

CURRICULUM VITAE

Olalekan k. Seriki

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Academic Experience

- Assistant Professor, Department of Management and Marketing
Angelo State University
- Instructor, Department of Marketing and Supply Chain Management
University of Oklahoma, Norman, OK
01/2013 - June 2016

Courses Taught

- Marketing Management (MBA)
- Consumer Behavior
- Marketing Research
- Data Analytics
- Principles of Marketing
- International Marketing
- Selling and Negotiation

Relevant Professional Experience

January 2005 to June 2009 Banking Analyst
Diamond Bank Plc., Lagos, Nigeria

May 2010 to August 2010 Market Analysis Intern
Therasim Incorporated, Durham, NC

Education

Ph.D., UNIVERSITY OF OKLAHOMA, Norman, OK
Major: Business Management
Focus: Marketing

M.B.A. THE UNIVERSITY OF NORTH CAROLINA, Chapel Hill, 2009-2011
Major: General Management

B.A. LAGOS STATE UNIVERSITY, Lagos, Nigeria, 2000-2003
Major: Finance and Banking

RESEARCH

- Seriki, Olalekan, Evans Kenneth, Jeon Hyo Jin, Dant Rajiv, and Helm Amanda (2016), "Unintended Effects of Marketing Messages on Salesperson Cynicism, *European Journal of Marketing*.

- Seriki, Olalekan, Nath Pravin, Evans Kenneth, and Ingene Charles, “How Complexity Impacts Salesperson Counterproductive Behavior: The Mediating Role of Moral Disengagement” (Second Round, *Journal of Business Research*).

Peer-Reviewed Conference Papers

- 2018 American Marketing Association Winter Academic Conference, New Orleans, LA February 23rd-25th. “How Complexity Impacts Salesperson Counterproductive Behavior: The Mediating Role of Moral Disengagement”, by Seriki, Olalekan, Nath Pravin, Ingene Charles, and Kenneth Evans.
- 2017 Society for Marketing Advances Annual Conference, Louisville, KY November 10-12th. “Understanding Counterproductive Behavior in the Professional Sales Context”, by Seriki, Olalekan, Nath Pravin, Ingene Charles, and Kenneth Evans.
- 2014 American Marketing Association Winter Academic Conference, Orlando, FL February 20-23rd, “Exploring the Effectiveness of Influence Strategies in Business to Business Markets: An Analysis of Fashion Company-Media Publisher Relationships”, by Rinaldo, Diego, Suman Basuroy, Seriki, Olalekan, and BJ Allen.
- 2013 American Marketing Association Summer Academic Conference, Boston, MA August 9-11th, “Unintended Effects of Marketing Messages on Salespeople’s Cynicism”, by Seriki, Olalekan, Evans Kenneth, Jeon Hyo Jin, Dant Rajiv, and Helm Amanda.
- 2013 American Marketing Association Winter Academic Conference, Las Vegas, LV February 15-17th, “Examining the Category Captain’s Role: A Dependence Balancing Approach”, by Basuroy, Suman, Seriki Olalekan.

Research in Progress

- “New Marketing Perspectives for Success in Emerging Markets,” with Pravin Nath. (\$10,000 data collection grant secured)
- “Examining the Effects of Personality Traits and Organizational Resources on Salesperson Counterproductive Behavior,” with Rex Moody.
- “Advertising as an Influence tactic to Increase Magazine Cover Page Placement in Advertiser-Publisher Relationships”, with Suman Basuroy.

RESEARCH GRANT

December 2017	Research grant of \$10,000 (with Dr. Nath) from University of Oklahoma, Price College Research and Innovation Committee for research project - “ <i>New Marketing Perspectives for Success in Emerging Markets</i> ”.
May 2015	Research grant of \$5,000 from University of Oklahoma, Price College Research and Innovation Committee for dissertation proposal.

Professional Membership

- Member, American Marketing Association
- Member, National Black MBA Association