

Dr Foluké Abigail Badejo, B.Comm., M.M.M, M.P.R, GCArts, MMkt, PhD

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EDUCATION

- 2016 **Doctor of Philosophy**, Thesis: Understanding human trafficking as a social issue in Nigeria - A multi-stream formative social marketing approach. Griffith Business School, Griffith University, Brisbane, Queensland, Australia.
- 2011 **Master of Marketing with Honours**, Griffith University, Brisbane, Queensland, Australia.
- 2009 **Graduate Certificate of Arts (Writing, Editing & Publishing)**, University of Queensland, Brisbane, Queensland, Australia.
- 2008 **Master of Public Relations**, University of Southern Queensland, Brisbane, Queensland, Australia.
- 2006 **Master of Marketing Management**, Griffith University, Brisbane, Queensland, Australia.
- 2004 **Bachelor of Communication (Journalism & Marketing)**, Griffith University, Brisbane, Queensland, Australia.

EMPLOYMENT

- 2020 – current **Research Fellow**, Woolworths Center for Childhood Nutrition Research, Faculty of Health, Queensland University of Technology, Brisbane, Australia, Part Time.
- 2018 – 2019 **Chief Investigator/Social Marketing Program Manager** – Healthy Eats: A community-led, school-based social marketing program. North Queensland Primary Health Network in partnership with Life Education Queensland, Gold Coast, Queensland, Australia, Part Time.
- 2016 – 2017 **Research Fellow/Project Manager**, Social Marketing @Griffith, Griffith Business School, Griffith University, Brisbane, Queensland, Australia, Part Time.
- 2015 – 2018 **Maternity Leave/Child Care Leave**
- 2014 – 2018 **Sessional Academic**, Department of Marketing, Griffith Business School, Griffith University, Brisbane, Queensland, Australia.
- 2014 – 2016 **Communication Consultant**, Palladium: DFAT projects: Australia Awards Africa; Workforce Force Development Program Timor-Leste, Brisbane, Queensland Australia.

- 2012 – 2014 **Senior Project Officer (Communications and Program Relationship Management)** – Palladium, Brisbane, Queensland, Australia.
- 2010 – 2012 **Marketing Manager**, Queensland Conservatorium, Griffith University, Brisbane, Queensland, Australia.
- 2008 – 2010 **Marketing and Communications Officer**, Queensland University of Technology, Brisbane, Queensland, Australia.
- 2007 – 2008 **Direct Marketing Coordinator**, Credit Union Australia, Brisbane, Queensland, Australia.
- 2005 – 2007 **Direct Marketing Consultant**, Queensland Police Credit Union, Brisbane, Queensland, Australia.
- 2003 – 2005 **Presenter**, Briz31 Community Television, Brisbane, QLD
- 2002 – 2002 **Journalist**, Daily Post, Lautoka, Fiji; Radio Pasifik, 88.8 FM, Suva, Fiji.

INTERNATIONAL TEACHING & RESEARCH EXPERIENCE

- Australia, Indonesia, Nigeria

FUNDED RESEARCH/GRANTS – \$311,980 in total grant income

	Funding Body	Title	Chief Investigators	Year(s)	Amount
1	Energy Consumers Australia, ECA Grants Program	Supporting CALD Australians to be responsible energy consumers	Van Laer, T., Gordon, R., Badejo, F.A	2020-2021	\$102,714
2	QUT and University of Sydney	Aboriginal Stories of Sustainability: Insights for Tackling the Climate Crisis	Gordon, R, Raciti, M, van Laer, T, Badejo, A, Kariippanon, K.	2020-2021	\$25,000
3	North Queensland Primary Health Network	Healthy Eats: A community based social marketing program.	Badejo, A,	2018-2019	\$147,096
4	Griffith Centre for Sustainable Enterprise, Research Grant	Small Grants for Business & Sustainability Research	Arli, D Badejo, A.	2017	\$4,670
5	Primary Health Network, Brisbane North	Health 4 Life: The Expert View Project	Badejo, A, Rundle-Thiele, S	2016	\$2,000
6	Griffith Graduate Research School Travel Grant	Application to attend ANZMAC Conference in	Badejo, A	2015	\$1,500

		Melbourne December 2015			
7	Griffith University Postgraduate Research Scholarship	Postgraduate Research Scholarship	Badejo, A	2014	\$25,000
8	Griffith Health Institute (Menzies Health Institute Queensland), Population and Social Health Research Program	Application to attend ISM Conference in Melbourne December 2014	Badejo, A	2014	\$500
9	Griffith Health Institute (Menzies Health Institute Queensland), Population and Social Health Research Program	PhD Researcher Grant	Badejo, A	2013	\$3000
10	Griffith Health Institute (Menzies Health Institute Queensland), Population and Social Health Research Program	PhD Research Data Collection Costs	Badejo, A	2013	\$500

PUBLICATIONS

Refereed journals

1. Mogaji, E., **Badejo, F.A.** (2020) To build my career or build my brand? Exploring the prospects, challenges and opportunities for Sportswomen as Human Brands. *European Sports Management Quarterly*. (ABDC A, Scimago Q1).
2. Kitunen, A., Rundle-Thiele, S., Kadir, M., **Badejo, A.**, Zdanowicz, G., & Price, M. (2019). Learning what our target audiences think and do: extending segmentation to all four bases. *BMC Public Health*, 19(1), 382. (Scimago Q1).
3. Willmott, T. J., Pang, B., Rundle-Thiele, S., & **Badejo, A.** (2019). Weight Management in Young Adults: Systematic Review of Electronic Health Intervention Components and Outcomes. *Journal of medical Internet research*, 21(2), e10265. (Scimago Q1).
4. Willmott, T. J., Pang, B., Rundle-Thiele, S., & **Badejo, A.** (2019). Reported theory use in eHealth weight management interventions targeting young adults: A systematic

review. *Health Psychology Review*, <https://doi.org/10.1080/17437199.2019.1625280>. (Scimago Q1).

5. **Badejo, F.A.**, Rundle-Thiele, S., Kubacki, K. (2019). Taking a Wider View: A Formative Multi-Stream Social Marketing Approach to Understanding Human Trafficking as a Social Issue in Nigeria. *Journal of Social Marketing*. (Scimago Q2).
6. Arli, D., **Badejo, F.A.**, France, C., Knox, K., Perkins, H., Carlini, J., Jebarajakirthy., C., Thaicon, P., Pentecost, R. Wright O. (2019). Predicting Intention to Recycle Based on the Theory of Planned Behaviour: *International Journal of Nonprofit and Voluntary Sector Marketing* (Scimago Q1).
7. Arli, D., **Badejo, F. A.**, Sutano, N. (2019). Exploring the effect of intrinsic religiousness, extrinsic religiousness, and religious fundamentalism on people's attitudes towards lesbians and gays in Indonesia. *Journal of Religion, Spirituality and Ageing DOI: 10.1080/15528030.2019.1640830*. (Scimago Q1).
8. Parkinson, J., Mkandawire, P. C., Dietrich, T., **Badejo, A.**, Kadir, M., & Tembo, V. (2018). Developing the UNICEF Malawi School Handwashing Program. *Social Marketing Quarterly*, 24(2), 74-88. (Scimago Q2).

Under review

1. Gordon, R., Gurrieri, L., Badejo, F.A. (under review). Critical social marketing: What is to be done? Target journal: *Journal of Marketing Management*. (ABDC A, ABS 2*).
2. Badejo, F.A., Gordon, R., Mayes, R. (under review). Towards a trauma informed, culturally competent and gender responsive approach to transformative services: The case of human trafficking rescue services in Nigeria. *Journal of Services Marketing*. (ABDC A). Badejo, F.A., Gordon, R., Mayes, R. (under review). Transforming human trafficking rescue services in Nigeria: towards an intersectional feminist framework. *Journal of Services Marketing*. (ABDC A).
3. Mogaji, E., **Badejo, F.A.** (in review). The Financial Wellbeing of Sportswomen. *Journal of Business Research* (ABDC A, Scimago Q1).

Working Papers

1. **Badejo, F.A.**, Gordon, R (in progress). New Slaves: An African Marxist insight into the lived experiences of human trafficking. *Gender, Work and Organisation*. (ABDC A, Scimago Q1).
2. **Badejo, FA.** Gordon, R. (write up in progress). Unpacking the barriers to sustained impact for modern slavery rescue and rehabilitation services in Nigeria: towards a trauma-informed, intersectionality approach to transformative services. Target journal: *Journal of Services Marketing* (ABDC A, Scimago Q1).
3. Parkinson, J., **Badejo, FA.**, Rundle-Thiele, S., (write up in progress). Collaborative service design: developing an evidence based transformative service. Target journal: *Journal of Services Marketing* (ABDC A, Scimago Q1).

4. **Badejo, FA.** (Write up in progress). "Can the Subalterns Speak? Decolonising and re-representing dominant discourse(s) on Modern Slavery in Postcolonial Nigeria. Target journal: *Discourse and Society*. (ABDC A, Scimago Q1).
5. **Badejo, FA.** (write up in progress). No Woman No Cry: Notes on being and becoming a black female leader in a 'postracial' Society. Target journal: *Gender, Work and Organization*. ABDC A, Scimago Q1).
6. **Badejo, FA.** (write up in progress). This is Nigeria: An Autoethnography of a society in Permanent Liminality. Target journal: *Journal of Consumer Research* (ABDC A*, Scimago Q1).
7. Gordon, R., van Laer, T., **Badejo, FA.**, Waitt, G. (data collection). Energy, health and well-being narratives and liminal spaces. Target journal: *Journal of Consumer Research* (ABDC A*, Scimago Q1).
8. **Badejo, FA.**, Gordon, R., Canniford, R. (write up in progress). Vex finish, Scunnered, and Shit-High: A Vernacular Critique of Hierarchies of Knowledge in Marketing. Target journal: *Marketing Theory*
9. **Badejo, FA.**, Russell-Bennett, R., McAndrew, R., Letheren, K., Chell, K., Zhang, J., Kelly, N., Parkinson, J., Bull, M. (write up in progress). The contested spaces and liminal places within the homelessness prevention continuum. Target journal: *Journal of Consumer Research* (ABDC A*, Scimago Q1).
10. **Badejo, FA.**, Pang, B., Kadir, M., Kubacki, K., Gordon, R. (write up in progress). Minimum Reporting Indicators for Interviews and Focus Groups: The Case of Social Marketing Formative Research. Target journal: *Journal of Marketing Management*. (ABDC A, Scimago Q1).
11. **Badejo, FA.**, Chamorro-Koc, M., Beatson, A. (write up in progress). A transformative leadership approach to seamless journeys for young people with disabilities. Target journal: *Journal of Services Marketing* (ABDC A, Scimago Q1).

Conference Papers

1. **Badejo, FA.**, Russell-Bennett, R., McAndrew, R., Letheren, K., Chell, K., Zhang, J., Kelly, N., Parkinson, J., Bull, M. (2020). Delivering from the periphery: the core role of first responders in the homelessness prevention continuum. International Social Marketing Conference, Gold Coast, Australia
2. Mogaji, E., **Badejo, FA.**, Charles, S., Millisits, J. (2019) Why I will not use you for my campaign: the relationship between brand managers and sportswomen. In: 2019 Academy of Marketing Science Annual Conference, 30 May 2019, Vancouver, Canada.
3. Mogaji, E., **Badejo, FA.**, Charles, S., Millisits, J. (2019) Pushing the boundaries for commercially viability and financial freedom of Sportswomen. Women in Sports and Exercise Conference, St Mary's University, UK. June 2019.
4. **Badejo, A.**, Kadir, M., Kubacki, K., Pang, B. (2018). A Systematic Literature Review of Qualitative Research Studies in Social Marketing. UK Academy of Marketing Conference, Stirling, UK, July 2018.

5. Mogaji, E., **Badejo, FA.**, Sportswomen as Brand Ambassadors: Prospects, Challenges and Possibilities. Women in Sports and Exercise Conference, Staffordshire University, Stoke-on-Trent, UK. June 2018.
6. **Badejo, A.**, Rundle-Thiele, S.R (2017). A Critical Discourse Analysis of Anti-human Trafficking Campaigns. Australia and New Zealand Academy of Marketing Conference (ANZMAC), Melbourne, Australia, December 2017.
7. Schmidtke, D., Kadir, M., **Badejo, A.**, Rundle-Thiele, S., (2017). Social Marketing Program for South African Children. Australia and New Zealand Academy of Marketing Conference (ANZMAC), Melbourne, Australia, December 2017.
8. **Badejo, A.**, Rundle-Thiele, S.R., Kubacki, K., Timo Dietrich (2017). Applying Social Marketing Formative Research to Complex Problems: the case of human trafficking in Nigeria. World Social Marketing Conference, Washington DC, USA, May 2017,
9. Parkinson, J., Dietrich, T., **Badejo, A.**, Kadir, M (2017). Developing the UNICEF Malawi school handwashing with soap program. World Social Marketing Conference, Washington DC, USA, May 2017.
10. Baker, A., Schmidtke, D., Baum, J., Rundle-Thiele, S., **Badejo, A.**, (2017) Littering and recycling behaviour, knowledge and attitudes of South African children from a poor community. World Social Marketing Conference, Washington DC, USA, May 2017.
11. Parkinson, J., **Badejo, A.**, Dietrich, T., Kadir, M (2016). To wash or not to wash? Towards the development of the UNICEF Malawi handwashing with soap program. International Social Marketing Conference, Wollongong, Australia, September 2016.
12. **Badejo, A.**, Rundle-Thiele, S.R. and Kubacki, K. (2015). Insights into motivations and behaviour intentions of Nigerian persons at risk of human trafficking: A formative social marketing study. Academy of Marketing, Limerick, Ireland, July 2015.
13. **Badejo, A.**, Kubacki, K. and Rundle-Thiele, S.R. (2015). What is the lived experience of trafficked persons in Nigeria? Existential phenomenological insights from a formative social marketing study of human trafficking in Nigeria, Academy of Marketing Science World Marketing Congress, Bari, Italy, June 2015.
14. **Badejo, A.**, Rundle-Thiele, S.R., Kubacki, K., (2014). Understanding Human Trafficking as a Social Issue in Nigeria: Early Insights from a Formative Multi-Stream Social Marketing Study. International Social Marketing Conference, Melbourne, Australia, July 2014.
15. **Badejo, A.**, Rundle-Thiele, S.R., Kubacki, K., (2014). Understanding Human Trafficking as a Social Issue in Nigeria: A Formative Multi-Stream Social Marketing Approach. EMAC Doctoral Colloquium, Valencia, Spain, June 2014.
16. **Badejo, A.**, Rundle-Thiele, S.R., Kubacki, K., (2013). Understanding Human Trafficking as a Social Issue in Nigeria: A Formative Multi-Stream Social Marketing Approach. ANZMAC Doctoral Colloquium, Auckland, New Zealand, December 2013.

17. **Badejo, A.**, Rundle-Thiele, S.R., Kubacki, K., (2013). Reducing Human Trafficking: A Social Marketing Research Agenda. World Marketing Congress, Melbourne, Australia, July 2013.

Invited Presentations

1. **Badejo, FA.** (2020). 11th SERVSIG Conference: Panellist. Brisbane, Australia. July, 2020.
2. **Badejo, FA.** (2019). Keynote Address: From Social Marketing Formative Research to Practice: The Case of Grace + Grit Social Enterprise. Change Conference, Brisbane, Australia, October 2019.
3. **Badejo, FA.** (2019). Keynote Address: Social Marketing in the Face of Oppression: A Call to Arms against Human Trafficking and Other Social Ills. World Social Marketing Conference, Edinburg, Scotland, June 2019.
4. **Badejo, FA.** (2019). Sportswomen as brand ambassadors. Prospects and Challenges. University of Greenwich, London, UK, July 2018.
5. **Badejo, FA.** (2018). Raise Your Voice Festival to end human trafficking. Fashion Revolution, Athens, Greece, November 2018
6. **Badejo, FA.** (2018). Marketing and Vulnerable Groups. Academy of Marketing Conference, Stirling, UK, June 2018.
7. **Badejo, FA.** (2017). Social marketing and Social Enterprise for behaviour change. Australian Association of Social Marketing Queensland Hub Seminar, Brisbane, Australia, November 2017.

Reports

1. **Badejo, A.**, Rundle-Thiele, S (2016). Health 4 Life - The Expert View: Brisbane North PHN Report. Brisbane: Social Marketing @Griffith and PHN Brisbane North.
2. **Badejo, A.**, Parkinson, J, Rundle-Thiele, S., Carins, J (2016). Health 4 Life Caboolture Concept Proof Report. Brisbane: Social Marketing @Griffith and Diabetes Queensland.

AWARDS

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| 2020 | Finalist – UN Women International Women’s Day 2020 Competition. UN Women, Australia. |
| 2019 | Winner – Healthy Eats Pilot Program – Outstanding Collaboration in Social Impact Measurement – SIMNA Awards 2019 , Social Impact Measurement Network Australia. |
| 2018 | Best Paper in Track Award , Academy of Marketing Conference, Stirling, UK |
| 2017 | Best Academic Paper Award , World Social Marketing Conference, Washington, DC, USA. |

- 2017 **San Francisco Regional Finalist**, Hult Prize: The Next Wave of Social Entrepreneurs, San Francisco, USA.
- 2014 **3rd Place Winner**, Griffith Business School PhD Poster Competition, Brisbane, Australia.
- 2013 **Best Paper Award**, Australia and New Zealand Marketing Academy (ANZMAC) Doctoral Colloquium, Auckland, New Zealand.

TEACHING

- 2019 – **Sessional Academic**, School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia.
- Courses taught
1. Social Marketing
 2. Public Relations Management
- 2016 – 2019 **Sessional Lecturer**, Griffith Business School, Griffith University, Brisbane, Australia.
- Courses taught
1. Advanced Consumer Behaviour
 2. Corporate Communication and Public Relations
 3. Branding and Promoting New Business Ventures
 4. International Marketing
 5. Marketing Strategy
 6. Marketing for Behaviour Change
- 2009 – 2014 **Tutor**, Griffith Business School, Griffith University, Brisbane, Australia.
- Courses taught
1. Advertising and Promotion Strategies
 2. Introduction to Marketing
 3. Entertainment Marketing
 4. Consumer Psychology
 5. Interactive and Internet Marketing
- 2008 – 2010 **Tutor**, School of Advertising, Marketing and Public Relations, and Creative Industries Faculty, Queensland University of Technology, Brisbane, Australia.
- Courses taught
1. Introduction to Public Relations
 2. Public Relations Writing
 3. Strategic Advertising & Promotion
 4. Creative Industries People and Practices

JOURNAL AND CONFERENCE REVIEWING

Journal Paper Reviewer: Journal of Social Marketing, Journal of Marketing Management, Social Marketing Quarterly.

Conference Paper Reviewer: Australia and New Zealand Marketing Academy Conference, Academy of Marketing Conference, World Social Marketing Conference, International Social Marketing Conference.

MEMBERSHIP OF LEARNED OR PROFESSIONAL SOCIETIES

1. Member of the Australian Association of Social Marketing
2. Member of the Australia and New Zealand Marketing Academy
3. Member of the Australian Marketing Institute

OTHER COMMUNITY OUTREACH ACTIVITIES

Critical Social Marketing Online Workshop Series, *participant*, June-December 2020.

ACADEMIC GOVERNANCE AND LEADERSHIP

2020 – present: HDR Coordinator, QUT Centre for Justice

2017 – present: Queensland Hub Lead, Australian Association of Social Marketing.

TRANSLATIONAL/POLICY IMPACTS

2020: Submission to the Parliament of Australia House Standing Committee on Indigenous Affairs: Inquiry into food pricing & food security in remote indigenous Communities, July 2020.

MEDIA

News media contributions including What Can We Do podcast on Modern Slavery; Griffith University News on launching a social enterprise. Copies available on request.

PROFESSIONAL DEVELOPMENT

1. March 2019 – Co-Design Best Practices for Social Innovation, Gold Coast
2. October 2018 – Griffith Business School Sessional Academics Professional Learning Day, Brisbane
3. February 2018 – Social Marketing@ Griffith: Digital Marketing Masterclass
4. October 2017 – HDR Supervision 101, Griffith University, Brisbane
5. February 2015 – ACSPRI Qualitative Research: Design, Analysis and Representation, Brisbane

LANGUAGES

1. English (fluent/native speaker level)
2. Pidgin (fluent/native speaker level)
3. Yoruba (fluent/native speaker level)
4. Hausa (conversational)
5. Fijian (conversational)

REFEREES

Professor Ross Gordon, Professor of Marketing, School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Queensland, 4001, Australia.

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Email: ross.gordon1@qut.edu.au

Professor Alison Pullen, Professor of Management and Organisational Studies and Editor-in-chief of Gender, Work and Organisation. Macquarie University, 2109 NSW, Australia.

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