Mr. Babatunde Onikoyi, FHEA

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Research & Professional Statement

With over 6 years of research experience across both academia and industry, my research in Computer Science focuses on Business Data Mining and Analysis, Social Media Analytics, and the application of Simulation and Visualisation tools. This work aims to enhance organisational processes and decision-making by bridging the gap between theory and practice. I am dedicated to innovation and have a strong commitment to contributing to the UK's research and technological landscape. My diverse background enables me to approach problems from multiple perspectives and develop innovative solutions rooted in real-world practice.

Selected Education

2021 – 2024 · **Ph.D. in Computer Science, Edge Hill University**, Liverpool, UK.
Focus: Applying Machine Learning and AI to Online Customer Behaviour Analysis in Business Advertising. Involved in cutting-edge research contributing to digital marketing strategies.

2022 – 2023 · **Postgraduate Certificate in Teaching in Higher Education, Edge Hill University**, Liverpool, UK.
Developed teaching methodologies informed by educational research. Achieved FHEA status, integrating research into pedagogical practices.

2013 – 2014 · **MSc in Information Systems & Business Analysis, Aston University**, Birmingham, UK.
Specialised in Data Mining and Business Systems. Engaged in research projects focused on database management and analytical techniques.

2010 – 2013 · **BSc Hons in Information Technology & Business Information Systems, Middlesex University**, London, UK.
Acquired foundational IT and business analytics skills.

Selected Employment History

Jan 2024 – Present · **Lecturer in Computing, Hugh Baird University Centre**, Liverpool, UK.
Engaged in the delivery of high-quality teaching and assessment in computing. Responsibilities include innovative curriculum development, embedding employability skills in teaching, and providing pastoral care. Focused on curriculum innovation and implementation, effective technology use in teaching, and continuous professional development.

Jan 2021 – Present · **Associate Tutor and Researcher, Edge Hill University**, Liverpool, UK.
Engaged in teaching and research in Machine Learning and AI, with a focus on online advertising and customer behaviour. Developed research-driven teaching materials and methodologies, enhancing academic quality.

Sept 2020 – Jan 2021 · **Data and Platform Marketing Manager, Stanbic IBTC**, Lagos, Nigeria.
Led the development of data-driven marketing strategies, incorporating research to maximise ROI and improve online visibility.

Selected Employment History (continued)

Oct 2017 – Sept 2020   ■ **Deputy Marketing Manager, Stanbic IBTC**, Lagos, Nigeria.
Developed and implemented research-based marketing campaigns, contributing to significant market growth and brand enhancement.

Research Publications

Peer Reviewed Journals: Accepted & Published

1   **B. Onikoyi**, N. Nnamoko, and I. Korkontzelos, "Gender prediction with descriptive textual data using a machine learning approach," *Natural Language Processing Journal*, vol. 4, p. 100 018, 2023, ISSN: 2949-7191. 🔗 DOI: 10.1016/j.nlp.2023.100018.

Peer Reviewed Datasets: Accepted & Published

1   **B. Onikoyi**, *Survey response - university induction and 1st year students' integration into higher education: An exploration of experiences*, version V1, Mendeley Data, 2023. 🔗 DOI: 10.17632/7b4ktcjrbd.

2   **B. Onikoyi**, N. Nnamoko, and I. Korkontzelos, *Gender classification using twitter data*, version V2, Mendeley Data, 2022. 🔗 DOI: 10.17632/6x9srbfp6w.

Peer Reviewed Journals Awaiting Publication: In Review

1   **B. Onikoyi**, J. Barrowclough, and N. Nnamoko, "Predicting student academic outcome using online behavioural statistics and neighbourhood influences: A machine learning approach," Submitted for publication, 2024.

2   **B. Onikoyi**, "University induction and 1st year students' integration into higher education: An exploration of experiences," Submitted for publication, 2023.

Peer Reviewed Journals in Preparation: Manuscripts

1   **B. Onikoyi**, N. Nnamoko, and I. Korkontzelos, *A hybrid question answering and sequence labelling model for opinion target extraction*, Manuscript in preparation, intended for submission, 2024.

2   **B. Onikoyi**, N. Nnamoko, and I. Korkontzelos, *Gender prediction with descriptive textual data using a question & answering model approach*, Manuscript in experiment stage, due for submission in 2024, 2024.

Selected Achievements & Recognitions

Edge Hill University, United Kingdom

2022   ■ **Member of the Computer Science Department Research Committee**.
Contributed significantly to enhancing research quality and standards, demonstrating academic leadership and commitment to research excellence.

Stanbic IBTC, Nigeria

2019   ■ **Beyond Excellence Award for Excellence in Service and Managing Risks**.
Awarded for exemplary service and effective risk management, reflecting a blend of strategic thinking and innovative problem-solving in a challenging business environment.

Selected Achievements & Recognitions (continued)

Spark 44, United Kingdom

2015   **Rapid Promotion to Creative Executive**.
Recognised for exceptional performance and innovation, underscoring leadership capabilities in a fast-paced professional environment.

Certiport Microsoft Competition, Worldwide

2009   **Top 10 Finalist in the Certiport Microsoft Competition**.
Displayed advanced proficiency in Microsoft Office, showcasing technical skills in a highly competitive international setting.

Selected Honours, Fellowships & Scholarships

Honours   **Beta Gamma Sigma Recognition** — An international honour for academic excellence in business, symbolising top-tier scholarly achievement.

Fellowships   **Fellow of the Higher Education Academy (FHEA)** — Recognised for teaching excellence and professional practice in higher education, reflecting a commitment to academic scholarship.

Scholarships   **PhD Scholarship Studentship** — Awarded a substantial scholarship covering research, teaching responsibilities, and tuition fees for both the PhD and PGCertHE programmes.

Selected Professional Development & Contributions

Blockchain in Business Course Trainer/Lead Speaker
Led a session on "Blockchain in Business: Applications & Implications", hosted by Data Science Malta. Key role in educating professionals on blockchain technology applications in business.

Postgraduate Symposium Participant, Edge Hill University
Engaged in presenting research and fostering academic dialogue at the annual Postgraduate Symposium.

Microsoft Certified Educator and Excel Specialist
Hold certifications demonstrating expertise in Microsoft educational and professional technologies.

Selected Skills

Programming   Proficiency in Python, particularly applied in Natural Language Processing (NLP) and data analysis.

Research Leadership & Tools   Proficient in academic typesetting with LaTeX and experienced in leading research projects, teaching, and curriculum development. This combination of skills showcases my ability to disseminate research findings effectively and demonstrates my leadership in academic settings.

References

Available on Request