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Bellarmino (Bella) Ezumah

Bellarmino (Bella) Ezumah is an Assistant Professor of Media Studies at Murray State University, KY, USA. She received her Ph.D. from Howard University, Washington, DC.; M.S. from Brooklyn College of the City University of New York; and B.S. from St. John's University, New York. Her research adopts critical and qualitative methodologies and touches upon race, gender, socio-economic class, and ethnicity interests while transcending national boundaries. She has published over 15 peer-reviewed journal articles, book chapters, conference proceedings, and presented her work at over 15 academic conferences in the US, Canada, Greece, Nigeria, and Jamaica. She was named the 2014 Emerging Scholar at Murray State University.

Ezumah is currently working in collaboration with professors at Osun State University, Nigeria, on funded research that investigates the impact of Opon-Imo (Tablet of Knowledge). The tablet computer initiative puts learning devices in the hands of Nigerian senior secondary school students to prepare for standardized testing. The three-year study investigates Opon-Imo impact on student learning and results from standardized testing, social or cultural impact on not only students but their families and the community as a whole. Other areas in which Ezumah has conducted empirical study are audience research with young adults and their social media usage and gratifications; communication policy with reference to the Internet security threat and legislation in Africa; media globalization through African newspaper websites; business school accreditation, as well as religion and media.

In addition, she serves on the Editorial Board of the Academy of Business Research Journal, as the Newsletter Editor for the Minorities and Communication (MAC) Division of the AEJMC, and reviews Manuscripts and conference papers for several academic organizations including Sage Publications.

