This remarkable statement became a source of inspiration for me. It ignited in me the determination to apply myself fully to my studies. Out of all the students who were promoted on trial, I was the only one who eventually excelled, rising from last place to the top 5% of my class. How else can we explain this transformation, if not as an act of divine intervention? Thus, as I embark on this lecture today, I do so with a deep awareness that every journey no matter how

challenging it may seem can lead to remarkable achievements, when guided by faith, perseverance, and divine grace. I would like to share a significant aspect of my father's life and the situations surrounding my naming. My father had a strong desire to pursue formal education. However, during his time, there were no schools in our village, and the only available institution nearby was the Makaranta School in Omu-Aran. Admission into the school required a recommendation from an existing student or alumnus.

There was a man from our village who had graduated from the Makaranta School and, due to his position in the public service then, became the central figure for recommendations. However, out of selfishness, he deliberately discouraged other individuals who were his peers or a bit older than him from seeking admission by not giving them good recommendations. He would tell them they were too old for school, thus making them to be denied the opportunity of getting admission. Having secured employment with his primary school certificate, he did not want anyone else from the village to attain the same or greater success.

Despite these challenges, many of those he refused to recommend amongst whom included my father, eventually achieved greater success than he did. My father, in his determination to make something of himself despite not going to school, left the village for Lagos, where he learned the trade of carpentry. His time in Lagos coincided with the time when Chief Rotimi William, became a celebrated lawyer. My father greatly admired Chief Williams for his mastery of the law and would have loved to be a lawyer if he had gone to school. My father, after finishing his carpentry apprenticeship, left for the village because of his deep love for his mother. In the village, he became a respected advisor in legal matters.

Whenever disputes arose, people sought his counsel, and his guidance often proved effective in legal matters. It was during this period that I was born. My father's deep admiration for Chief Rotimi Williams inspired his decision to name me after the distinguished lawyer. In Yoruba tradition, the name *Rotimi* is connected with *Ogbanje* (a child that is believed to have a spiritual inclination to leave and return). My mother was

uncomfortable with this name, and therefore, chose to call me *Ayodele*, meaning "my joy has come". By the grace of Almighty God, both names given to me by my parents became meaningful and positively impactful for them, later in life. In marketing, branding plays a critical role, as a poorly chosen name can be damaging to a product's success, while a well-chosen name significantly enhances its prospects. Just as a good name contributes to a product's success, so also a meaningful name shapes a person's identity and destiny. Similarly, I shared a deep bond with my father, especially in the later years before his death, and the name he gave me truly reflected the reality of my life. I am also profoundly grateful to God for allowing me to be a source of joy to my mother, who is still alive today.

In those days, secondary school life was both exciting and highly disciplined. Almost all secondary schools that were in operation during this period were boarding institutions, and students were strictly prohibited from residing in town unless there was a strong reason to do so. The structured and regimented lifestyle fostered a strong sense of discipline, which served as a defining characteristic of the time. Unlike the present educational system, where students were fortunate to have the guidance of professional counsellors in selecting their subjects, we had the liberty to choose our courses based on personal interest. In my case, my father envisioned a career in law for me, which naturally steered my interest toward the Arts. I found great pleasure in subjects such as English Language, Mathematics, Literature in English, Christian Religious Knowledge, History, and Yoruba. These subjects were appealing to me more than Integrated Science, which required the memorization of complex formulas and the study of metals and acids.

One of the most remarkable books recommended for our English studies was *Practical English* by Ogundipe & Tregidgo. It contained fascinating excerpts such as *Why Babies Can't Talk* and *The Giants and the Lilliputians*, which made learning English an enjoyable experience for me. Similarly, Literature in English introduced me to *The King of the Golden River* by John Ruskin, a book that ignited my lifelong passion for reading both fiction and non-fiction. Over the years, I explored literary

masterpieces such as *Montezuma's Daughter* by H. Rider Haggard, *Things Fall Apart* by Chinua Achebe, *Macbeth* by William Shakespeare, *Zambia Shall Be Free* by Kenneth Kaunda, *Mine Boy* by Peter Abrahams, and *Anthology of Longer Poems* by T.W. Moles and A.R. Moon. I would like to say that these books, then, were impactful in shaping my intellectual development and affirming my aspiration to be a lawyer.

However, by the time I reached Form Four, my aspirations began to shift. There was a competitive spirit among my classmates, and we constantly challenged one another to excel academically. Each term, students sought to surpass the highest scorer in a particular subject, creating a dynamic and stimulating learning environment. Within this academic rivalry, science students often have a sense of intellectual superiority. This ultimately influenced my decision to change from the Arts to the Sciences. I also believed that my good knowledge of Mathematics would make this change easier, and of course, this later proved to be true.

At this Juncture, I would like to commend my Mathematics teachers at the secondary school, who made the subject simple for me. They are Mr. Benjamin Akpoveta (an Ibo Man), the two Indians: Mrs. Leila Thomas and Mr. P.X. Joseph (later Dr. P.X. Joseph of the Department of Mathematics, University of Ilorin) but now a Professor and Coordinator of Quality Assurance at Albertian Institute of Science and Technology (AISAT), Kochi, India. They gave me a solid foundation in pure, applied and structural Mathematics and maybe without their contributions to my academic journey the whole story would have been different. This formative period of my life laid the foundation for my academic and professional journey, which thus formed my perceptions and inculcated values that continue to guide me till today.

Introduction

My academic journey began with a challenge that many would have found discouraging. During my secondary school years, my Principal refused to register me for Physics, believing that it would be difficult for an Arts student to excel in Science

subjects in the final year. He was of the view that it was easier for a Science student to transfer to the Arts than vice versa. However, I was determined to defy this notion and, by the grace of God, I was able to successfully combine both Science and Arts subjects, and finally got good grades in the West African School Certificate Examination in the May/June 1982 Ordinary Level West African School Certificate Examination.

Following my secondary education, I secured two admissions: one to study Chemistry/Mathematics at Kwara College of Education, Ilorin, and the other to the School of Basic Studies to pursue Christian Religious Knowledge (CRK), Economics, and History. I decided on the latter, which was at the Kwara College of Technology, Ilorin. During this period, I was privileged to have outstanding teachers who shaped my academic foundation. Notable among them in History were Mr. R.O. Lasisi (later Late Prof. R.O. Lasisi), Mr. J.O. Olaoye (later Prof. J.O. Olaoye), Mr. Thomas Adekeye, and Mr. Toluhi. In Economics, I gained from the expertise of Dr. J.P. Adeniyi, now late, Mr. S.M. Ajadi (later Senator Ajadi), and Mr. Ade Cole, among others.

My studies in CRK were under the tutelage of Mr. Kwei Kwabiah, a Ghanaian scholar, and Rev. Henry Falope. Their contribution during my Advanced Level years is still invaluable, and I will forever remain grateful to them for guiding and mentoring me. I applied to study Law and Accounting at A.B.U. in 1985, but was offered admission into the Department of Business Administration. The Business Administration curriculum had four specialisation options: Marketing, Finance, Management, and Actuarial Science. As I had a good background in Mathematics, I opted for Finance, believing that it would provide me with the needed competitive advantage. My ambition at that time was to secure a job in the banking sector.

However, after my National Youth Service Corps (NYSC) programme, I sought employment in banks and financial institutions in Lagos, attending numerous interviews without getting a job. Frustrated by months of unemployment, I decided to pursue a Master of Business Administration (MBA) degree, which I completed in record time. Shortly after

completing my MBA, I started working with The Herald Newspaper as an Advertising Representative for the Lagos office. It was there that I developed a strong passion for Advertising and Marketing. In a bid to further broaden my knowledge, I registered for an intensive six-week programme at the Nigerian Institute of Journalism, Ogba, Lagos.

This stimulated my desire for Marketing, leading me to explore opportunities for a Ph.D. in Advertising at universities in the United States. However, my ambition was brought to an end due to the financial constraints. It was during this period, that I received an employment offer from the University of Ilorin to join the Department of Business Administration as an Assistant Lecturer. My first teaching assignment was to take Statistics and Consumer Behavior. While I was comfortable teaching Statistics due to my background in Mathematics, I had little interest in Consumer Behavior. I determined to prepare adequately by visiting the university library, where I found a comprehensive textbook on the subject.

It was a surprise to me that after delivering just a few lectures, the class size grew significantly, as students showed great interest in the course. This feedback and encouragement from my students ignited my passion for teaching as a profession and Marketing as a field of study. I will continue to remain deeply grateful to my M.Sc. and Ph.D. supervisor, Prof. J.O. Olujide, who, at an early stage in my academic career, advised me to decide on a field of specialisation that I want to focus on. I must say that with strong determination, guidance from above, and assistance from Prof. Olujide and other mentors and students, I have found fulfillment in a career that I once loathed.

Mr. Vice-Chancellor, distinguished guests, and esteemed colleagues, my journey into Marketing was unplanned and not straightforward. It was a path marked by challenges, setbacks, and unanticipated opportunities. However, through perseverance, divine guidance, and the encouragement of mentors and students, I have found fulfillment in a profession I once detested. I stand before you proudly today as a successful marketer, I am grateful to God for the impact I have made and will continue to make in the field.

Marketing: The Traditional Perspective to Marketing

As a field of study, Marketing has undergone a lot of changes over the decades, influenced by shifts in consumer behaviour, technological advancements, and global economic developments. There are many definitions proposed by scholars and industry practitioners, each showcasing different perspectives on the nature and scope of marketing. This lecture explores traditional marketing knowledge based on the review of the definitions provided by various scholars, following its historical evolution, and picking out its core pillars- the 4Ps of the marketing concept (product, price, place, and promotion) and the evolutionary development of the 8Ps for service marketing. Marketing has been defined in various ways, in relation to the priorities of different eras. One of the earliest but seminal definitions is that of Converse (1921), as cited by Brunswick (2014), who viewed marketing as entrepreneurial activities that create place and time utilities. This definition highlights marketing's fundamental role in ensuring that goods and services are available at the right location and time, thereby enhancing their value to consumers.

Economically, this view places marketing as part of the production process. In classical economic thought, production is not merely the act of manufacturing goods but also includes the mechanisms that facilitate their movement to consumers. Without marketing's role in logistics and distribution, production remains incomplete, as value is only realised when goods reach those who need them. Kotler and Armstrong (2012) define marketing as the process through which companies create value for customers and build strong customer relationships to have value from customers in return. This definition of marketing focuses on value creation, customer relationships, and mutual benefit. However, the major limitation includes a company-centric focus rather than a customer-driven perspective. The definition does not discuss key aspects like market research, segmentation, and competitive positioning. In addition, it excludes discussion on societal viewpoints, ignoring ethics and sustainability. The definition favours a transactional view rather than transformational marketing. A more effective holistic approach would emphasise customer engagement, collaborative value creation, and the overall social impact of marketing.

American Marketing Association (2017) describes marketing as the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings of value for customers. In this context, the delivery of goods or services to customers in exchange for something of value can be termed marketing. Also, for instance, effort, loyalty, money, and time can be exchanged for value when goods are delivered to the customers. The definition takes into consideration the production of goods and services as well as the marketing efforts required to make the value known to the end users or customers. In their seminal work, Pires, Santos, and Pereira (2023) give a historical trajectory of marketing definitions, from Converse's (1921) conceptualisation to the AMA's most recent 2017 revision.

The latter was developed after extensive consultation with academics and industry practitioners, responding to critiques that earlier definitions focused too narrowly on micro-level transactions. The updated definition expands marketing's scope, incorporating institutions and societal impact while supporting its foundational exchange principles. The definitions that have been provided in this lecture illustrate that marketing has transformed from a purely transactional function into a strategic and value-oriented field. This evolution has demonstrated that as markets adapt to digital transformation and evolving consumer expectations, marketing will continue to be an essential function for companies, lawmakers, and society as a whole. It is believed that understanding these traditional perspectives will go a long way in providing a foundation for exploring contemporary marketing paradigms, which will be covered in this lecture.

Evolution of Marketing

In this section, I will be considering how marketing as a discipline evolved from its traditional form to its modern-day practice. I wish to clearly state that Marketing has a long history, but it became recognised as an academic discipline in the early 20th century. This has made scholars see the evolution of marketing belonging into distinct eras, each characterised by changes in theoretical bases and practical implementations.

Scholars have divided the evolution of marketing into eras, based on shifts in its theoretical and practical orientation. The most commonly recognised typologies are those proposed by Bartels (1988) and Wilkie and Moore (2003), emphasising the discipline's gradual development from its concentration on distribution to accepting a wider managerial and societal orientation.

Bartels' Periodisation of Marketing Evolution (1900–1970)

Marketing evolution was classified into eight periods. The first period, which spans from 1900 to 1910 is known as *Discovery Period*. This period witnessed the emergence of marketing as an academic field, with the first university courses and publications. The focus was on the distribution system for agricultural products. This was followed by the conceptualisation Period (1910-1920), when there was the development of fundamental marketing concepts, with scholars defining and classifying marketing functions. Afterwards was the *Period of Integration* between (1920-1930), when there was the first synthesis of marketing principles, culminating in the publication of the first book titled: *Principles of Marketing*. The *Developmental Period* (1930-1940) came next, which resulted in the growth of specialised marketing areas and empirical research to test marketing theories.

The next was the re-evaluation period (1940- 1950) in which there was the reassessment of traditional marketing assumptions, leading to the emergence of marketing planning and control. The sixth era was the period of reconceptualisation (1950-1960) in which there was the introduction of new management and social science concepts into marketing thought, emphasising decision-making and consumer behaviour. The next period was between 1960-1970 referred to as the *Period of Differentiation*, when there was expansion of marketing's scope to include systems thinking, environmental concerns, and international markets. The last stage of evolution which was since 1970 is known as the Socialization Period, where the increased focus is on marketing's role in society, emphasising ethical considerations, consumer protection, and corporate social responsibility.

Wilkie and Moore's Epochs of Marketing Thought

Wilkie and Moore (2003) offer an alternative framework that contextualises marketing's evolution within broader economic and societal changes. There was the *Pre-Marketing Era* (Before 1900), when Marketing was being practised but not as a discipline in its own right, and still remains under economics. This was followed by the *Foundation of the Discipline* (1900-1920), when the early marketing courses were concerned with the distribution and efficiency of economic systems. The next era was the *Formalization of the Discipline* (1920-1950), which included the beginning of marketing concepts, principles, and specialised marketing research academic institutions.

The *Paradigm Shift and Marketing Management* (1950-1980), follows with the emergence of marketing as a core business function, marked by the introduction of behavioural science and quantitative techniques into the marketing discipline. The *Intensification of Change and Fragmentation* (1980-Present) came last with the increased globalisation, technological advancement, and ethical issues resulting in the proliferation of marketing subfields, such as public policy, social marketing, and consumer behaviour studies.

Marketing evolution refers to its growing sophistication and crossover into other fields. Marketing today encompasses its age-old role of trade facilitation to include strategic management, societal impact and technological innovation. The marketing concept is built on four basic pillars commonly referred to as the marketing mix, which are Product, Price, Place, and Promotion (4Ps). Kotler and Armstrong (2012) describe it as the strategic instruments that businesses combine to initiate desired reactions from the target markets. It involves all the strategic actions designed to handle the demand for a product.

I would like to argue that though the 4Ps model is strong, certain scholars contend that it downplays significant factors, especially services. The services such as banking, airlines, and retail are considered products, commonly known as service products. Moreover, issues regarding the omission of components such as packaging are handled by incorporating them into product-related choices. The key consideration is not

whether to expand beyond four elements but to adopt a framework that effectively integrates all marketing activities.

Expanding the Marketing Mix: The 8Ps of Service Marketing

Recognising the unique characteristics of services-intangibility, variability, perishability, and simultaneous production and consumption, Lovelock and Wright (1999) advocate for an expanded 8Ps framework to enhance competitiveness in service industries. The shift toward the service economy has also seen a paradigmatic shift in the way marketers think. The service economy is prevalent in the present economy, as sectors like health care, education, hospitality, and banking expanded to become engines of growth as well as producers of employment on a large scale. This revolution has underlined the necessity to have strong marketing strategies that discern goods (physical products) from services (deeds or performances). Identifying the distinct features of services further, the authors proposed an extended 8Ps model to improve competitiveness in service industries.

The first, which is the *Product Element*, is the core service performance that delivers value to customers. The second element is the *Place, Cyberspace, and Time*, which involves managing service delivery channels, locations, and timing, while the third element is the *Process*, which is described as the formalised procedures and sequences that govern service execution. The fourth element, *Productivity and Quality*, involves striking the balance between service quality and efficiency to deliver optimal customer satisfaction, followed by the fifth, which is the *People*, are customers and employees' role in creating and delivering services, while the sixth element is *Promotion and Education*, often described as communication policies that build customer trust and brand equity. This is followed by *Physical Evidence*, which is the *Tangible* cues that authenticate service quality and dependability, while the last element is the *Price and Other User*, which are the overall expense put in by users, including monetary and non-monetary expenditures.

The shift from the 4Ps to the 8Ps highlights the growing intricacy of marketing in the current dynamic business

landscape. Although the 4Ps are still required, the 8Ps model offers a broad framework for service marketing. By combining these models, marketers can create effective strategies that guarantee longtime business success in both product and service industries.

The Interdisciplinary Nature of Marketing

Marketing as a discipline, does not operate in a vacuum, but draws heavily from various fields of study to come up with robust strategies and insights. I would like to explain that marketing draws principles from economics, anthropology, law, sciences, medicine, arts and humanities, engineering and technology, political science, public administration, and management sciences. These disciplines provide the theoretical and practical foundation that is needed for a good understanding of consumer behavior and developing effective marketing strategies.

This lecture explores these intersections, highlighting how marketing benefits from and contributes to these disciplines. Marketing is recognised by scholars as both a multidisciplinary and interdisciplinary field (Бокшань, 2023; Biglar, 2025). Its interdisciplinary nature results from its ability to combine methodologies, theories, and perspectives of several disciplines to provide a broad understanding of market behaviour. In contrast, the multidisciplinary viewpoint acknowledges marketing as a field that benefits from contributions across various domains by not necessarily blending methodologies at a deeper level.

Marketing as a Multidisciplinary Field

The multidisciplinary nature of marketing is evident in its application of theories and models that are borrowed from various academic disciplines such as in Economics to comprehend pricing, production, distribution, and consumer spending patterns. Also, in Psychology to comprehend consumer motivations, attitudes, and decision-making while in Sociology it examines cultural values, group dynamics, and social structures. The application of Law in Marketing helps to maintain the advertising and consumer protection law while in Sciences it is

used to apply data analytics and marketing research methodologies.

Arts and Humanities are applied in marketing for creative storytelling, branding, and cultural engagement while in Engineering and Technology, it is employed for leveraging digital technologies, artificial intelligence (AI), and automation marketing strategies. Political Science and Public Administration are applied for marketing applications in the public sector, political campaigns, and policy communication while in Medicine it is used for enhancing patient engagement and availability by leveraging public health, epidemiology, and behavioural science to inform and educate. The application of Management Sciences to marketing is largely for financial planning, operations management and strategic marketing.

Consumer Behavior: The Essential of Marketing's Interdisciplinary Approach

Consumer behaviour serves as the heart of marketing, it derives ideas and knowledge from anthropology, economics, psychology and sociology. Psychology provides the foundation for understanding how consumers' perception, processing, and response to marketing stimuli. Purchase decisions are therefore influenced by psychological concepts such as behavioural heuristics, cognitive biases and emotional appeals. Sociology influences consumer attitudes and market trends, which are shaped by social structures, cultural norms, and interpersonal relationships. Education, environmental, and health promotions that are in the domain of social marketing largely rely on sociological ideologies. Economic principles such as supply and demand, price elasticity, and consumer utility, impact pricing strategies and product positioning. Anthropology in form of cultural and societal research gives marketers tools to link their strategies with local and global consumers' values, traditions, and way of life.

Issues beyond Traditional Marketing

Vice-Chancellor Sir, I have discussed the traditional perspectives of marketing, its evolution, as well as its interdisciplinary and multidisciplinary nature. In this section, I would like to explore the issues that extend beyond traditional

marketing concepts which include Societal issues, Technological and Economic concerns, Human well-being as well as Philosophical concerns. Societal concerns issue can be in the form of income inequality, social justice, cultural appropriation and environmental degradation. There is income inequality in every society. Marketing can perpetuate income inequality through target marketing, price discrimination and credit-based marketing. Marketers often decide to target their campaign at the rich and neglect the low-income consumers.

This aggravates the existing wealth gap between the rich and the poor. Social inequalities are reflected in the ability of certain social groups to dominate and exclude others from power and wealth through different exclusionary mechanisms, which are described as ‘opportunity-hoarding’ and ‘exploitation’ (Tilly, 1998). In relation to price discrimination, different prices are charged for the same product or service based on the customer’s ability and willingness to pay. This practice makes the low-income consumers pay higher prices for essential goods or services, therefore, resulting in increased income inequality in society.

Price discrimination is often used as a tool to attract more customers, and increase sales, revenues and profits but also works effectively as a marketing strategy for companies which aim to increase customer satisfaction as well as the firm’s profits (Alhabeeb, 2019). Marketers can impact the social justice movement through stereotyping and bias, cultural appropriation and pink washing and green washing. Stereotyping and bias may be done through adverts promoting women or children in subservient roles, thereby supporting the existing social inequality in society.

Cultural appropriation can be in the form of an advert using cultural symbols, practices, or imagery without proper understanding, credit, or compensation in the context of the cultural norms, and values of that particular society. This tends to be hurtful and exploitative to the affected society and may further worsen cultural inequality. A company can embark on pink washing, when it pretends to support a particular campaign, for example, breast cancer awareness or a health cause just to boost its image or sales, without making real contributions. On

the other hand, Green washing is when a company claims to be environmentally friendly but in the actual sense is involved in activities resulting in environmental pollution. The societal issue is of importance to marketers because it can further bring about a social divide and affect the company's brand image. Marketers that are sensitive to this issue will be able to build strong trust, reach a broader market and promote a more equitable society (Elsesser, 2024).

Technological concern is considered from the perspectives of digital addiction, data privacy, algorithm bias and job placement. The excessive and compulsive use by individuals of digital devices, such as smartphones, computers, and televisions is regarded as digital addiction. Marketers can encourage digital addiction through the creation of engaging and addictive experiences, using techniques like notifications and offering rewards to users. Digital addiction in a marketing context is described as a problematic consequence of the consumption of everyday digital media activities (Grasso, 2022).

Marketers can also employ FOMO (fear of missing out) or encourage social validation through likes, shares, and comments, to activate the individual brain's reward system and make them be addicted through that process. FOMO is used when individuals think that others are experiencing benefits from which they are excluded, making them persistently connected to social platforms (Tresna *et al.*, 2025). The people's vulnerabilities are being targeted by marketers to keep them stuck to digital content.

Data privacy in relation to Technological concern is primarily about the protection of users' data and information from unauthorised access. This typically happens when advertisers collect users' personal information for campaigns unaware or without permission or transfer collected data to third-parties, which can result in the exploitation and compromise of personal data. Privacy laws have significantly transformed digital marketing practices towards more ethical and transparent data handling (Obudho, 2024). Algorithm bias occurs when there are systematic biases in algorithmic decision-making systems. This may prolong the existing social inequalities in the society. Algorithm bias in marketing strategies in the form of employing

cultural factors in marketing campaigns, like the use of local languages, symbols, and traditional values, can increase user engagement and the effectiveness of online marketing (Mardatillah, *et al.*, 2025).

Job displacement refers to the anxiety about losing jobs because of technological progress, including automation and AI. It can manifest in various ways, including the utilisation of marketing tools that carry out functions like email marketing, social media management, and data analysis, potentially substituting human employees. The implication of technological concerns to marketers is that they must balance effectiveness with ethical responsibility. Automation and AI tools can, indeed become sources of blessing in marketing through improved efficiency and lower costs, but the displacement of human workers may result in societal resentment, increased unemployment, and a bad company's image. A recent study conducted by Oanh (2024) emphasises the need to monitor the potential biases in algorithms and anticipate job displacement as a result of automation in marketing. This is why marketers promote responsible technology- use and its effects on prospective consumers and the general labour force.

Economic concerns is the third issue to be considered in this lecture and what will be of focus are consumer debt, market manipulation, unfair competition and tax evasion. Consumer debt is the amount of money that individuals owe to creditors such as individuals, friends, relatives, banks, and other financial institutions. Marketing usually encourages overspending and consumer debt in various ways such as consumers making an impulse purchase without thinking about their financial obligations, promotion of credit-based purchases (buy now and pay later) and encouraging customers to be materialistic instead of having a culture of maintaining long-term financial stability. The consequences of this can be financial distress in the long run, decreased economic mobility and an increase in the level of income inequality. The results of the study carried out by Xiao, *et al.* (2021) showed that any type of debt holding is negatively associated with happiness. This means that most people will not want to be in debt because of financial and psychological stress.

Market manipulation is defined as the intentional interference with market forces to influence the prices of goods and services. This can be in the form of creating artificial shortages by advertising, spreading misinformation influencing consumer attitudes and market trends and exploiting consumer biases in an attempt to influence buying decisions. A study has revealed that scarcity appeals are more effective when consumers have high compared to low expectations of scarcity (Mukherjee & Lee, 2016). Unfair competition is when a business engages in activity that unfairly disadvantages competitors, this often involves the violation of laws and regulations. This can be through predatory pricing (i.e. setting prices below cost), the use of deceptive advertising to confuse consumers and exclusive dealings arrangements to limit competitors' access to the suppliers or customers.

In advertising, unfair competition can be described as practices that violate ethical or legal standards which can result in an undue advantage over competitors. This is usually in the form of misrepresentation of products or services, plagiarism, use of unfair methods, and other deceitful means (Ogini & Abiodun, 2023). Tax evasion in this context is described as intentional avoidance or underpayment of taxes. Marketing facilitates tax evasion and avoidance in the following ways: companies use marketing strategies to promote aggressive tax schemes that can be employed by individuals or businesses to avoid taxes. In the study done by Sugiat (2023) result shows that in the mining sector in Indonesia, companies with a larger size tend to have higher tax avoidance practices while the company's marketing strategy does not have a significant influence on tax avoidance practices in the industrial context.

However, other factors, such as corporate structure, tax regulations, and internal policies influence tax avoidance practices. Also, marketers may promote tax havens or offshore financial centres to facilitate tax evasion and avoidance and promote crypto currency as a means of hiding taxes. All these activities can result in a reduction in government revenue, increased tax burden for honest taxpayers and economic instability. It is, therefore, the duty of a marketer to work

towards building a more equitable and sustainable economic environment.

Human well-being is the fourth issue beyond traditional marketing that I would like to explore in this lecture. Marketing impacts mental health by making consumers develop unrealistic expectations and social comparisons. It also leads to social isolation as a result of a reduction in personal interactions and it impacts the body image of an individual. Mental health is the totality of individuals' psychological and social well-being. The use of technologies, including social media, has been identified as one of the factors contributing to the increase in mental health challenges. Social media, in particular, has been connected to poor sleep patterns, depression, and anxiety (Meiers & Reinecke, 2021; Beyari, 2023).

Marketing normally encourages unrealistic expectations about products and services. There is often disappointment, anxiety, and decreased self-esteem when the expectations are not met. Marketing can promote social comparison, where individuals try to compare themselves unfavourably to others which often results in low self-esteem. The negative social comparison that occurs from the use of social media may lead to anxiety, body image issues, depression and eating disorders amongst others (Kayala *et. al.*, 2023). The use of fear and anxiety in advertising (such as scarcity tactics) to sell products or services can increase existing mental health concerns of individuals. The consequence of all these is that there may be increased stress and anxiety, which may have an overall effect on the mental well-being of individuals.

Body Image pertains to the individual's attitude and perception of his or her physical appearance. Marketing issued to promote unrealistic beauty standards such as models featuring unrealistic physical characteristics with excessive thinness or muscularity. It can also be in the form of objectification, a situation where the human body is reduced to a collection of parts rather than a whole person. This leads to body dissatisfaction and negative body image for the affected individuals. Marketing campaign that used photo shopping and air brushing to promote unrealistic and unattainable beauty standards can increase body dissatisfaction and negative body

image. A study conducted by The Jed Foundation (2023) found that spending more time on social media is linked with the desire to change one's body. Marketers should therefore be conscious of these human well-being concerns because they can affect individual self-esteem, mental health, and overall well-being.

Social isolation is another form of Human well-being issue and it can be described as a state of being physically and emotionally disconnected from others. Social isolation may take different forms such as a decrease in face-to-face interaction due to the marketing campaign usually done to promote online shopping and solo activities; marketing practices that lead individuals to feel disconnected from others and marketing campaigns that exploit loneliness as a market opportunity for promoting products or services that promise to alleviate social isolation without addressing its underlying causes. There is the issue of unrealistic expectations which occur as a result of the mismatch between what marketing promises and what products or services can deliver. This can appear in the form of overpromising and exaggerating the benefits of products or services and using misleading labelling and packaging to create unrealistic expectations about products and services.

However, there is a strong legal basis by the European Union, which states that food products have to be safe and that consumers must not be misled (European Parliament, Council of the European Union, 2012). The consequence of misleading labelling and packaging is that the trust and loyalty in brands and institutions will drop by the consumer, and this will make it difficult to build and maintain meaningful relationships. In Nigeria, little achievements have been made by the government and other agencies saddled with the duty of enacting laws and formulating policies to regulate, protect and preserve consumer rights. This is due to the problem of corruption by those charged to perform the function and inadequate funding of these agencies (Ebitu, 2024). Therefore, there is a need for marketers, Government and Non-Governmental Organisations to work together to create a more positive and supportive environment that will bring about sustainable mental health and well-being.

Philosophical concerns that will be considered are values and ethics, meaning and purpose, authenticity and truth, and

freewill and choice. They are briefly discussed below: Values and ethics are those principles that guide human behaviour in the workplace. It can have an impact on marketing in the following way: misleading advertising that conflicts with the personal values of honesty, and marketing campaigns, which objectify certain groups such as women and children that conflict with their personal values of respect and dignity.

The study done by Johaied and Hossain (2023) found that most advertisements or TV commercials use women as sex objects and they believe this has a direct impact on society and youth in particular. They concluded that there is an alarming rate of increase in rapes and violence against women as a result of portraying women as sex objects and victimizing them in advertisements. Individuals may experience cognitive dissonance, leading to feelings of discomfort or anxiety when there is conflict with personal values and ethics. Conflict with values and trust may also result in the erosion of trust in brands, organisations, and the marketing industry.

Meaning and Purpose is the value and the direction that individuals give to their lives. Marketing impacts meaning and purpose by encouraging individuals to find identity and fulfilment through material possessions and experiences. This makes individuals determine their values based on the goal they consider important or worthy. Individuals' pursuit of meaningless goals often leads to feelings of emptiness because they end up getting no genuine purpose and fulfilment.

Authenticity and Truth is defined as the genuineness and accuracy of information made available to the individual. Marketing impact on *Authenticity* and *Truth* can be in the form of deceptive advertising to create a false narrative about a product or service to the prospective consumer, photo shopping and airbrushing techniques to create unrealistic and unattainable beauty standards for the target audience, and individuals' promotion of products or services without clearly disclosing their relationship with the brand. False information is normally included in deceptive Advertising to get people to buy the product they didn't intend to buy (Xie *et. al.*, 2014, Hussain & Aslam, 2019). The consequences of marketing impact on authenticity and truth include erosion of trust in brand, confusion

and scepticism among consumers, and negative impact on the mental health of the target individual in form of anxiety and depression.

Free Will and *Choice* are described as the freedom to make decisions by the individual without the use of external influence or force. Consumer choice and freewill can be influenced in the following manner: when there is the use of subliminal messaging techniques, such as embedded images or sounds to influence consumer behavior without their awareness; employing nudges and behavioural economics such as default options and creating the impression of scarcity for products and services. Also, there is the use of personalisation and targeting techniques to deliver advertising messages to specific individuals or groups. Subliminal messages are used in advertising by companies to attract customers and boost their sales (Malik & Choughari, 2020).

Puffery may also be used by company to make exaggerated claims about its product. This is intended to make customers purchase a company's product and make that of the competitors less attractive. It is sometimes a good technique when it is not intended to mislead customers, most especially when the advertisements are designed to attract customers to a brand (Daramola & Ayo-Obiremo, 2020). It may become unethical when it is intended to mislead or deceive the targeted audience. Marketers and organisations should, therefore, work towards creating a more transparent environment that gives respect to individuals' autonomy and free will.

Vice-Chancellor Sir, as we have seen, marketing today extends far beyond the traditional boundaries of product promotion and exchange. Marketing as a discipline now intersects with societal issues, human well-being, and technological, economic and philosophical concerns. I have explored how these issues have affected us both as consumers and marketers by the role they play in worsening the income inequality in the society to the concern for mental well-being, freedom to make decisions, ethical responsibility, and economic and technological concerns. This has shown that marketing is an important economic activity with wide-ranging consequences.

As we embrace innovation and market dynamism, we are also expected to be mindful and vigilant regarding the broader impacts of marketing on people's well-being, community welfare, and the environment. The progressive development in marketing may not only be measured in terms of its profitability to the marketers and business owners, but by also how it serves humanity, who are mostly the consumers.

My Research Contributions in Marketing and Related Fields

Mr. Vice-Chancellor, I wish to discuss my research contributions to Marketing, over 26 years of academic career at the University of Ilorin. I have 111 publications listed on the Google Scholar page. The research efforts have been focused on advancing the understanding of marketing practices across diverse sectors, with specific attention to developing economies. My research contributions are organised into thematic Marketing areas such as Consumer Behavior and Branding, Marketing Strategies, Market orientation and Promotion, Entrepreneurship and Service Marketing, Digital and Political Marketing, and other related areas.

Consumer Behavior and Branding

The study by **Gbadeyan** Abina and Sowole (2016) examined the impact of various components of brand image on students' attachment and commitment to the brand at the Al-Hikmah University, Ilorin. Findings showed that mission and vision, social environment, practicability, physical actualities, and aesthetics have significant effects on attachment. Affective commitment is also significant, with mission and vision, social environment, practicability, and aesthetics having significant effects. However, continuance commitment has a weak effect, with only physical actualities having a significant effect. The study recommends that the University improves its graduation prospects, learning facilities, educational standards, and external communications to increase student attachment and commitment, ultimately improving the university's overall image.

In the study conducted by **Gbadeyan** and Olorunleke (2014), consumers' attitudes towards Multi-Level Marketing (MLM) in Nigeria were examined, focusing on the new form of

distribution. The study used both primary and secondary data, with 328 respondents and three MLM selected companies. Results show that MLM members have a positive attitude towards MLM and social relationships, leading to better performance. The study concluded that MLM is an avenue for self-employment for those with entrepreneurial skills. It recommended using Information Technology for effective internet marketing of products and services. The research by Adefila, **Gbadeyan** and Adepoju (2005) assessed marketing strategies for herbal products in Nigeria and critiqued alternative medical practices. It found that females, particularly married women, patronise herbal medicine practitioners more than their male counterparts. The study also found a correlation between advertising expenditures and sales revenue from herbal drugs. The study recommended that herbal practitioners should improve healthcare services and stop their misleading claims about their efficacy in advertising.

Iorkyaa, **Gbadeyan** and Suleiman (2024) explored the impact of philanthropic corporate social responsibility (CSR) on consumer loyalty in food and beverage companies in Lagos, Nigeria. Data were collected from 500 consumers, using structured questionnaires. The results showed that philanthropic responsibility significantly increases consumer loyalty and buying behaviour. The study recommended that food and beverage companies promote philanthropic activities, particularly community development projects, to foster customer loyalty. This research highlighted the importance of CSR in enhancing business success. The study conducted by Jatto, **Gbadeyan** and Zubair (2024) examined service recovery strategies in the hospitality industry, focusing on customer satisfaction. It employed a scoping review of 22 articles from 2013-2023. Key findings emphasised the importance of proactive communication, swift issue resolution, and empowered staff. The study advocated for continuous improvement in service recovery practices, urging practitioners to invest in staff training and foster a customer-centric culture. It provided a cross-regional analysis of service recovery strategies and offers actionable recommendations for industry professionals.

The study by Adeoti, Adefila, **Gbadeyan** and Abdul (2013) investigated the influences of Total Quality Management (TQM) on retaining dissatisfied customers. A study of 350 copies of questionnaire distributed among 7 functional eateries in Ilorin revealed significant differences in service quality factors among them. The study concludes that security, responsiveness, functionality, and courtesy should be prioritised for customer retention. In a study on customer perception of information telecommunication in the Nigerian banking industry by Aremu, Mejabi, and **Gbadeyan** (2011), out of 250 copy of the questionnaire distributed, 200 were returned by customers of Intercontinental Bank Ilorin, who were the respondents for the study, indicating an 80% response rate. The findings show that information technology enhances service effectiveness, efficiency, accessibility, and mutual relationships, making it a 'need to have' and 'nice to have' facility. The study concluded that the aadoption of information technology has influenced the content and quality of banking operations in Nigeria.

Similarly, **Gbadeyan's** (2009) study investigated the impact of children's age on their understanding of television commercials in Lagos State, Nigeria. Data were collected from 55800 children across ten Local Government Areas. Kruskal-Wallis tests were used to determine significant relationships. The study suggests that children under five should be exposed to less television advertising, while older children should be exposed to more. In a related study, **Gbadeyan** (2010) examined commercial messages to children in Lagos, focusing on 430 children aged 5-12 and their parents. Results show that music is the most popular, and peer groups significantly influence children's purchasing demand. Television advertisements have no significant effect on children, and parents found most commercials have disclaimers. The study recommended that parents discuss commercial content with children and allow children to play a major role.

The study on de-marketing of harmful products in Nigeria by **Gbadeyan** (2011), examined the challenges faced by de-marketing strategies in Nigeria, focusing on government and private sector implementation. Using t-test and Chi-square statistical techniques, the study found that de-marketing

strategies such as passive and active are effective, but inadequate legislation is a major issue. Passive de-marketing strategies educate the consumers about the negative impact of the product on the society while active de-marketing involves the use of marketing mix to ration, reduce or restrict the demand for products. The study recommended imposing a stiffer penalty for offenders involved in harmful product production and sales.

Gbadeyan *et al.* (2012) in the study on gender differences, service quality, and customer loyalty in Sierra Leone's mobile telecommunication companies, found that most subscribers subscribe to multiple providers, with female customers preferring low-cost networks and male customers preferring wide coverage networks. Recommendations include prompt customer complaints and improved connectivity (**Gbadeyan** & Akinyosoye-Gbonda, 2012). An empirical study was conducted on the relevance of green marketing on environmental degradation with a particular focus on consumers of green products in Benin-City, Nigeria. The study explores the impact of green marketing on environmental degradation in Nigeria's Benin metropolis. Findings suggest that green marketing is not popular among consumers, and strategies for effective application are lacking. Recommendations include producing eco-friendly products that protect the environment and incorporating eco-friendly packaging to minimise harm (**Gbadeyan** & Omolekan, 2015).

The study on the effect of third-party organisations' (TPOs) endorsement on purchase intention in Lagos State appraises the impact of the endorsement on consumer purchase intention, involving 384 consumers. Results showed that perceived product quality, manufacturer credibility, and purchase confidence significantly influence purchase intention, suggesting that brand equity requires customer loyalty (**Gbadeyan**, Abina & Boachie-Mensah, 2017). In another study conducted on the pre-shipment inspection contract used by selected companies in Lagos, Nigeria, an assessment of the inspection service was done. The pre-shipment inspection service is a trade facilitation service for verifying goods' type, quality, price, and customs valuation. There are malpractices such as false declarations and

over-invoicing, which hindered the smooth operation of the service in Nigeria. The Federal Government introduced a 100% inspection examination to combat these issues. The study aimed at assessing the effectiveness of the pre-shipment service and the result revealed that the general utilisation of the pre-shipment companies' services was considered fair, despite the ineffectiveness of its marketing activities (Olujide & **Gbadeyan**, 2010).

Similarly, Olujide, Adeyemi and **Gbadeyan** (2011) investigated the impact of political advertising on Nigerian electorates and the issues associated with negative advertising by distributing a total of 1,650 copies of the questionnaire. Results showed that political advertising significantly impacts electorates, but negative advertising should be discouraged. The study concluded that political advertising no doubt is a good communication medium through which a candidate attempts to market himself/herself to the electorates to get their votes. It is interesting if it is positively employed but can result into destructive tendencies when it is negatively used.

The research by **Gbadeyan**, Saliu and Olujide (2017) examined the relationship between emotional intelligence and job performance of Nigerian Police Officers in Ilorin, Nigeria. The results revealed a negative relationship between occupational stress and job performance, but a positive relationship between emotional intelligence and job performance. It therefore recommended that the Nigeria Police Force should address occupational stress factors and manage emotional competencies through a conducive working environment. Social workers, psychologists, and counsellors should also be involved in bringing about emotional stability among the police personnel.

Gbadeyan, Adeoti, and Alo's (2013) study on building relationship marketing through parables and storytelling examined how storytelling and parables can be used to build customer loyalty for firms' products. A sample of 1687 respondents in Ilorin Kwara State, Nigeria, participated in the study. Results showed that personal selling was the most significant medium for building brand loyalty. Parables and

storytelling are powerful forms of human communication used to achieve long-term relationships with customers. The study recommended that marketers tell true stories that appeal to customers' senses and build long-term relationships to increase profitability and market share leading to the overall success and growth for organisation.

In another study by **Gbadeyan et al.** (2017), packaging was described as a powerful weapon for stimulating consumer purchase decisions but sometimes, this may not be the case, if the packaging design is not of good quality. The objective of the study was to assess areas of packaging that require the most managerial attention from customers' perspective, using Importance-Performance Matrix Analysis (IPMA). The SMART - PLS version 2.0 was the software used for the analysis. The findings revealed that the information element is the most important attribute of packaging to consumers. Also, the innovative packaging elements are essential for enhancing the purchase decision of consumers.

In matters that concern litigation, there is a need to provide evidence which is referred to as forensic analysis or science. This comes up in various disciplines. When it is concerned with evidence of an economic nature it is called forensic economics, the one pertaining to evidence of an accounting nature is known as forensic accounting and when it is that of copyright, brand infringement and marketing issues, it is termed forensic marketing. Forensic science involves the application of scientific and technical methods to conduct investigations in such areas as accounting, computer, economics, marketing, engineering, law and medicine, to find solutions to the identified problem.

Gbadeyan and Omolekan's (2021) study focused on examining forensic science that concerns marketing problems and consumer behaviour. The study centered on the following sections: Introduction, conceptual definitions relating to forensic marketing, review of major forensic methodologies, measures that need to be taken to mitigate cases of fraud in marketing and its contributions to solving business problems. There are many products that the manufacturers offer to consumers and this often

makes purchase decisions difficult for the consumers. Branding plays an important role by making consumers to arrive at a purchase decision for a product, most especially, where there are similar products in the market.

Gbadeyan et al. (2016) study examined the effect of branding strategies on buying behaviour for consumer products in Ilorin, Nigeria. The results indicated that branding strategies had a significant influence on consumer buying behaviour. The study concluded that organisations should develop effective branding strategies that will ensure more customer loyalty for their products. Research conducted by **Gbadeyan** and Abina (2017) investigated how consumers' attitudes toward the fit between brand image and product influence their purchase intentions. The result indicated a strong alignment between a brand's image and the product being offered and this positively affects consumers' willingness to buy the product.

A similar study conducted by **Gbadeyan** Abina and Oduro (2018) explored the impact of brand alliances on consumers' purchase intentions for consumable products in Lagos, Nigeria. The result also indicated that strategic brand partnerships have an influence on consumer behaviour and enhance the likelihood of product purchase. The study by **Gbadeyan**, Kadiri, and Mustapha (2014) on marketing channel for urban farmers and food security in Ilorin Nigeria, examined the effect of marketing channels on the distribution of food to urban residents in Ilorin metropolis. The results indicated that marketing channel has a significant influence on food distribution because adequate food distribution is necessary for food security to be achieved.

Other similar works done in consumer behaviour are: consumer switching behaviour for GSM providers among selected phone users (**Gbadeyan & Alo**, 2014), a symbiotic study of sponsored entertainment programme on brand equity in Nigeria (**Gbadeyan**, Gunu & Abina, 2015); Markov Chain approach to determining consumers' switching behaviour in the Nigerian telecommunication industry (**Gbadeyan & Alo**, 2017), and Search-Experience-Credence attributes as determinants of customer patronage in Nigerian banking industry (Adeoti,

Gbadeyan & Adebisi, 2016). The studies reviewed above have made significant contributions to consumer behaviour and marketing strategies, particularly in the Nigerian context. They have also highlighted the dynamic relationship which exists between marketing practices and consumer decision-making.

Marketing Strategies, Market Orientation and Promotion

One of my early works, **Gbadeyan (2000)** marketing strategies for new product sales in Nigerian Industries was explored. This study focused on the importance of addressing issues that may cause product failure. A collaborative work by Adepoku and **Gbadeyan (2008)** critically examined the various measures put in place by the government to protect and promote public health and recommended policy changes to ensure ethical practices in herbal drug product advertising and promotion. In recognising the importance of the emerging online business **Gbadeyan** and Boachie Mensah's (2016) study explored the impact of social media on small business sustainability in Ghana. The study revealed that online transactions significantly influence profitability and brand awareness. It suggests for creation of awareness about online shopping, raising customer confidence, and providing secure websites.

Similarly, the collaborative work by Appiah-Nimo, Boohene, **Gbadeyan** and Agyapong (2016) examined the impact of owner/manager leadership styles and market orientation on SMEs in Accra metropolis. Data were analysed using the PLS-SEM approach. The findings established that transformational leadership positively influence market orientation, while transactional leadership negatively impacts growth. The study suggested that understanding the leadership styles of different leaders is crucial for achieving organisational objectives. In Egboro, **Gbadeyan** and Waheed (2023), the impact of business process management on SME performance was evaluated. The study found that strategic alignment positively impacted customer patronage, while employee involvement had a negative influence on sales growth. The study recommended regular evaluation of SMEs' business process management, emphasising

the importance of workforce involvement and participative management.

A study by Adejumo, Chernikov, **Gbadeyan** and Vale (2024) explored Russia's import substitution model and its applicability in Nigeria. It highlights the drawbacks of protectionist policies and recommended policies promoting economic diversification, local production, and export growth, especially within the SME sector in partner countries. In another study conducted by Adeoti, **Gbadeyan** and Olawale (2015), the pivotal role of microfinance in enterprise development in Nigeria was documented. The findings revealed that microfinance banks contribute significantly to the survival of small- and medium-scale enterprises while recommending that repayment periods should be increased and more funds should be released to potential entrepreneurs.

The study done by Aremu, **Gbadeyan** and Aremu (2016) examined the relationship between environmental factors and strategic marketing planning in Nigerian insurance companies. The research found social responsibility, service scopes, and service culture on planning positively influencing marketing strategies. However, employee satisfaction negatively affects these factors. The findings suggested analysing the organisational environment for successful strategic marketing planning.

In the research conducted by Babatunde, **Gbadeyan** and Bamiduro (2016) on supply chain management practices and market performance from selected major marketers of petroleum products in Nigeria, the relationship between supply chain management and market performance was investigated. The findings confirmed that SCMP significantly impacts market performance, and supplier and customer relationship management positively impacts organisational performance. The study also highlighted the importance of information sharing and vendor inventory management in enhancing market performance.

The review of the studies presented under this theme reflects an understanding of how marketing strategies, market orientation, and promotion are applicable in various sectors,

from SMEs to public health, from insurance to petroleum, and across national boundaries. Each study reviewed significantly contributes to the dynamic interplay between internal organisational strategies and external market conditions, thus emphasising the need for adaptability, ethical practices, and innovation.

Entrepreneurship and Service Marketing

In furtherance of my scholarly contributions to the fields of Entrepreneurship and Service Marketing, the following research works were done. The study by **Gbadeyan** Adeoti and Abina (2015) explored healthcare customers' perceptions toward Health Maintenance Organisations (HMOs) and accredited healthcare facilities in Lagos State. The study established that though the National Health Insurance Scheme (NHIS) has broadened access, the benefits were largely confined to public servants. The study recommended improving the monitoring mechanisms of healthcare providers and HMOs for qualitative service delivery. It also recommended the extension of the health care scheme coverage to the informal sectors.

The collaborative work by Adeoti, **Gbadeyan** and Babatunde (2015) analysed the impact of vendor inventory management on the sales revenue of NNPC's retail outlets in South-west, Nigeria. Data from 2005-2012 was analysed using descriptive methods and regression models. The results reveal that vendor management policies positively impacted sales revenue, suggesting that organisations should adopt Vendor Inventory Management concepts to improve sales revenue in their current chain distribution business.

Gbadeyan (2010) also investigated customer relationship management and hospital service quality with focus on the strategic role of customer relationship management (CRM) in improving the quality of health service in Nigeria, using the University of Ilorin Teaching Hospital as a case study. The research revealed that CRM practices such as interactive management, personalisation, and patient relations contribute significantly to hospital service quality. The study recommends stakeholder involvement and broad planning for successful CRM implementation.

In a related study, **Gbadeyan** (2010) the impact of healthcare marketing and public relations on the organisational performance of government hospitals across Kwara State, Nigeria, was examined. The results showed a significant relationship between patient income and marketing budget, with significant effects on staff salaries and service quality. The study concluded that healthcare marketing and public relations are essential management functions in both not-for-profit and private healthcare organisations.

The research work by **Gbadeyan** and Akinyosoye-Gbonda (2011) investigated the influence of e-banking service quality on customers' choice of banks in Sierra Leone. The study revealed that security, service efficiency, and ease of access were major determinants of customer preferences. The study recommends improved security measures to foster customer trust and loyalty. In another one by **Gbadeyan**, Adeoti, and Adebisi (2015) on the relationship between service quality and customer choice of banks in Nigeria, top five banks were chosen using purposive sampling techniques. Results showed high sensitivity to SERVQUAL dimensions, suggesting that increased awareness of these dimensions could improve customer satisfaction.

The study by **Gbadeyan**, Aremu and Adeoti (2016) on the relationship between government spending and total health expenditures in Nigeria, using secondary data from the World Bank Development indicators and the Internet, revealed a strong positive correlation between government health spending and total health expenditures, suggesting that more funding is needed to tackle chronic diseases like HIV, asthma, tuberculosis, meningitis, and paralysis.

Gbadeyan, Boachie-Mensah and Osemene (2017) assessed the impact of supply chain management on hospital performance in Ilorin, Nigeria. Using a quantitative research approach and descriptive study design, the study found that supply chain management has an indirect impact on performance through competitive advantage. The findings suggested that private hospitals should engage reliable suppliers for better medical procurement and supplies. In Oduro, Nyarku and **Gbadeyan** (2020), the influence of SRM on the performance of public and private hospitals in Ghana was examined. Results

indicated that communication, cooperation, trust, atmosphere, and adaptation dimensions have a significant positive impact on private hospitals' performance, while cooperation and trust are positively correlated with public hospitals' performance.

The above studies reviewed underscore the importance of entrepreneurial marketing and service marketing as strategic tools for enhancing service delivery, customer satisfaction, and operational efficiency in organisations. This may be either in healthcare, banking, manufacturing, petroleum retailing, public or other private corporations. My work has demonstrated how targeted marketing interventions can solve systemic service issues and drive sustainable organisational growth.

Digital and Political Marketing

My research has also explored the dynamic and emerging domains of Online Marketing and Political Marketing in the evolving landscape of marketing. These contributions address how online platforms can be of benefit to the users and the methods used to influence voter behaviour, particularly in developing democracies like Nigeria. The following studies are considered:

Gbadeyan (2010) investigated how Online Social Network (OSN) serves as one of the pervasive media for connecting to family and friends and also obtaining information about a company's products and brands. This study demonstrated how OSN offer greater commercial benefits to their users than the present social benefits. The results revealed that the majority of the users of social networking sites (SNS) are teenagers and young adults and that parental rules and regulations have no significant influence on children's use of SNS. The study conducted by **Gbadeyan** (2011) on political marketing strategies and democracy in Nigeria evaluated the political marketing strategies employed by political organisations to win elections and the methods used to maximise voter support. The study found that voter support is the best strategy, followed by positive publicity. The study also revealed that the use of candidates with credible and public acceptability served as the most effective political marketing strategy while money-

induced voting was discouraged. The study recommended the efficient use of authentic and informative campaigns to build sustainable democratic values.

Mustapha, Aremu and **Gbadeyan's** (2020) study on the impact of various political marketing tools on voter decision-making in Kwara State showed that most political marketing tools, such as campaign communication, media strategies, and candidate image, significantly influenced voters' choices. This study advocated for a more strategic and evidence-based approach to political campaigning that will ensure the alignment of political communication with voters' values and expectations. The studies assessed above have shown the growing relevance of online platforms and political marketing communication in shaping both consumer preferences and democratic participation in Nigeria.

My work in this domain provides actionable information and policy for marketers, political candidates, and policy-makers who want to harness the benefits of online platforms and political marketing communication. I have done works in other related areas such as Economic and Policy Studies (**Gbadeyan & Kadiri, 2014**), Healthcare and Social Responsibility (**Abdullahi, Jaiyeola-Omoyeni, & Gbadeyan 2015**), Education and Human Resource Management (**Tijani, & Gbadeyan, 2016**), Financial and Economic Management (**Osemene, Gbadeyan & Oyelakun, 2016**), Housing and Urban Development (**Gbadeyan, Aremu, & Kadiri, 2011**) and Entrepreneurship and SME Development (**Popoola, Aminu, & Gbadeyan, 2018**).

My Contributions to the University and Local Community

In the course of my academic journey, I have served the University in the following capacities: Level Adviser, Examination officer, Faculty representative to various Faculties, Faculty Research Manager, MBA Coordinator, Faculty Representative at the Postgraduate School Board, two terms Head of Department, Examination Commissioner, Faculty Representative on Senate Research Grant Committee and presently the Dean of Faculty of Management Sciences. I wish to state that I was one of the five facilitators comprising Prof. A.S.

Kasum, Dr. D.G. Adejumo, Prof. J.O. Olaoye, Prof. S.B. Isiaka and my humble self that were appointed to initially teach GSE 301: Entrepreneurship Skill at the University of Ilorin, under the leadership of Prof. M.O. Fajemidagba, who was then, the Director for the Technical and Entrepreneurship Centre. I remain one of the facilitators to date. These are among the efforts and roles I have undertaken in advancing the mission and vision of this great institution.

I have been involved in sole and collaborative supervision of PhD thesis during my teaching and research at the University. I have 14 completed PhD theses supervised, with five students currently under my supervision. The following individuals have benefitted from my Ph.D. supervision: Prof. E.A. Alo, Dr. M.B. Abina, Dr. O.J. Omolekan, Dr. A.Y. Saliu, Dr. (Mrs.) Adebola O. Adebisi, Dr. K. K. Okpara, Dr. A. S. Adebayo, Dr. (Mrs.) Bolatito A. Brimah, Dr. A.S. Adeyemo, Dr. P.O. Ogunleye, Dr. Zulfah J. Abdulkareem, Dr. M.A. Popoola, Dr. O.J. Adekun and Dr. Roseline Iorkyaa. I have also supervised over 60 Master dissertations including MBA projects.

I thank God that most of these individuals are doing fine in their various institutions and we still maintain good relationships even after their graduation. They are now Heads of Departments and hold significant positions in their various institutions. I have served as External Assessor to various Institutions in Nigeria, Ghana and Sierra Leone. In the course of my academic journey, I have assessed 17 candidates for Professorial positions in Nigeria, 2 in Sierra Leone and 5 for the Position of Senior Lecturer in Ghana. I have also served as external examiner for 9 Ph.D. *viva voce* examinations in Nigeria, and one Ph.D. thesis each in Ghana, South Africa and Zambia. I am also appointed as External Examiner for the moderation of Examination Questions in various universities in Nigeria and Ghana.

I thank God that this lecturing job has made me to be self-fulfilled, especially when I ponder on the lives that I have impacted. I have as my ex-students, a former Chief Justice, a former Assistant Inspector General of Police, a former Head of

the National Electoral Commission, a former DVC, a former Chief Medical Director of Federal University Teaching Hospital, Professors, top serving military personnel, top administrators in public service and captains of industries in those countries where I have served. At the National level, I have served in various capacities including member of the UTME Monitoring Group, Joint Admission and Matriculation Board in 2016; a member of the National University Commission, Abuja Ad-hoc Accreditation Team to various universities in Nigeria and as the Collation Officer for the 2023 Governorship and House of Assembly Election conducted by the Independent National Electoral Election Commission of Nigeria.

In Peace Community, Asa Dam Road, Ilorin, where I live, I have been actively engaging in various community services. I served as Chairman Landlords and Tenants Association for twelve years before I voluntarily resigned in 2018, due to work pressure from the University. Alhaji Tunde Jimoh has since taken over as the Chairman, and we have been able to bring development to the community through the cooperation of members.

Conclusion

Vice-Chancellor Sir, I have discussed my works in the following thematic Marketing areas: Consumer Behavior and Branding, Marketing Strategies, Market Orientation and Promotion, Entrepreneurship and Service Marketing, Digital and Political Marketing and other related areas. I would like to say that though my core research interest lies in marketing, I have deliberately extended my scholarly pursuits into other interconnected domains, as demonstrated in this lecture. These interdisciplinary engagements emphasised my conviction that marketing does not operate in isolation, but succeeds where it develops a stronger relationship with broader societal systems. It is now obvious that indeed, there is **Something Else beyond Marketing**, and this is where I will continue to find both relevance and purpose for impactful scholarship.

Recommendations

Vice-Chancellor Sir, I would like to make the following recommendations as a valuable response to some of the issues raised in this lecture:

1. **Inclusive Marketing Practices:** Marketers should design campaigns that reflect diversity and inclusivity. The kind of campaign that avoids discriminatory targeting, stereotyping, and cultural appropriation, and that promotes respect for the dignity of all individuals. Also, policies that ensure fairness and equity in consumer access to products and services should be encouraged to help achieve income and opportunity equality in society.
2. **Support for Ethical Guidelines and Regulatory Problems:** There should be regular support for ethical marketing standards by professional bodies and regulatory agencies to address emerging concerns like algorithm bias, deceptive advertising, and pink/green washing. Professional bodies and regulatory agencies must apply stronger enforcement mechanisms that will penalize misleading or exploitative practices among advertisers, business organisations and marketers.
3. **Embrace Responsible Use of Technology in Marketing:** Responsible use of digital marketing tools by marketers, most especially those that exploit psychological vulnerabilities should be encouraged. Marketers through transparent data policies and ethical use of AI should try to minimize digital addiction and protect consumer data.
4. **Alignment of Marketing with Sustainable Economic Goals:** Companies should employ their marketing strategies to shift from encouraging overconsumption and debt accumulation to promoting financial literacy, sustainability, and long-term value.
5. **Marketers should give attention to Human Well-being in Marketing Design:** Marketers should consider the mental, emotional, and social well-being of

consumers in their campaign design. They should avoid unrealistic beauty standards, manipulative messaging, and social isolation tactics. The marketers should instead develop campaigns that promote self-worth, healthy lifestyles, and social connection.

6. **Philosophical Reflection should be encouraged in Marketing:** Marketing as a field of study should re-engage with fundamental questions of meaning, ethics, authenticity, and choice. It should integrate philosophical inquiry, emphasising integrity, purpose, and respect for consumer freedom.
7. **Interdisciplinary Collaboration for Ethical Innovation:** Marketing innovations are human-centered and socially responsible; this is why marketers, social scientists, technologists, ethicists, and policymakers must collaborate. There is also a need for Interdisciplinary research to understand the far-reaching effects of marketing on society.
8. **Consumer Education and Empowerment:** The consumers should be given the necessary knowledge and tools to critically assess marketing messages. Digital, financial and media literacy should be integrated into the public education curriculum that makes society resist manipulative marketing and make them make informed choices.
9. **Create Institutional Mechanisms for Accountability:** Institutions should establish independent ethics review boards for marketing campaigns, particularly those that will be targeting vulnerable populations such as children, the elderly, and low-income consumers.
10. **Support Sustainable and Value-Driven Marketing Research:** Academic institutions should prioritise and fund research that will examine marketing's intersection with societal welfare, ethical implications, and long-term human development goals, most especially, beyond the profit maximization objectives.

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