

## RESEARCH PUBLICATIONS OF PROF. GABRIEL OGUNMOKUN

### EDITED REFEREED RESEARCH BOOK PUBLICATIONS

1. Hall David and **Ogunmokun** Gabriel (2018), “Higher Education, Leadership, Management and Marketing: Research and Perspectives from Different Countries”, Global Publishing House International.
2. **Ogunmokun** Gabriel and Lucyna Kornecki (2015), “Impact of Foreign Direct Investments: Contemporary Issues and Research in the United States and Central and Eastern Europe” Global Publishing House International House (in collaboration with the Academy of World Business, Marketing, and Management Development), Australia.
3. **Ogunmokun**, Gabriel O and Rony Gabbay (2013), “Marketing, Management and International Business: Contemporary Issues and Research in Selected Countries; Global Publishing House (in collaboration with the Academy of World Business, Marketing, and Management Development), Australia.
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6. **Ogunmokun**, Gabriel O and Gabbay, Rony (2000), Issues in Marketing Management and Strategy, Academic Press International, Singapore.
7. **Ogunmokun**, Gabriel O and Gabbay, Rony (1998), Contemporary Issues in International Business and Marketing, Academic Press International, Singapore.

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8. Ogunmokun, Gabriel O and Chin Iris (2021) “An Empirical Research Study: Can Business Organizations Rely on Marketing Research to Increase Business Performance?” *International Journal of Business and Social Science* Vol. 12 • No. 1 • January p. 79-86
9. **Ogunmokun**, Gabriel O and Li, Ling-ye (2014) “The effect of practising the marketing concept philosophy on export performance in international markets: A study of exporting companies in China.” *International Journal of Business and Social Science*, Vol. 5 No. 2 pp. 218-213
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11. Li, Ling-yee and **Ogunmokun**, Gabriel O (2013) “Export Venture Flexibility: Its Antecedents and Effect on Performance.” *International Journal of Trade and Global Markets*, Vol. 6. No. 2, pp.99-122
12. Rose, Janelle and **Ogunmokun**, Gabriel O (2013) “Utilization of Self-Service Banking Technologies: A Study of the Variables Differentiating the Level of Usage among the Mature Age Consumer Market in Australia.” *International Journal of Business, Humanities and Technology*, Vol. 3 No. 3; pp. 63 -69
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15. **Ogunmokun**, Gabriel O and Li, Ling-yee (2012), “The effect of manufacturing flexibility on export performance.” *International Journal of Business and Social Science*, Vol. 3. No. 5, May. pp. 7- 12
16. **Ogunmokun**, Gabriel O, Chen, Elaine and Tang, Hsin (2012), “The effect of strategic marketing planning behaviour on the performance of small-medium sized firms in South East Asia.” *International Journal of Management*, Vol 29, pp.159-170
17. **Ogunmokun**, Gabriel O and Nyanzunda, Tafadzwa (2011) “International marketing planning and research practices of agribusiness firms in Zimbabwe.” *African Journal of Marketing Management*.Vol.3(5), May, pp.99-104
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48. **Ogunmokun Gabriel O** (1983), "The Role of Personnel Management in Organizational Effectiveness", *Pacific Journal of Management*, Vol. 1, No. 1, pp 16-23
49. **Ogunmokun, Gabriel O** (1983), "Organizational Development", *Pacific Journal of Management*, Vol. 1, No. 1, pp 36-44

## EDITED REFEREED CONFERENCE PROCEEDINGS PUBLICATIONS

50. **Ogunmokun, Gabriel and Iris Chin** (2018), "Effect of marketing research practices on business performance: A study of business firms in Australia" 509th International Conference on Management and Information Technology (ICMIT) Conference Proceedings, December 17-18, Los Angeles, USA.
51. **Ogunmokun Gabriel** (2015), "Theory, Practice and Research for Improving Organizational Efficiency, Effectiveness and Performance," *World Academy of Researchers, Educators, and Scholars in Business, Social Sciences, Humanities and Education (In association with the Academy of World Finance, Banking, Management and IT)* Congress Proceedings, Bangkok, Thailand. July 21-24, 2015.
52. **Ogunmokun Gabriel** (2015), "Leadership, Management, and Strategic Development for Competitive Advantage," *International Conference on Leadership, Management and Strategic Development*, Conference Proceedings, St. Thomas, US Virgin Islands, May 27-29, 2015.
53. **Ogunmokun, Gabriel** (2014), "Managing, Marketing and Financing Organizations in Today's Environment of Slow Economic Growth," *Academy of World Business, Marketing and Management Development*, Conference Proceedings, Dubai, August 11-14, 2014.
54. **Ogunmokun, Gabriel O** (2013), "Challenges and Perspectives in this Era of Global and Financial Uncertainty." *World Academy of Researchers, Educators, Scholars in Business, Social Sciences, Humanities and Education (In association with the Academy of World Finance, Banking Management and Information Technology)* Congress Proceedings, July 22-25, Cape Town, South Africa.
55. **Ogunmokun, Gabriel O, Gabbay, Rony and Rose, Janelle** (2012), "Managing, Marketing and Financing Organizations in an Era of Global Uncertainty," *Academy of World Business, Marketing and Management Development*, Conference Proceedings, July 16-19, Budapest, Hungary.
56. **Ogunmokun, Gabriel O, Gabbay, Rony and Rose, Janelle** (2010), "Managing and Marketing Organizations in an Era of Global Economic Uncertainty and Environmental Complexity." *Academy of World Business, Marketing and Management Development*, Conference Proceedings, July 12-15, Oulu, Finland.
57. **Ogunmokun, Gabriel O, Gabbay, Rony and Rose, Janelle** (2008), "Managing and Marketing Organizations in an Era of Global Complexity." *Academy of World Business, Marketing and Management Development*, Conference Proceedings, July 14-17, Rio de Janeiro, Brazil.

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63. Rose, Janelle and **Ogunmokun**, Gabriel O (2008), "Improving Usage of Self-Service Banking Technologies among Mature Consumers." *Academy of World Business, Marketing and Management Development*, Conference Proceedings, Rio de Janeiro, Brazil. Vol. 3, No. 1, pp.157-165
64. **Ogunmokun**, Gabriel O, Chen Hsin Tang, Elaine and Rose, Janelle (2008), "Strategic Marketing Planning Practices and Business Performance: An Examination of Small and Medium Sized Business Organizations in Singapore." *Academy of World Business, Marketing and Management Development*, Conference Proceedings, Rio de Janeiro, Brazil. Vol. 3, No. 1, pp.474-485
65. **Ogunmokun**, Gabriel O and Li, Ling-yee (2006) "Manufacturing flexibility and export performance: An exploratory Investigation." *Academy of World Business, Marketing and Management Development*, Conference Proceedings, Paris, France. Vol. 2, No. 1, pp.1184-1191
66. **Ogunmokun**, Gabriel O and Chong, Fiona (2006) "The effect of demographic factors on ethnocentric versus non-ethnocentric strategic pre-dispositions of exporting companies in international business." *Academy of World Business, Marketing and Management Development*, Conference Proceedings, Paris, France, Vol. 2, No. 1, pp. 2110-2117
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72. **Ogunmokun, Gabriel O and Chin, Iris (2005)**, “Public Relations Practices and Organizational Performance.” *Business and Information, Academy of Taiwan Information Systems Research Conference Proceedings, Hong Kong, pp. 1-8*
73. Hardy, Tiffany, **Ogunmokun, Gabriel O and Winter, Caroline (2005)**, “An exploratory study of factors influencing campers loyalty to camping site in the tourism industry.” *19<sup>th</sup> ANZAM Conference Proceedings, December 7-10*
74. Young, Jared, **Ogunmokun, Gabriel O and Winter, Caroline (2005)**, “Competitive Marketing Strategy and Performance: An Exploratory Study of Small-Medium sized Retail firms in Australia.” *19<sup>th</sup> ANZAM Conference Proceedings, Canberra, Australia, December 7-10*
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87. Quintal, Vanessa and **Ogunmokun**, Gabriel O (2003), “Marketing Education Factors Influencing Students’ Level of Satisfaction: A Comparative Study of Satisfied Versus Unsatisfied Higher Education Students in Australia.” *World Marketing Congress Proceedings*, Curtin University of Technology, Western Australia, Australia, June 11-14, pp.229-231
88. Theingi, **Ogunmokun**, Gabriel O and S. Purchase (2003), “International Marketing Resources and Export Performance: An Exploratory Study of Small – Medium Sized



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92. **Ogunmokun**, Gabriel O and Li, Ling-ye (1999), “Marketing Control and Variations in Export Performance: An Investigation of Exporting Companies in the People’s Republic of China.” *ANZMAC Conference Proceedings*, November 28-December 1
93. **Ogunmokun** Gabriel O (1999), “A Study of Export Performance and the Problems Encountered In Exporting.” *Academy of International Business Conference Abstract Proceedings*, Southern East Asia Region, Melbourne, July 8-10 p. 11
94. **Ogunmokun**, Gabriel O and Li, Ling-ye (1999), “Marketing Concept Philosophy and Performance: A Case of Exporting Companies in the People’s Republic of China.” *World Marketing Congress Proceedings*, Malta, June 23 - 26, Vol. IX pp. 171-173
95. Li, Ling-ye and **Ogunmokun**, Gabriel O (1999), “Determinants of Export Performance: Research Evidence from Mainland China.” *World Marketing Congress Proceedings*, Malta, June 23 - 26, Vol. IX p. 161
96. Iswariah, Sheila and **Ogunmokun**, Gabriel O (1999), “Green Environmental Marketing: An Exploratory Investigation of Business Organizations in Australia.” *World Marketing Congress Proceedings*, Malta, June 23-26, Vol. IX p. 111
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