



**DEPARTMENT OF MANAGEMENT
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITY OF NIGERIA, NSUKKA
ENUGU CAMPUS**

**3rd International Conference on
Management and Indigenous
Entrepreneurship**

29th - 30th April 2025

BOOK
of
ABSTRACTS



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Theme: *Balancing Local Business Models with Global market Forces*



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BOOK OF ABSTRACTS

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Preface

In the dynamic and ever-evolving landscape of global commerce, the intersection between indigenous entrepreneurship and globalisation has emerged as a critical area of inquiry. While globalisation promises expanded markets, transnational networks, and access to advanced technologies, it simultaneously presents complex challenges for local enterprises rooted in indigenous traditions, values, and socio-economic contexts. For Nigeria's indigenous entrepreneurs, particularly those navigating the nuanced terrains of start-ups and family-run enterprises, the tension between preserving local identity and adapting to global market imperatives has never been more pronounced.

In light of these developments, the **2025 International Conference on Management and Indigenous Entrepreneurship**, hosted by the **Department of Management, University of Nigeria, Enugu Campus**, was thoughtfully conceptualised. The theme of this year's conference, *Globalisation and Nigeria's Indigenous Entrepreneurship: Balancing Local Business Models with Global Market Forces*, underscores a strategic imperative for business scholars and practitioners alike—to explore innovative ways of reconciling local enterprise models with the demands of a globalised economy.

This Book of Abstracts captures the intellectual richness, empirical depth, and theoretical innovations presented at the conference. It showcases scholarly reflections and research findings that interrogate the implications of globalisation on Nigeria's indigenous entrepreneurial landscape. The contributions traverse a wide array of pertinent topics including global value chain integration, resilience of traditional business models, cross-border strategic partnerships, the evolving relevance of the Igbo Apprenticeship System in global business discourse, digital transformation of indigenous enterprises, and the policy frameworks needed to ensure local business sustainability amidst global competitiveness.

Importantly, the selected papers illustrate how indigenous entrepreneurship can serve not only as a mechanism for cultural preservation and community development but also as a viable strategy for economic diversification and internationalisation. They collectively advocate for hybridised business models - ones that harmonise the authenticity of local practices with the scalability and innovation required in the global arena.

As such, this conference does not merely echo the tensions between the local and the global; it reimagines them as opportunities for synergy, transformation, and inclusive growth. The deliberations and scholarly engagements documented herein are expected to stimulate further discourse, inform policy, and inspire both scholars and practitioners towards building resilient, globally competitive, yet locally grounded enterprises.

We remain deeply grateful to the keynote speakers, lead paper presenters, panellists, and all contributing authors whose insights have enriched this volume. To the reader, we extend our warmest regards and trust that you will find this compilation both intellectually engaging and practically illuminating.



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Transitional Management Strategies and Sustainable Power Sector Development in Southeast, Nigeria

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Abstract

The power sector globally is shifting towards transitional management and sustainability. Despite progress in indigenous literature, there is a gap in understanding the connection between these two concepts and their long-term impacts in Nigeria. This study explored the effect of transitional management strategies on the sustainability of the power sector in Southeast Nigeria. The specific objectives were to examine the effect of risk management, project management, and leadership transition on sustainable energy security, sustainable supply chain, and environmental responsibility. The study employed a survey research design with a population of 8,105 staff members of Enugu Electricity Distribution Company Plc. (EEDC) covering five states in the Southeast region. The sample size of 357 was determined using Cochran William's formula. Data were collected using structured questionnaires and analysed using ordinal logistic regression, as it effectively modelled ordered categorical data, capturing strategic shifts in transitional management strategies and their effects on sustainability outcomes. The findings revealed a significant positive effect of transitional management strategies on sustainability outcomes. The study concluded that structured transitional management can significantly strengthen the sustainability of the power sector in Southeast Nigeria. The study recommended that power sector organisations implement robust risk management measures, effective project execution, and leadership models prioritising renewable energy and environmental responsibility, which would position them for long-term sustainability. Policymakers and industry stakeholders should prioritise proactive transitional management strategies to ensure sustainable practices.

Keywords: *Transitional Management; Sustainable development; Renewable Energy; Carbon Neutrality; Southeast Nigeria*

E-Commerce Platforms and Repeat Purchase Behaviour in Nigeria

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Abstract

This study investigated the mediating effect of customer satisfaction on repeat purchase behaviour, a key indicator of profitability and growth. Customer satisfaction was the mediating variable deployed to explore how certain factors influence consumers' likelihood to repurchase on e-commerce platforms. The research design adopted was a descriptive survey, and the study population comprised Nigerian e-commerce shoppers. A sample size of 418 was drawn using the Krejcie and Morgan formula (1970) for sampling size determination. The data were collected through a questionnaire and analysed using structural equation modelling. Findings from the study showed a direct effect of ease of use, online security and service quality on the repurchase intentions of e-shoppers in Nigeria. The study concluded that e-commerce platforms are essential for achieving viability and growth in Nigeria's service sector. They enable a more competitive, customer-centric approach, leveraging technology to meet evolving consumer preferences and boost local business visibility. The study underscores the importance of improving user-friendly interfaces, bolstering trust through secure online transactions, and delivering high-quality services to drive growth in the Nigerian service sector.

Keyword: *Customer; Ease of Use; E-commerce; Repurchase Intention*

E-Commerce and Digital Marketing Growth in Western Africa

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Abstract

The constantly increasing pace of e-commerce and digital marketing has transformed the landscape of global business, and Nigeria is no exception. The purpose of this research is to investigate the impact of digital marketing on the development of e-commerce in Western Africa, where entrepreneurial culture is on the rise and internet penetration is increasing. With a quantitative study design, 300 e-commerce businesses and 500 consumers in the region were surveyed. The study employed regression analysis, correlation analysis, and descriptive statistics (Mean) in examining the data. The result of this study revealed that online marketing strategies, including email marketing, social media marketing, and SEO as key factors influencing the expansion of e-commerce. The study concludes that the rise of e-commerce is closely linked to the increased use of digital marketing strategies (social media marketing, search engine optimisation (SEO), and email marketing), emphasising their combined impact on market growth and consumer engagement. The study implied that Southeast Nigeria's e-commerce businesses have to apply online marketing methods for sustainable development.

Keywords: *Internet marketing, e-commerce, social media marketing, SEO, and email marketing.*

Digital Marketing and E-Commerce

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Abstract

Small and medium-scale enterprises (SMEs) in Enugu Metropolis, Enugu State, face challenges in adopting e-marketing, which limits their ability to leverage e-commerce growth. Key barriers include low technical skills, inadequate internet connectivity, and insufficient financial resources. This study examined the relationship between digital marketing and e-commerce growth among SMEs in the Enugu metropolis, highlighting how these barriers restrict businesses to outdated marketing strategies, hindering market reach and competitiveness. Using a descriptive survey design, data was collected from 357 SME owners and managers selected from registered SMEs via the Taro Yamane formula at a 95% confidence level. Data analysis was conducted using SPSS version 25, employing regression analyses. Findings indicate that digital literacy significantly influences e-commerce adoption. While social media marketing notably enhances sales revenue growth. This underscores the importance of digital skills and social media for SMEs' competitiveness and economic contributions to the Enugu Metropolis. The study proposes targeted training and marketing investments to overcome existing barriers. It contributes to the literature by extending the Technology Acceptance Model within a local context and assessing the financial impact of social media in an emerging market.

Keywords: *Digital; marketing; e-commerce; growth; literacy; SMEs*

Strategic Corporate Social Responsibility Practices as Drivers of Business Performance: Insights from Nigeria

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Abstract

In spite of the considerable body of knowledge that exists about the evolving stages of strategic corporate social responsibility practices, from mere philanthropic actions to damage control strategy, current studies have shown that little is known about corporate social responsibility practices as the driver of business performance. Therefore, the specific objectives of the study were to evaluate the relationship between corporate social responsibility and firms' patronage and examine the relationship between strategic corporate social responsibility and customer referral. A cross-sectional survey research design was adopted in the study to collect cross-sectional primary data from business owners in Enugu State through a structured questionnaire. Demographic statistics were used to analyse the demographic characteristics of the respondents, while the hypotheses were tested using regression analysis. The results show that strategic corporate social significantly predicts firms' patronage ($\beta = 0.508$, $R^2 = 0.662$, T-statistic = $8.709 > 1.96$, p-value = $0.000 < 0.05$). In the same vein, strategic corporate social responsibility was found to significantly predict customer referral ($\beta = 0.0908$, $R^2 = 0.655$, T-statistic = $8.909 > 1.96$, p-value = $0.000 < 0.05$). It is concluded that firms should consider using strategic corporate social responsibility to increase performance.

Keywords: *Strategic corporate social responsibility; business performance; firms' patronage; customer referral*

Entrepreneurial Ecosystems and their Roles in Scaling Startups

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Abstract

Entrepreneurial ecosystems, over time, have been established as a critical factor in advancing the growth and scalability of startups. This narrative literature review examines the conceptual basis of the roles entrepreneurial ecosystems play in enabling the successful scalability of startups. The study specifically explores the key elements of entrepreneurial ecosystems (mentorship, access to finance, market linkage, government policies, and innovation networks) and their interdependence in influencing the dynamics of startups. This review further examines how an optimised entrepreneurial ecosystem offers a strategic resource to startups, explores the challenges that hinder optimised entrepreneurial ecosystems, and investigates the systems theory perspective to analyse the entrepreneurial ecosystem's influence on startup scalability. The finding uncovers the need for the integration of a comprehensive strategy that advances an optimised and supportive entrepreneurial ecosystem for startup growth and scalability by investors, policymakers, and relevant stakeholders. The paper also made recommendations for future studies that are centred on primary empirical studies anchored on regional-industrial-specific contexts.

Keywords: *Entrepreneurial Ecosystems; Startup Scaling; Systems Theory*

Entrepreneurial Orientation and Sustainable Business Growth of Selected Small and Medium Enterprise Southeast, Nigeria

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Abstract

The study examined the relationship between entrepreneurial orientation and sustainable business growth of Small and Medium Enterprise Southeast in Nigeria. The specific objectives were to ascertain the nature of the relationship between entrepreneurial proactiveness and the long-term survival of SMEs and between innovativeness and increased market shares of SMEs. The study's research design is a descriptive survey design. A sample size of 362 respondents was drawn from a population of 6,455 staff of five selected SMEs in Southeast Nigeria. The study's hypotheses were tested using Pearson correlation. Results showed that entrepreneurial proactiveness has a significant relationship with the long-term survival of the selected SMEs, while innovativeness has a significant positive relationship with increased market shares of the selected SMEs. The study, therefore, concluded that entrepreneurial orientation has a positive relationship with sustainable business growth of SMEs in Southeast Nigeria. The study recommended that SME entrepreneurs should innovate and launch new products and services that meet the demands of their market. SMEs should prioritise innovation as a central component of their business strategy.

Keywords: *Entrepreneurial orientation; Innovativeness; Proactiveness; Sustainable business growth*

Industrial Harmony and Employee Performance in Quoted Oil and Gas Firms in Niger Delta Region, Nigeria

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Abstract

The study examined the relationship between industrial harmony and employee performance in the oil and gas firms in Nigeria. Specifically, the study set out to ascertain the nature of the relationship between employee board representation and employee job satisfaction and to determine the effect of employee collective bargaining on employee job commitment. The study was conducted in the Niger Delta region of Nigeria, and descriptive survey design was adopted. The study population consisted of 15,019 staff members of oil and gas firms that operate in the Niger Delta region. A simple random sampling method was used to select a sample size of 371 using the Freund and Williams sampling technique. Correlation was used to analyse collected data. Findings showed that employee board representation positively and significantly correlates with employee job satisfaction, while employee collective bargaining also correlates significantly with employee job commitment. The study concluded that industrial harmony correlates positively with employee performance and therefore recommends that the management of oil and gas firms should facilitate and sustain industrial harmony, a conducive and inclusive work environment that enhances employee performance through employer-employee cordial relationships and board representation and aligns the needs of the employees with those of the firm through the collective bargaining process.

Keywords: *Industrial Harmony, Employee Board Representation, Employee Job Satisfaction, Job commitment, and employee collective bargaining*

Cybercrimes and Sustainable Development in Deposit Money Banks in Enugu State, Nigeria

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Abstract

This study examined the effect of cybercrimes on sustainable development in deposit money banks in Enugu. The specific objectives were to assess the effect of Automated Teller Machine (ATM) skimming on the sustainable development of deposit money banks DMBs in Nigeria and the effect of phishing scams on the sustainable development of deposit money banks DMBs in Enugu. The study's research design was a descriptive survey design. The study used a structured questionnaire to obtain data. The population of the study, bank users in Enugu State, is considered infinite. A sample size of 371 respondents was, therefore, randomly drawn from the population. Data analysis was conducted with single regression. Findings showed that automated teller machine (ATM) skimming has a negative effect on the sustainable development of deposit money banks DMBs in Enugu State, and phishing scams have a negative effect on the sustainable development of DMBs in the state. The study concluded that cybercrime has an effect on the sustainable development of deposit money banks DMBs in Enugu State. The study recommended that banks should improve their cyber security systems in order to curb the incidents and impacts of (ATM) skimming and phishing scams towards sustainable development of deposit money banks in the state

Keywords: *Cybercrime; sustainable Development; Automated teller machine (ATM) skimming; Phishing Cybercrime*

Proactive Management and Performance of Small and Medium Enterprises in Enugu

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Abstract

The study examines the effect of proactive management on the performance of SMEs in Enugu State, Nigeria. The study specifically sought to ascertain the effect of strategic foresight on the market competitiveness of SMEs and assess the nature of the relationship between competitive intelligence and customer acquisition and retention by SMEs. The population of the study was 270 owners/managers of registered SMEs. A census technique was adopted. Data were collected using a questionnaire and oral interview. The questionnaire was structured on a 5-point Likert Scale. A pilot study was conducted using the test & retest method and tested with the Spearman Ranking Order Correlation Coefficient. The result gave a reliability coefficient of 0.78. Face and content validation of the instrument was done by five research experts from both the industry and academia. Data collected were analysed using Simple Linear Regression and Pearson Product Moment Correlation at a 5% probability level of significance. The finding revealed that strategic foresight had a significant positive effect on the market competitiveness of SMEs, and competitive intelligence had a significant positive relationship with customer acquisition and retention. The study concludes that proactive management, through strategic foresight and competitive intelligence, enhances market competitiveness and customer retention in SMEs. The study recommends that owners/managers of SMEs adopt proactive management practices to enhance market competitiveness and customer retention and improve their performance.

Keywords: *Proactive Management, strategic foresight, customer acquisition and retention, market competitiveness, Performance, SMEs.*

Coping Strategies and Survival of Micro-Enterprises in Enugu Metropolis: Experiences from the COVID-19 Pandemic

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Abstract

The COVID-19 pandemic significantly affected businesses worldwide, with micro-enterprises (MEs) facing severe financial and operational challenges. This study examined the coping strategies adopted by MEs in Enugu Metropolis, Nigeria, with a particular focus on remote work and digital transformation. The study population comprised 5,200 micro-enterprises registered with the Enugu State Ministry of Commerce and Industry. Using the Krejcie and Morgan formula, a sample size of 357 was determined. A cross-sectional survey design was employed, and data were collected from 289 micro-enterprises through a structured questionnaire. The data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results showed that remote work had a significant positive effect on business survival. Similarly, digital transformation was found to significantly influence the survival of MEs. Based on these findings, the study recommends that policymakers support micro-enterprises by enhancing digital infrastructure and providing financial incentives for technological adoption. In addition, entrepreneurs are encouraged to prioritise continuous innovation, adopt flexible work arrangements, and engage in strategic planning to strengthen resilience. This study contributes to the literature on business sustainability during crises by providing empirical evidence on the coping strategies of micro-enterprises in a developing economy.

Keywords: *Covid-19 Pandemic; Coping Strategies; Adoption of Online Business Platforms; Innovation; Workplace Flexibility; and Adaptability.*

Value System Change and Strategic Leadership of Public Sectors in Enugu State

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Abstract

This study examined the effect of value systems change on strategic leadership in Enugu State's public sector, focusing on ethical standards erosion, accountability shifts, organisational value changes, leadership transparency, and modern value systems. A descriptive survey design was used, collecting data from 283 respondents across four MDAs, with hypotheses tested using simple linear regression. Findings revealed that ethical erosion significantly affected decision-making (coefficient = 0.962, p-value = 0.000), accountability shifts affected public trust (coefficient = 0.933, p-value = 0.000), organisational values shaped strategic planning (coefficient = 0.863, p-value = 0.000), transparency correlated with policy implementation ($r = 0.805$, p-value = 0.000), and modern values impacted adaptive leadership (coefficient = 0.812, p-value = 0.000). The study underscored the need for ethical restoration, accountability measures, inclusive leadership development, and transparency through technology. Recommendations included enforcing ethical guidelines, strengthening oversight, enhancing public engagement, and aligning governance with global best practices to foster a resilient, adaptive, and transparent public sector.

Keywords: *Value system; Leadership; Public sector*

Corporate Social Responsibilities and Sustainability of Listed Manufacturing Firm in Nigeria

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Abstract

This study investigated Corporate Social Responsibility (CSR) and sustainability of listed manufacturing firms in Nigeria, employing an ex post facto research design. The research utilised secondary data sourced from audited annual financial statements of seven listed manufacturing firms whose annual reports were publicly available and covered the period from 2015 to 2023. The study used panel regression analysis to determine the implications of the manufacturing firms' CSR expenditures on energy efficiency and biodiversity improvements. The study found that CSR expenditure had a significant and positive impact on manufacturing firms' energy efficiency and biodiversity improvements in their operating environment. Invariably, companies that invest in CSR expenditure have the tendency to improve their energy efficiency and have positive impacts on biodiversity. These findings highlighted, emphasising its importance in corporate strategy within the manufacturing sector. The study concluded that integrating CSR initiatives improves energy efficiency and enhances biodiversity, therefore highlighting CSR's role as a mitigating factor against sustainability problems. The study recommended that manufacturing firms should improve their energy efficiency and biodiversity through increased expenditure in their CSR.

Keywords: *CSR; Sustainability; biodiversity; Efficiency; Corporate*

Breaking The Management of Supply Chain: A Panacea for Performance of Small and Medium-Sized Enterprises (SMEs) in Enugu State, Nigeria

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Abstract

This study examines the impact of Supply Chain Management on the performance of small and medium-sized enterprises in Enugu State. A descriptive survey design was adopted, and a quantitative methodology was employed. Specifically, the study used simple regression as its analytical tool. Data were collected from management, employees and customers of SMEs in Enugu State using a structured questionnaire. A sample of 385 respondents was determined using Cochran's formula. Findings reveal that there is a strong positive relationship between procurement management and operational efficiency ($R = 0.765$, $R^2 = 0.585$, $p < 0.05$), indicating that SMEs that actively engage in sourcing and contract management experience higher operational efficiency. Also, logistics management has a significant relationship with financial performance ($R = 0.372$, $R^2 = 0.536$, $p < 0.05$), showing that inventory management and proper warehousing have a lasting effect on financial performance. Lastly, demand forecasting and planning significantly impact customer satisfaction ($R = 0.712$, $R^2 = 0.507$, $p < 0.05$), confirming that SMEs planning ahead to find out what customers need in terms of quantity and quality improves customer satisfaction. Based on the findings, the study concluded and recommended that to support SMEs in Enugu State, focusing on strategic infrastructural improvements will be key in optimising logistics, reducing operational inefficiencies, and experiencing improvements in supply chain management. This will contribute to enhancing their financial performance and driving sustainable business growth. The reduced transportation costs, faster deliveries, and streamlined operations will allow businesses to stay competitive and meet customer demands more effectively.

Keywords: *Supply Chain Management, Organisation Performance, SMEs*

**Utilising Digital Innovations to Overcome Gender Barriers and Drive the Empowerment of
Indigenous Women Entrepreneurs in Nigeria**

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Abstract

Leveraging digital innovations (DIs) has emerged as a transformative catalyst for promoting entrepreneurship, breaking down gender barriers (GBs), and empowering indigenous women entrepreneurs (IWEs). This paper investigates the vital role of digital innovations in overcoming gender-related obstacles and advancing the empowerment of indigenous women entrepreneurs in Nigeria, particularly in Northern Nigeria, where challenges such as low digital literacy, limited technology access, and deeply rooted gender norms restrict women's entrepreneurial potential. Using a qualitative research approach, the study utilised document analysis to examine key Nigerian government policies, the Central Bank of Nigeria's financial inclusion strategies, and reports from the Ministry of Women Affairs. It also analysed policy briefs from local and international NGOs. Findings indicated that while digital innovation offers significant opportunities for empowerment, indigenous women entrepreneurs face unique hurdles that include inadequate digital infrastructure, persistent gender biases, and financial limitations. The study highlights the need for targeted policies and initiatives that enhance digital literacy and address gender-specific challenges, creating an enabling environment for indigenous women to thrive in Nigeria's digital economy. This research contributes to the broader discourse on gender, entrepreneurship, and innovation in Nigeria, with a focus on the Northern region.

Keywords: *Digital innovation, Gender barriers, Women empowerment, Entrepreneurship, Nigeria*

Breaking Barriers in Women Entrepreneurship Within the Aba Fashion and Textile Industry

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Abstract

This study investigated the barriers to women's entrepreneurship in the Aba fashion and textile industry. The specific objectives were to examine the impact of financial constraints on women's effective participation and analyse the influence of socio-cultural factors on their entrepreneurial involvement. A descriptive survey research design was adopted, targeting a population of 260,708 women across Aba North and Aba South. A sample size of 399 was determined using the Taro Yamane formula; however, 368 valid responses were retrieved, slightly below the minimum required, which may limit the generalizability of findings. Data collection was done through a structured questionnaire, validated for content and construct validity, and tested for reliability using Cronbach's alpha. Descriptive statistics, including mean and standard deviation, summarised the data, while Pearson Product-Moment Correlation Coefficient (PPMCC) was used to analyse the relationships between the variables. The analysis revealed a strong positive correlation between financial constraints and women's entrepreneurial participation ($r = 0.992$, $p = 0.000$), suggesting that limited access to credit, high interest rates, and low financial literacy are associated with reduced entrepreneurial engagement. Socio-cultural factors, including traditional gender roles and family responsibilities, also showed a significant negative correlation with women's participation ($r = 0.993$, $p = 0.000$). The study concludes that financial and socio-cultural factors are strongly associated with women's participation in the Aba fashion and textile sector. It recommends further causal studies and the development of support programs aimed at improving financial access and addressing socio-cultural barriers to foster inclusive growth in the industry.

Keywords: *Women's Entrepreneurship; Financial Constraints; Socio-Cultural Barriers; Entrepreneurial Participation; Gender Equality*

International Financial Reporting Standards (IFRS) Adoption and Performance of Fast-Moving Consumer Goods (FMCGs) firms in Enugu State

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Abstract

The study examined the adoption of international financial reporting standards (IFRS) and the performance of fast-moving consumer goods (FMCGs) firms in Enugu State. The objectives of the study were to determine the relationship between fair value measurement and productivity and evaluate the effect of revenue from contracts with customers and customer satisfaction of FMCGs firms in Enugu state. The study adopted the survey design method, and purposive nonprobability sampling was used to determine the sample size of 208 which was selected from a population of 277 employees of the FMCG's firms studied. The findings show that there was a significant positive relationship between fair value measurement and productivity and that revenue from contracts with customers, to a large degree, affected customer satisfaction of FMCGs firms in Enugu state. The study concludes that it has become pertinent to highlight the importance of international financial reporting standards (IFRS) adoption as an important factor in the management FMCG's firms and the sustained economic growth expected in the sector in Nigeria. The study recommends, among others, that Uniform accounting standards should be encouraged in the industry using IFRS process and procedures because it was uncovered that there is a positive relationship between fair value measurement and productivity of FMCG's firms in Enugu state.

Keywords: *Fair Value Measurement; Productivity; Revenue from Contracts with Customers; Customer Satisfaction*

‘Onurube Nwanne’ System of the Igbos and the Ease of Financing Burial Rites in Southeast Nigeria

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Abstract

The Igbos, in their lifestyle, always try to find solutions to their problems over time, and this includes coming to the aid of others. This study investigated how the ‘Onurube nwanne’ system of the Igbos eases the burden of financing burial rites in Southeast Nigeria. The specific objectives were to ascertain the extent to which the financial contributions provide funds for the burial rites of the deceased and friends and relations of the deceased to aid the deceased family. The survey research design was adopted. The population of the study was the Igbos in southeast Nigeria who are based in the five major Igbo States that had buried a loved one. A sample of 348 was selected using the Godden formula for infinite population. The questionnaire was used to collect data. Pearson moment correlation was used to test the formulated hypotheses. The findings reveal that the financial contributions significantly aid the burial rites of the deceased and that the support from friends and relations significantly aids the family of the deceased. The study recommends that the Igbos should keep up their culture of always supporting their friends and relations so that everyone will benefit from the system, as death is not predictable.

Keywords: ‘Onurube nwanne’, death, burial, rites, support

The impact of Business Ethics Practices on Financial, Social and Environmental Sustainability of Manufacturing Organisations: Evidence from Nigeria

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Abstract

Globally, there is increasing attention on the need for organisational sustainability given firms' recent realisation that their existence is not only for the financial well-being of the shareholders but also for the well-being of society and their environment at large. Organisational sustainability spans financial, social, and environmental dimensions. Remarkably, this study examined the relationship between business ethics practices and the financial, social, and environmental sustainability of manufacturing firms in Nigeria. This study employed a survey research design, and a five-point Likert scale questionnaire was used for data collection. Non-parametric ordinal regression and Spearman Rank Correlation were used for data analysis. Findings show that both jointly and individually, business ethical practices have a significant positive relationship with the manufacturing firms' financial, social, and environmental sustainability. This implies that as business ethical practices increase, manufacturing firms' sustainability also increases. This fronts business ethics as an essential key to manufacturing firms' sustainability in Nigeria. The study, therefore, recommends that manufacturing firms should make organisational sustainability an integral part of strategic planning and embody business ethics codes into the firm's mission and vision. They should strictly encourage ethical business practices by the management and all staff by promoting accountability, integrity, and adequate service delivery.

Keywords: *Ethical; Business; Practices; Sustainability; Financial; Firms*

Investment in Tangible Non-Current Assets and Financial Performance: Evidence from Food Manufacturing Companies in Nigeria

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Abstract

This study examined the relationship between investment in tangible non-current assets and the financial performance of food manufacturing companies in Nigeria. Investment in tangible non-current assets was observed using investments in land and buildings, plants and machinery and motor vehicles, while financial performance was studied using earnings per share. The study employed an ex-post facto research design and data collected from 15 food manufacturing companies listed on the Nigerian Stock Exchange. The study used secondary data collected from the financial statements of the companies between 2008 and 2020. The study used Ordinary Least Squares (OLS) regression to test the research hypotheses. The findings showed that investments in tangible non-current assets do not significantly correlate with earnings per share of food manufacturing companies in Nigeria. The study concluded that investments in tangible non-current assets should be complemented with optimal and efficient use of the company's assets in order to maximise corporate objectives and returns.

Keywords: *Tangible Non-Current Assets; Financial Performance; Food Manufacturing Companies*

Entrepreneurial Agility, Alertness and Sustainability of Nascent Firms in Developing Economies: A Nigerian Perspective

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Abstract

The current research focused on investigating the relationship between entrepreneurial agility and the sustainability of nascent businesses through a mediation involving entrepreneurial alertness: searching and scanning, association and connection, and evaluation and connections. The study utilised a three-wave repeated cross-sectional data collected from 413 nascent business entrepreneurs who are currently running their nascent businesses in 3 major industrial clusters in Abuja, Nigeria. The study adopted a snowballing approach to access the nascent businesses in these clusters. The nexus between entrepreneurial agility and sustainability was analysed using a three-way parallel mediation involving searching and scan alertness, association and connection alertness, and evaluation and connections alertness. The results indicated a mediation effect of evaluation and judgment alertness on the entrepreneurial agility-sustainability path. Although there is a mediation effect of searching and scan alertness on this path, the effect was not significant, while association and connection alertness showed no evidence of mediation of the path. The importance of entrepreneurial agility as a precursor for the sustainability of nascent businesses was highlighted by the findings of this study. The study also highlights the importance of having entrepreneurial alertness.

Keywords: *Entrepreneurial Agility; Sustainability of Nascent Businesses; Searching and Scan Alertness; Association and connection Alertness; Evaluation and Judgement Alertness*

Resource Allocation, Managerial Competencies and Service Quality of Private Healthcare Providers in Southeast, Nigeria

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Abstract

This study investigated the effects of allocation to infrastructure, medical supplies, and research and development (R&D) on patient waiting times and quality of care. The objectives were to determine whether these allocations significantly influence patient waiting times and the quality of care, as well as to explore the interactive role of managerial competencies in resource allocation and service quality. The study adopted a cross-sectional research design, collecting data from 215 respondents across 15 private healthcare providers. Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 3.2.9 was used to analyse the effects of resource allocations on service quality measures. The results revealed significant negative effects of resource allocations on patient waiting times, with path coefficients of ($\beta = -0.612$, $p < 0.05$) for infrastructure, ($\beta = -0.672$, $p < 0.05$) for medical supplies, and ($\beta = -0.772$, $p < 0.05$) for R&D. Additionally, significant positive effects were found on the quality of care, with path coefficients of ($\beta = 0.733$, $p < 0.05$) for infrastructure, ($\beta = 0.768$, $p < 0.05$) for medical supplies, and ($\beta = 0.798$, $p < 0.05$) for R&D. The results indicated that increased allocations to these areas could reduce waiting times and improve care quality. Lastly, it was found that managerial competencies significantly enhance the effects of resource allocation on service quality ($\beta = 0.894$, $p < 0.05$). To optimise patient outcomes, private healthcare providers should prioritise investments in R&D, as it demonstrated the strongest effect on both waiting times and quality of care.

Keywords: *Resource Allocation; Managerial Competencies; Service Quality; Patient Waiting Time; Quality of Care*

Skill Acquisition and Entrepreneurship Development Among Nigerian Students

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Abstract

Skill acquisition remains a critical aspect of entrepreneurship development. However, its effectiveness in developing Nigerian youths remains a persistent challenge, especially as youth unemployment in Nigeria continues to increase. This study investigated the effect of skill acquisition on entrepreneurship development among Nigerian students at Enugu State University of Technology, Enugu (ESUT). The study adopted a quantitative descriptive approach and a survey research design. The study's population is 3768 students of the Faculty of Management Sciences. The choice is based on the fact that the faculty included entrepreneurship development programmes in their academic programmes. Utilising the Taro Yamane method, a sample of 301 students was randomly drawn. Employing descriptive statistics and simple linear regression, findings indicated a positive trend between skill acquisition and entrepreneurship development, though not statistically significant, highlighting the role of other influencing factors. The study also found that skill acquisition programs are not significantly effective in enhancing entrepreneurial outcomes and behaviours. The study concludes that while skill acquisition is important, it may not be the sole determinant of entrepreneurial behaviour and intentions. This study illustrates the urgency for a holistic approach to entrepreneurship development by integrating practical experiences and providing access to resources and support systems.

Keywords: *Skill Acquisition; Entrepreneurship Development; Nigerian Students*

Creative Accounting and Investor Value: A Comparative Study of Income Smoothing of Listed Manufacturing Firms in Nigeria and South Africa

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Abstract

Given the mixed results of prior studies, this study determined the effect of creative accounting on the investor value of listed manufacturing firms in Nigeria and South Africa from 2012 to 2022. The study investigated the effect of income smoothing on Tobin's Q of listed manufacturing firms in Nigeria and South Africa. The study obtained data from Thomson One Banker concerning 25 and 44 manufacturing firms listed on the Nigerian Exchange Group and Johannesburg Stock Exchange, respectively. The study reveals, amongst other things, that income smoothing does not significantly affect the investor value of listed manufacturing firms in Nigeria and South Africa. Also, one of the findings indicates that profitability significantly and positively moderated the income smoothing-investor value relationship of listed manufacturing firms in Nigeria and South Africa. The study recommends that firms reconsider their income-smoothing strategy and factor in profitability in their income-smoothing decision.

Keywords: *Creative accounting; income smoothing; investor's value; Tobin's Q, Nigeria; South Africa*

Developing a Model of Igbo Women's Entrepreneurial Intentions within a Moderated-Mediation Interplay of Social Capital, Empowerment, Education and Cultural Values

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Abstract

Through the Igbo Apprenticeship scheme, the Igbos of Southeast Nigeria have been widely acknowledged as people with high entrepreneurial mindsets. There is, however, a gender divide in their entrepreneurial intentions that derives from socio-cultural inequalities. With the persistent paradigmatic changes in women's social status among the Igbos, this study developed a model of Igbo women's entrepreneurial intentions that are predicted by various forms of economic empowerment, literacy index, social capital, and cultural values. Data were sourced with a self-administered question from a sample of 372 using a multistage sampling method since the population of the study is considered infinite. Moderated-mediation Structural Equation Modelling with the aid of SmartPLS 4 was used to test the study's hypotheses. Results show that both empowerment and social capital positively improve Igbo women's entrepreneurial intentions through a positive mediation of their levels of education. Cultural values, however, negatively moderate their entrepreneurial intentions. The study concluded that social capital, empowerment, education and cultural values improve Igbo women's entrepreneurial intentions and suggests that the gender gap in Igbo people's entrepreneurial mindsets should be addressed by using social capital, empowerment, education and cultural values among Igbo women.

Keywords: *Igbo women, Entrepreneurial intentions, social capital, empowerment, education, cultural values*

Impact of Digitalisation on the Efficiency of Nigerian Exchange Limited

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Abstract

Globally, financial markets have undergone a digital revolution in order to boost investors' confidence and ensure market accessibility, transparency, transaction speed, and accuracy. This study employed a descriptive survey design to investigate the impact of digitalisation on the efficiency of the Nigerian Exchange Limited. The target population consisted of stockbrokers from the ninety-eight (98) Stockbroking firms accredited by the Debt Management Office (DMO) to market and distribute FGN savings bonds in Nigeria. The research employed a simple random sampling technique to select a sample size of three hundred and ninety-two (392) respondents, four (4) participants randomly selected from each stockbroking firm. Using a self-administered questionnaire, the study obtained primary data from the respondents. Out of the distributed three hundred and ninety-two (392) questionnaires, a total of three hundred and forty-seven (347) instruments were completely filled and were deemed suitable for analysis. Linear regression was used to test the research hypotheses. The obtained data were analysed using Statistical Package for Social Science (SPSS) version 22. Findings revealed that there was a significant positive relationship between digital payment platforms and transaction speed. The study also showed that digital financial services significantly influenced investors' participation in the Nigerian Exchange Limited. The study concluded that digital technologies is vital for the enhancement of the Nigerian Exchange Limited's operational efficiency in order to align with global capital market trends and competitiveness. Consequently, the study recommended that the Nigerian Exchange Limited should invest more in digital infrastructure and integrate more innovative payment solutions to minimise processing time.

Keywords: *Digital Payment; Digitalization; Efficiency; Accessibility; Digital Finance; Integration*

Flexible Work Arrangement and Work-Family Interface Amongst Working Class Women in Enugu State, Nigeria

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Abstract

The main objective of the study was to determine the effect of flexible work arrangements (FWA) on the work-family interface of women in Enugu State Civil Service. Specifically, the objectives are to determine the effect of flextime on work-family conflict (WFC) and the effect of flexplace on WFC. The descriptive survey research design was adopted. The population of the study was all the 2,560 women in the Enugu State Civil Service; 334 were drawn and studied. The questionnaire instrument had 59 items. Confirmatory Factor Analysis (CFA) was conducted using Structural Equation Modelling to show convergent and discriminant validity. The reliability test was conducted using Cronbach's Alpha, with all the variables also above the 0.70 threshold. Simultaneous moderation analysis was done using the Andrew Hayes Process plugin in SPSS to test the hypotheses. The decision rule for the hypotheses was set at a 0.05 significance level. Results show a negative effect of flextime on WFC ($\beta_{ftc} = -0.567$; $p < 0.05$); a negative effect of flexplace on WFC ($\beta_{fpc} = -0.415$; $p < 0.05$). Conclusively, increased flextime and flexplace for female employees of the State Civil Service would reduce the level of work-family conflict experienced by these women and promote work-life balance.

Keywords: *Flextime, Flexplace, Family Support, Family Responsibility, Work-To-Family Conflict, Family-To-Work Conflict*

Ambidextrous Leadership and Innovation in Telecommunication Firms in Enugu State, Nigeria

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Abstract

This study investigated the effect of ambidextrous leadership on innovation in telecommunication firms in Nigeria, focusing on exploratory and exploitative behaviours, with Enugu State as the geographical scope. The specific objectives were to determine the direct effect of opening leadership behaviours on innovation, assess the direct effect of closing leadership behaviours on innovation, and examine both the total effects of opening and closing leadership behaviours on innovation. A cross-sectional survey design was adopted. The population was comprised of 237 management and non-management staff, and 211 valid responses were analysed. Face validity of the research instrument was confirmed by three academic and two industry experts, while construct validity was established through exploratory factor analysis. Reliability was tested using Cronbach's Alpha; all constructs yielded values above 0.7. Data were analysed using Andrew Hayes' Mediation Technique and the Analysis of Moment Structures (AMOS) version 18 at a 5% significance level. Results showed a statistically significant direct effect of opening leadership behaviour on innovation but no significant direct effect on closing leadership behaviour. There was also a significant total effect of opening leadership on innovation, while the total effect of closing leadership behaviour remained statistically insignificant. The study concludes that ambidextrous leadership, particularly through opening behaviours, positively influences innovation in Nigerian telecommunication firms. It recommends fostering a culture of continuous improvement in leadership to drive both incremental and disruptive innovation for long-term competitiveness.

Keywords: *Ambidextrous leadership; innovation; exploratory behaviours; AMOS*

Employee Turnover and Performance of Selected Deposit Money Banks in Southeast Nigeria

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Abstract

Employee turnover in Nigerian banks has become increasingly significant due to various organisational and economic challenges. This study investigates the relationship between employee turnover and the performance of selected deposit money banks in Southeast Nigeria. The specific objectives were to determine the effect of skilled staff migration on the loss of key account customers, examine the effect of downsizing on the productivity of retained staff, assess the impact of poaching on financial performance, evaluate the effect of voluntary exit on staff motivation; and identify the effect of counterproductive work behaviour on bank productivity. A descriptive survey design was adopted. Data were collected through a structured questionnaire. Validity was confirmed using Principal Component Analysis, and reliability was tested using Cronbach's Alpha Coefficient, with all constructs exceeding 0.7. Data analysis involved multiple regression, and hypotheses were tested using SPSS version 24. The findings revealed that skilled staff migration had a statistically significant positive effect on the loss of key account customers. Downsizing, poaching, and voluntary exit did not show significant effects. However, counterproductive work behaviour had a significant negative effect on productivity. The study concludes that certain aspects of employee turnover have a significant impact on bank performance, while others do not. It recommends that banks manage skilled staff turnover proactively and implement open-door policies to reduce voluntary exits and improve overall performance.

Keywords: *Turnover; Performance; Downsizing; Banks; PCA*

Relationship Between Strategic Management and Business Performance in Small Scale Enterprises in Yola

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Abstract

This research explores the relationship between strategic management and business performance in small-scale enterprises within the Yola metropolis, Adamawa State. The paper drew its thrust from the subsisting relationship between the two concepts from extensive literature and empirical evidence. The study's population consists of 1,619 registered SMEs, according to SMEDAN's SME Survey in Adamawa State. Yamane's formula was used to determine a sample of 407. Data were collected through questionnaire administration to the sampled SMEs analysed using Pearson's correlation and linear regression. The findings revealed a strong relationship between strategic business environmental surveys and competitive advantage, a positive correlation between strategic policy formulation and customer satisfaction, and a significant impact of policy implementation on customer patronage. The study concludes that strategic management is crucial to SME performance and recommends that SME operators in Yola intensify efforts on strategic business surveys and that the Adamawa State government should organise strategic management seminars for SME stakeholders.

Keywords: *Strategic Management, Performance, Business Environmental, Competitive Advantage, Customer Satisfaction*

Assessment of Prevalence and Determinants of Workplace Violence Among Nurses in Public Tertiary Hospitals in Enugu State, Nigeria

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Abstract

Nurses are three times more likely to experience workplace violence (WPV) than other healthcare professionals. Nonetheless, studies of factors that predict verbal violence, physical violence, and sexual violence against nurses are scarce. This study assessed the prevalence and determinants of workplace violence among nurses in public tertiary hospitals in Enugu State, Nigeria, and the influence of workplace violence on nurses' burnout and intent to leave their jobs. The study adopted a cross-sectional survey design. Data was collected from nurses (n= 450) working in four public tertiary hospitals in Enugu State, Nigeria. A proportional stratified random sampling technique was used to select respondents in each hospital. We analysed the data using descriptive statistics, cross-tabulations and binary logistic regression at a p-value of 0.05. Results showed that the prevalence of verbal, physical and sexual violence was 91.1%, 13.3%, and 2.0%. Overall, the reporting rate of WPV was 16%. Nurses' marital status, qualification and tenure predicted physical violence. Being a female nurse increased the likelihood of verbal violence. Nurses' qualifications, direct contact with patients, and working in accident/emergency units increased the likelihood of physical violence against nurses. Direct contact with patients increased the odds while working with male clients decreased the odds of sexual violence. Verbal violence predicted burnout, emotional exhaustion, and intention to leave. Physical violence predicted depersonalisation among nurses in this study. Our finding highlights a need for a safer work environment, and policies incorporating the factors predicting WPV, and strategies to mitigate the influence of WPV on nurses' burnout and retention is warranted.

Keywords: *Workplace Violence; Nurses; Burnout; Intent to leave; Mitigation strategies*

Human Resource Development Policy and Entrepreneurial Orientation of Micro, Small and Medium Enterprises (MSMEs) in Nigeria

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Abstract

Micro, Small and Medium Enterprises (MSMEs) are critical economic units that provide employment and income for individuals, states, and nations of the world. Accordingly, there has been scholarly attention to evaluating government support programmes and entrepreneurial orientation (EO) of MSMEs for economic growth over the decades. While there is an abundance of research in this domain, there is still a lack of research that assesses the nexus between human resource development regime and EO of MSMEs in the existing body of knowledge. The objective of this paper, therefore, is to investigate the relationship between human resource development support of the National Enterprise Development programme and EO of MSMEs in Nigeria. The study adopted a quantitative design. The population of the study is 3,455 MSMEs registered with Bayelsa Microfinance and Enterprise Development Agency, and a sample of 342 was determined through the Cochran sample size determination technique and was selected through a simple random sampling. The data collection instrument was a structured questionnaire. The reliability of the questionnaire was determined using Cronbach's alpha, yielding a coefficient ranging from 0.78 to 0.89. The data were analysed using structural equation modelling (SEM). The study found, among others, that there was a positive significant relationship between human resource development policy and entrepreneurial orientation. The study concluded that the human resource development support programme fostered the entrepreneurial behaviour of MSMEs in Nigeria. The study recommended that the support programme should continue while bringing about a renewed commitment on the part the key government institutions.

Keywords: *Human Resource Development, National Enterprise Development, Entrepreneurial Orientation, MSMEs*

Entrepreneurial Skills and Performance of Small and Medium Scale Enterprises in Southeast, Nigeria

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Abstract

This study examined the entrepreneurial skills and performance of small and medium-scale enterprises (SMEs) in Southeast Nigeria. Entrepreneurial skills encompass the owner-managers' identifiable characteristics, competencies, and motives that are vital to managing a business. Specifically, this study sought to determine the effect of communication skills on customer satisfaction and to ascertain the effect of risk-taking on the profitability of SMEs in Southeast Nigeria. The population of the study consists of 3875 SME staff. A sample size of 363 was determined using Slovin's formula. Data was obtained using a questionnaire, while regression analysis was used to analyse the collected data. Findings revealed that entrepreneurs' communication skills have a positive effect on customer satisfaction ($\beta = 0.754$), while entrepreneurs' risk-taking abilities have a positive effect on the profitability of SMEs ($\beta = 0.752$) in Southeast Nigeria. The study concluded that entrepreneurial skills have positive effects on the performance of SMEs in Southeast Nigeria. It was recommended that SMEs invest in training programs focused on enhancing entrepreneurs' communication skills, and entrepreneurs should be encouraged to participate in workshops that teach risk management strategies.

Keywords: *Entrepreneurial Skills, Performance, Entrepreneurs' communication skill, Entrepreneurs' risk taking*

Evaluating the Role of Non-Financial Incentives on Employee Engagement Among Non-Teaching Staff in Federal Universities in Southeast Nigeria

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Abstract

This study examines the impact of non-financial incentives on employee engagement among non-teaching staff in Federal Universities in Southeast Nigeria. The primary objectives include assessing the effect of recognition on vigour, the effect of job promotion and absorption, and the effect of career development on dedication among these employees. A descriptive research design was employed, targeting a population of 2,643 non-teaching staff, with a sample size of 323 determined using the Taro Yamani formula. Data were collected from both primary and secondary sources. A five-point Likert scale questionnaire was utilised for responses. The instrument's face validity was ensured by two academic lecturers from the University of Nigeria, Enugu Campus, and an external education expert. Data collected were presented in tables and percentages with descriptive statistics, including frequency, mean, and inter-item correlation facilitating analysis. Hypotheses were tested using simple regression analysis via SPSS V.24. The findings reveal a statistically significant positive effect of recognition on vigour ($\beta = 0.760$; $p < 0.05$), job promotion on absorption ($\beta = 0.777$; $p < 0.05$), and career development on dedication ($\beta = 0.789$; $p < 0.05$). The study concluded that non-financial incentives significantly affect employees' engagement in the institutions investigated. The study recommends timely recognition of employee performance to enhance enthusiasm and innovation. It advocates for prompt promotions and the elimination of bureaucratic delays. Additionally, it encourages management to demonstrate commitment to employee career advancement through training and development opportunities, which would enhance staff dedication to their institutions.

Keywords: *Non-Financial; Incentives; Employee Engagement; Non-Teaching Staff; Federal Universities*

The Impact of Volatile Business Ecosystem on the Sustainability of Petty Trading in Nigeria: A Study of Selected Petty Traders in Gboko Metropolis, Benue State

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Abstract

This study explored how environmental volatility impacts the sustainability of petty trading in the country. Petty trading represents a significant portion of the informal economy, providing livelihoods for millions of people. However, in recent years, petty traders have faced increasing challenges due to Nigeria's volatile business ecosystem, which is marked by persistent inflation and multiple taxations. The overall objective of this study was to determine the impact of a volatile business ecosystem on the sustainability of petty trading in Nigeria. Specifically, the study aimed to analyse how inflation affects the operations of petty trading in Nigeria and determine how multiple taxes affect the survival of petty trading in Nigeria. The study adopted a survey method. Data were collected from 320 petty traders across ten different locations in the Gboko metropolis using structured questionnaires where descriptive statistics and regression analysis were employed to examine the relationship between inflation, taxation, and business sustainability. The findings revealed that inflation and multiple taxation significantly disrupt the operations of petty traders by increasing the cost of goods, reducing consumer purchasing power, and narrowing profit margins. The study recommended that the government streamline and harmonise the tax system for informal businesses, ensuring clarity and fairness in taxation. And that policies aimed at controlling inflation and stabilising the macroeconomic environment need to be prioritised.

Keywords: *Volatile Business ecosystem, Petty trading & sustainability.*

**Demand Creation and Competitive Advantage in Innoson Vehicle Manufacturing Company,
Nigeria**

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Abstract

This study investigated the effect of demand creation on the competitive advantage of Innoson Vehicle Manufacturing Company. The specific objectives were to ascertain the effect of product differentiation on the competitive rivalry of Innoson Vehicle Manufacturing Company (IVM) and investigate the effect of strategic alliances on the supplier power of Innoson Vehicle Manufacturing Company (IVM). A survey research design was adopted, and structured self-administered questionnaires were administered to the population of 48 management staff of Innoson Vehicle Manufacturing Company. Internal reliability of the instrument was achieved through Cronbach's Alpha coefficient, with items above 0.935. A simple Linear Regression technique was used to test the hypotheses. The results showed that product differentiation has a significant effect on the competitive rivalry of Innoson Vehicle Manufacturing Company. A strategic alliance has a significant effect on the supplier power of Innoson Vehicle Manufacturing Company. Based on the findings, it was concluded that demand creation has a positive and significant effect on the competitive advantage of Innoson Vehicle Manufacturing Company. Among others, it was recommended that Innoson Vehicle Manufacturing Company should invest more in product differentiation as it is essential for building a sustainable competitive advantage, fostering customer loyalty, and driving business success.

Keywords: *Demand Creation, Competitive Advantage, product differentiation, competitive rivalry, strategic alliances, supplier power*

Financial Technology Service Attributes: A Panacea for Sustainable Rural Banking

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Abstract

This study examined the extent financial technology service attributes have influenced the sustainability of rural banking. It was motivated by issues in existing scholarship which shows that only about 25 per cent of rural dwellers in Southwestern Nigeria patronise the traditional banks, thereby making the achievement of cashless and financial inclusion policies a herculean task. The Unified Theory of Acceptance and Use of Technology (UTAUT) model was adopted as the underpinning theory for the study. With the population of bank users in the region considered infinite, a causal research design was employed with a multi-stage sampling technique that produced a sample size of 384 bank users using Topman's sample size determination technique. Multiple regression was used to analyse the collected data. Results show that services' performance expectancy, service effort expectancy and trust in fintech service significantly made rural banking attractive to rural dwellers. While the facilitating conditions of fintech services did not significantly improve rural banking. Based on the results the study concluded that financial technology is a predictor of sustainable rural banking in Southwest Nigeria and recommended that the Federal Government of Nigeria and fintech firms should endeavour to improve the financial technology services facilitating conditions to make fintech service attractive to rural dwellers.

Keywords: *facilitating, trust; sustainability, banking performance, service*

The Role of Globalisation in Shaping Local Market Competitiveness in Nigeria

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Abstract

As businesses navigate increasing multinational competition and economic integration through globalisation, local market competitiveness in Nigeria may be affected, particularly in revenue growth, market share, and business strategies. This study examines the implications of globalisation on local businesses, the challenges they face in competing with multinational corporations (MNCs), and how entrepreneurs adapt to these changes. Using a structured questionnaire, data were collected from 461 local business owners and entrepreneurs in Nigeria's Southeast and Southwest regions, determined through Cochran's sample size formula. Descriptive statistics were used to summarise the collected data, while linear regression was used to test the study's hypotheses. Findings revealed a strong relationship between globalisation and revenue growth/market share fluctuations. Additionally, a significant percentage of local businesses struggle against MNCs, citing financial constraints, brand preference shifts, and regulatory disadvantages. Furthermore, results indicate a strong relationship between globalisation pressures and business strategy adjustments, as local entrepreneurs increasingly adopt digital marketing, product innovation, and strategic alliances to remain competitive. The study concluded that globalisation has a profound impact on Nigerian businesses, presenting both opportunities and challenges. It recommends that policymakers implement supportive policies for local businesses, encourage technological innovation, and enhance access to capital to improve competitiveness.

Keywords: *Globalisation, Market Competitiveness, Local Businesses, Multinational Corporations*

Green Human Resources Management Practices and Performance of Manufacturing Firms in Southwest Nigeria

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Abstract

This study examined green human resource management practices and performance of manufacturing firms in South-West, Nigeria. The objectives of the study were to: ascertain the effect of integrated environmental management on the average cost of operation of manufacturing firms in Southwest Nigeria, determine the effect of Eco-design on customer patronage of products of manufacturing firms in South-West Nigeria. The population of the study is 1623 while the sample size of 445 was determined using the Taro Yamane's formula. The instrument used for data collection was primarily structured questionnaire. Regression analysis was used to analyse collected data with the aid of Statistical Package for Social Science (SPSS). Findings revealed that integrated environmental management has significant positive effect on the average cost of operation of manufacturing firms in Southwest Nigeria, while eco-design has significant positive effect on customer patronage of products of manufacturing firms in Southwest Nigeria. The study concluded that green human resource management practices have significant positive effect on the performance of manufacturing firms in Southwest Nigeria. The study, therefore, recommends that manufacturing firms should integrate environmental management in their day-to-day activities as it reduces environmental risk and consider eco-design as it reduces emission and energy consumption.

Keywords: *Green Human Resource Management; Performance; Integrated Environmental Management; Eco-design*

Innovation Strategies and Sustainability of Pharmaceutical Firms in Imo State

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Abstract

Innovation strategies and sustainability are central to the long-term success and ethical responsibility of pharmaceutical firms. This study examined the relationship between innovation strategies and the sustainability of pharmaceutical firms in Imo State, Nigeria, while the specific objectives were to determine the effect of technological innovation on the sustainability of pharmaceutical firms in Imo State, to determine the effect of marketing innovation on the sustainability of pharmaceutical firms in Imo State; and to determine the effect of business model innovation on the sustainability of pharmaceutical firms in Imo State. The study adopted a descriptive research design using a population of 3353 staff of all the pharmaceutical firms operating in Owerri, from which a sample of 357 was taken using the Taro Yamane sample size determination technique. Multiple regression analysis was used to analyse data with the aid of SPSS Version 23. The study found that technological innovation, marketing innovation and business model innovation have significant positive effects on the business sustainability of pharmaceutical firms in Imo State. It then concluded that innovation strategies have significantly positive effects on the sustainability of pharmaceutical firms. The study recommended that firms invest in innovation in order to cope with the current and changing trends in business, which would open up more opportunities for sustained business performance.

Keywords: *Technological innovation, Marketing innovation, Business model innovation, Business sustainability*

Sustainable Waste Management and Organisational Performance of Food and Beverage Firms in Southeast, Nigeria

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Abstract

The study examined the effect of sustainable waste management on the organisational performance of food and beverage firms operating in Southeast Nigeria. The specific objectives were to examine the impact of waste reduction strategy on resource conservation and ascertain the effect of waste recycling strategies on employee health and safety. The study's research design was a descriptive survey design. The study used a structured questionnaire to obtain data from a sample of 321 from the population of food and beverage firms in Southeast Nigeria, which is considered infinite. Simple regression analysis was used to analyse collected data. The results showed that the waste reduction strategy has a significant positive effect on resource conservation, while waste recycling strategies have a positive impact on employee health and safety. The study, therefore, concluded that sustainable waste management has positive effects on organisational performance. The study recommends that the management of food and beverage firms should gather leftover raw solid waste during production processes and adequately utilise it for new production instead of throwing it away. Also, other solid waste materials in the form of beverage cans, bottles, and tins after usage should be recycled to mitigate their negative impacts on the environment.

Keywords: *Waste reduction; Resource conservation; Waste recycling; Employee health and safety*

Assessing the Effect of Foreign Direct Investment on the Performance of Local Manufacturing Firms in Enugu State, Nigeria

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Abstract

Foreign Direct Investment (FDI) has been a significant driver of economic growth in Nigeria; however, its effect on local manufacturing businesses remains ambiguous. This study investigated the effect of FDI indicators such as FDI inflows, technology transfer, and foreign ownership shares on the performance of local manufacturing businesses in Nigeria, with a focus on competitiveness, effectiveness, and market share. This study focused on the private manufacturing sector in Enugu State and relied on a purposeful selection of 100 employees from manufacturing businesses in the state. Adopting a quantitative research methodology, the study examined the relationship between FDI and performance in Nigerian local manufacturing using questionnaire data. Correlation and regression analyses were used to test the hypotheses. Findings revealed a negative correlation between FDI inflows and competitiveness, a significant positive effect of technology transfer on effectiveness, and a significant negative effect of foreign ownership share on local market shares. Based on the findings, it was concluded that while FDI may provide new technologies, skills and capital, it also comes with inadvertent consequences on the performance of local manufacturing. The study recommends that technology transfer agreements should be negotiated with foreign investors to enhance local capabilities and improve performance. Also, local content should be promoted in FDI projects so that local businesses can benefit.

Keywords: *FDI, Manufacturing, Performance, Competitiveness, Local market share*

**Effect of Adopting Artificial Intelligence on the Performance of the Nigerian Aviation Industry:
A Perspective from the Civil Aviation Firms in the Southeast, Nigeria**

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Abstract

The study assessed the perceived impact of using Artificial Intelligence (AI) on the performance of the aviation industry in Nigeria. Specifically, the study sought to determine the perceived effect of using AI in air traffic control on the operational safety of the Nigerian aviation industry and ascertain whether the use of AI chatbot systems reduces the operating costs of the Nigerian aviation firms. The study employed descriptive survey design, utilising a structured questionnaire as the data collection instrument. The population of the study comprised 3,039 workers in the Southeast civil aviation industry. Essentially, passenger airlines, leading carrier firms and handling companies are the firms that make up the industry. A sample of 334 respondents was drawn from the population of the study using Freund and Williams sampling technique. The data analytical technique was single regression statistic. Results showed that the use of AI air traffic control is perceived to have a positive effect on the operational safety of the Nigerian aviation industry, while the adoption of AI chatbot systems is also perceived to have a positive effect on cost reduction of aviation firms within the industry. The study concluded that the adoption of Artificial Intelligence (AI) in the Nigerian civil aviation industry has the tendency to improve the performance of the Nigerian aviation industry. The study, therefore, recommends to the management of aviation firms to innovate their operations by using AI to improve their operational safety and reduce their operating costs. Thus, the aviation industry can achieve a safer, more efficient, and more reliable air traffic control system, paving the way for the next era of aviation excellence.

Keywords: *Artificial Intelligence, Air traffic control; AI chatbot system; Nigeria Civil Aviation Industry*

Human Resource Analytics and Employees' Work Embeddedness in Federal Teaching Hospitals in South-East, Nigeria

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Abstract

Human Resource Analytics (HRA) has emerged as a strategic tool for optimizing workforce and enhancing employee work embeddedness, particularly within high-demand sectors such as healthcare. This study investigates the influence of human resource analytics on employee embeddedness in federal teaching hospitals in Southeast Nigeria. The specific objectives were to examine the effect of HR forecasting on employee fit, and, to assess the effect of talent intelligence on employee commitment. Descriptive survey research design was adopted, and data was collected from 5,923 employees across selected federal teaching hospitals using stratified random sampling technique. A sample size of 337 was determined using Cochran formula. Data was analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). Results revealed that HR forecasting had significant positive effect on employee fit and that talent intelligence had significant positive effect on employee commitment. Therefore, the study concluded that human resource analytics have significant positive effect on employee work embeddedness. The study recommends that federal teaching hospitals in Southeast Nigeria should enhance their use of HR forecasting to improve employee fit utilise talent intelligence in strengthening employee commitment through personalized development and recognition strategies.

Keywords: *Human resource analytics, employee work embeddedness, HR forecasting, Talent intelligence, Employee fit, Employee commitment.*

**Effect of Digital Marketing on Patronage of Agritourism Firms: The Case of Almat Farm Ltd,
Abuja, Nigeria**

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Abstract

Agritourism is the idea of inviting people to an active agricultural environment for fun, relaxation, or education. Agritourism has become increasingly popular worldwide, providing an alternative source of income for farmers and rural communities. Digital marketing has become a crucial strategy for advertising agritourism businesses and drawing tourists in recent years. This study, therefore, investigated the impact of digital marketing (social media marketing, search engine optimisation, and email marketing) on the patronage of agritourism firms. A survey of 350 tourists of an agritourism firm in Abuja, Nigeria, was conducted by means of a Likert scale questionnaire. The data generated was analysed using multiple regression analysis. The results showed that digital marketing had a significant positive effect on the patronage of the agritourism firm. Specifically, both social media marketing and search engine optimisation have a significant effect on patronage. The findings suggest that agritourism firms in Abuja can benefit from investing in digital marketing strategies to increase their visibility, attract more visitors, and ultimately, increase their revenue. The study recommends that agritourism firms in Abuja should prioritise social media marketing, optimise their websites for search engines, and use email marketing effectively to achieve these goals.

Keywords: *Digital Marketing, Customer Patronage, Agritourism, Nigeria.*