LIST OF ARTICLES

ENTREPRENEURIAL SKILLS DELIVERY IN BUSINESS EDUCATION AND GRADUATE STUDENTS' BUSINESS SUCCESS IN RIVERS STATE
Lawrence, Ivang Akaninyene, Anyanwu, Linus Okechi, Adindu, Chidinma Peace, Adindu, Ogbonna Michael
1 – 13

ABC INVENTORY CONTROL MANAGEMENT AND QUALITY SERVICE DELIVERY OF SELECTED MANUFACTURING COMPANIES IN SOUTH WEST NIGERIA.
Bankole Isaac, AKINROLUYO (PhD), Bankole Oluseun Ayodele
14 – 24

THE RISE OF ARTIFICIAL INTELLIGENCE (AI)-DRIVEN MARKETING: TRANSFORMING CONSUMER ENGAGEMENT AND PERSONALIZATION. A STUDY OF SELECTED CONSUMERS IN SOUTHEAST, NIGERIA
Ngwube, Angel Chinenye, Ifeoma Emmanuella Nwokoye (PhD)
25 – 41

MARKETING PRACTICES OF MEGA CHURCHES IN NIGERIA
Donald O. Ewanlen, Christian Clifford Edum
42 – 55

ELECTRONIC PAYMENT AND EDUCATIONAL SERVICES IN PUBLIC TERTIARY INSTITUTIONS IN ANAMBRA STATE, NIGERIA
Mbamalu, Euphemia Ifunanya; Prof. Ireneus Chukwudi Nwaizugbo; Prof. Emmanuel Uchenna Ezenyilimba
56 – 70

CONSUMER TRUST AND ATTITUDES TOWARD NIVEA TELEVISION ADVERTISEMENTS: THE ROLE OF PERCEIVED CREDIBILITY, APPEAL, AND PURCHASING BEHAVIOR
Jacob Olubukola OLADIPO, Akintunde Jonathan OYEDOKUN
71 – 94

THE INFLUENCE OF DIGITAL MARKETING STRATEGIES ON HOTEL SALES PERFORMANCE: EXAMINING THE MODERATING EFFECT OF BRAND REPUTATION
Akerele E. E., Folorunso O. S., Bashiru, A. A., Babalola, W. A., Lawal O. O., Adedayo O. L.
95 – 106

EFFECT OF LIQUEFIED PETROLEUM GAS PRICE ON THE LEVEL OF PATRONAGE AMONG HIGHER EDUCATION STUDENTS
Dr. Suraju Abiodun Aminu (Associate Professor), Aishat Damilola Abdulrasheed
107 – 127

DIGITAL SKILLS AND INDUSTRY RELEVANCE: A REBRANDING IMPERATIVE IN NIGERIA
Eke, Donatus Izuogu PhD, Prof. Mande, Samaila, Babagana, Haruna., Irene Oka Isaac PhD
128 – 139

SOCIAL MEDIA MARKETING AND BRAND EQUITY IN THE HOSPITALITY INDUSTRY: EVIDENCE FROM IMO STATE, NIGERIA
Ogbonnaya Osiri Mkpa, Dr. Ifeanyichukwu N. Oranusi
140 - 160