



## Branding of Nation in an Insurgency Prone Economy: Implications for Entrepreneurship

Ayoade Ezekiel O. (Ph.D), Adegbuyi Omotayo (Ph.D)  
& Ogunnaike O.O. (Ph.D)

College of Business and Social Sciences,  
Covenant University, Ota, Ogun State, Nigeria  
omisade.ayoade@stu.cu.edu.ng,  
omotayo.adegbuyi@covenantuniversity.edu.ng  
olaleke.ogunnaike@covenantuniversity.edu.ng

**Abstract:** The wreck on our nation's image by the incidences of insurgency has caused *catastrophic* effects and depleted interests in entrepreneurship and investments into the nation's economy. An insurgency engulfed nation is infested with political disorder, economic disorientation, social vices, infrastructural decay, cultural and value decadence. The primary objective of this study is to explore the relationship between nation branding and entrepreneurial activities, and to determine the relationship between insurgency and entrepreneurial activities. This paper adopted frustration-aggression theory and structural violence theory to explain insurgency. It argues that the nation needs effective marketing and rebranding to orientate the citizenry and international body, to correct the stigma placed by the activities of insurgents. The paper relied on existing literatures, periodicals, and articles to gather information. The study opines that the roles of professional marketing and public relation firms are necessary to shore up the battered images posed by the marauding effects of the insurgencies. The findings revealed numerous lapses on the part of government which precipitate the insurgencies that brought about untold consequences on the nation's economy. The paper recommends that the

nation should adopt a proactive approach in solving the issues by engaging the service of professional marketing and public relation firms while taking lasting corrective measures to stem the tide of insurgency.

**Keywords:** Marketing, Branding, Insurgency, Economy, Entrepreneurship

## 1. Introduction

The way a nation is perceived by potential investors, non government organizations (NGOs), non-profit organizations, tourists, other interested parties and international bodies depend to a great extent on how the country's government enhances the status and characters of their nation. In today's globalised world where the advancement in technology has made the market to be one, every country, region, and city of the world need to compete with each other for the share of consumers, tourists, entrepreneurs, international sport and businesses (Chen, Lee, Lee, and Yang, 2011). With the level of insurgencies, the task of marketing and rebranding a nation prone with the activities of terrorists becomes herculean task.

Marketing and branding of a nation though new to some governmental bodies of the world especially in Africa, the benefits make it imperatives for the survival of nations prone with insurgency and terrorist activities. There is no nation that can develop without the full activation and participation of entrepreneurial activities (Nkechi, Emeh & Ukah, 2015). The images and perceptions of Africa outside the continent as a place of war, diseases, violence, hunger, corruption, ineptitude call for the government and all the stakeholders to engage the service of marketing professionals to shore up the battered

images, and correct some of the erroneous beliefs, (Omaamaka and Ogbonna 2015). However, a nation prone to insurgency needs additional tools to rebrand and market its potentials to both local and international entrepreneurs. The prime time for the marketing and public relation experts to act is now.

The issues of insurgencies in Africa, Middle East, Asia have caused a lot of migration problems in which many able people lost their lives while running away from insurgency prone areas. In Africa, many people were drowned in the Mediterranean Sea while migrating to Europe to seek for greener pastures.

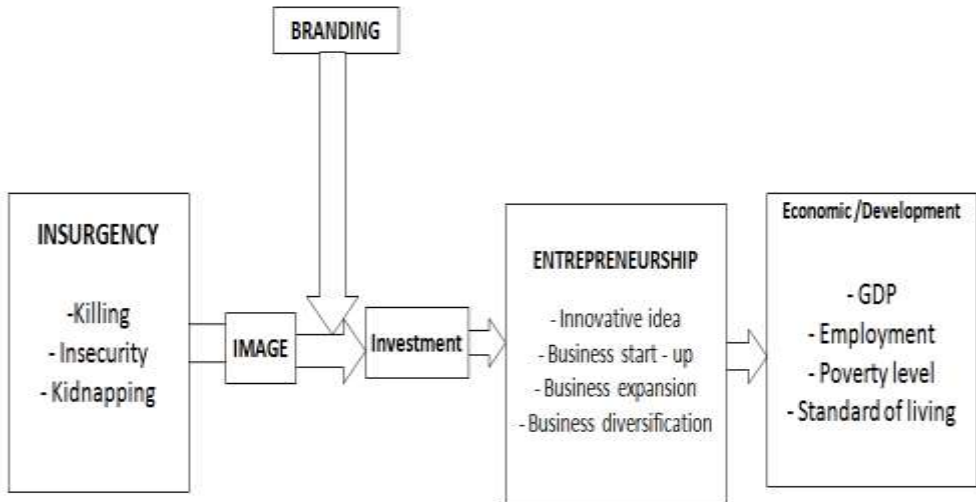
## Objectives of the study

The primary objective of this study is to explore the relationship between nation branding and entrepreneurial activities.

The specific objectives include:

- 1) To describe various nation branding attempts made by previous administrations in Nigeria.
- 2) To explore the possible relationship between insurgency and entrepreneurial activities in the economy.
- 3) Examine possible reasons for insurgency in Nigeria.
- 4) Investigate the causal relationship between branding of nation and its impact on entrepreneurial activities.

Figure 1 Schematic Model of Study



Source: Researcher’s Model adapted from Othman, Sule and Singh (2015); Omaamaka and Ogbonna (2015); and Osumah (2015).

**2.0 Literature Review**

**2.1 Conceptual Framework**

**2.1.1 Nation Branding**

In the present days of globalised, competitive and marketing savvy world, branding is acknowledged as a basic strategy for competitive advantage and achievement. Many countries, especially in the developed economy are now using branding, like companies to market their potentials, capabilities and beautiful geographical landscape for tourists, investment purpose, and export business. According to Bellosso (2010), a nation brand is an existing image or perception of a country. It is the representation or the enduring reputation of a specific country. It is the most valuable asset of a state (Haigh, Anderson, Bains, Haigh and Dimittvou, 2015). Duah (2010) established that nation branding is a concept that

encompasses the marketing techniques and strategies that a nation uses to improve, enhance and reinforce its image and reputation globally. Ali and Abdul (2015), Ojo and Aghedo (2013) stated that the image and reputation of a country can attract both tangible and intangible benefits. Nation Branding is the application of marketing communications techniques to enhance, improve, and promote a nation's image. In an insurgency prone economy, the tasks of nation branding may be difficult as perceived perception and opinions generated may take a long time to erase. The nation brand can also be seen as the unique value position of a country, a tool to raise people’s interest in investing, visiting or doing business in a particular country. As Fan (2009) points out the outside audience defines a nation’s image, with their perceptions

being primarily based on stereotypes, personal experience and the media. According to Morgan, Pritchard and Pride (2011), the success of a branding campaign is the catalyst for the emancipation of a rebranding and development of a nation economic. Nation branding is therefore, the totality of efforts, an essential all-involving process adopted to impress on the way and manner a country is perceived across its borders and sweeteners employed by it to attracting foreign direct investments, erasing misconceptions and repositioning itself in the comity of nations (Ntamu 2011). Nation branding occurs when a government or a private company uses its power to persuade whoever has the ability to change a nation’s image. Nation branding uses the tools of branding to alter or change the behaviour, attitudes, identity or image of a nation in a positive way (Gudjonsson, 2005).

The image of a country can be described as a picture, reputation or stereotype that is attached to a specific country (Grundey, Tolub and Brukiene, 2006). Avraham and Ketter (2008) cited Boulding (1956) for his analysis of a nation’s image being composed of four components:

Cognitive (what one knows about a place); Affective (how one feels about a certain place); Evaluative (how one evaluates the place or its residents); and behavioural (whether one considers immigrating to/working in/visiting/investing in a certain place). It therefore follows that individual

nations have distinct images that are unique to their particular situations. These images of nations influence consumers’ decision making. Nation images though diverse in nature more or less fall within six distinct image situations: overly attractive, positive, mixed, weak, contradictory or negative image.

Research by Galician and Vestra (1987) cited in Avraham and Ketter (2008) found that negative news coverage has a strong effect on a nation’s image. As is the case with most African nations, one finds that despite the challenge of Africa being perceived as one big continent each African country has a unique image challenges stemming from often sensational media coverage, which in turn has a bearing on the attraction of foreign direct investment (FDI) (Auwal, 2015). Dinnie (2008) expressed the view that when a nation’s image and reputation is wrought by negative events such as war, famine, poverty, corruption and chaos, even if these factors are no longer relevant, the stigma associated with the country impinges on the inflow of tourism, foreign aid and investment.

In several attempts to beef-up and project positively the image of Nigeria, the government of the nation has embarked on branding and rebranding activities as depicted in table 1. Each government with specific strategy attempted to show the international bodies and the citizenry within the nation that the country has a lot to offer and that all is not completely bad has projected by the local and international media.

Table 1: Branding Attempts in Nigeria

DATE	REGIME	BRAND NAME/MOTTO
1975/1979	BUHARI/IDIAGBON	WAR AGAINST INDISCIPLINE (WAI)

1985-1998	BABAGINDA/ABACHA	MAMSER (NOT IN OUR CHARACTER)
1999-2007	OBASANJO	THE HEART OF AFRICA
2007-2010	YAR' ADUA	NIGERIA: GOOD PEOPLE, GREAT NATION

Source: Researcher Findings

**Benefits of Nation Branding**

- 1) A successful branding campaign is a powerful tool to help a nation to compete more easily for a share of the world's consumers, tourists, businesses, investment, skilled workers and share of mind (Jordi, 2013 and Anhott, 2008). With the nation revenues declining, small businesses closing and consumer spending declining, Nigeria must strategically reposition their approach to economic development. This is more paramount when insurgency has driven away prospective investors from a nation.
- 2) A nation with a positive image and identity are better able to meet the demands of their stakeholders, whether they are residents, business people or visitors. Ali and Abdul (2013) emphasized that to gain competitive advantage, nations must attain localized, regional or global awareness, recognition and identity.
- 3) Nation branding is understood as the means for both achieving competitive advantage in order to increase FDI investment and tourism, and for achieving society development, reinforcing local character and identification of the citizens with their city and activating all social forces to avoid social exclusion and unrest (Frank and Robert, 2013).
- 4) Nation branding efforts have the potential of strengthening residents' loyalty to their local habitat, on the one hand, and enhancing their well-

being on the other (Gilbr 43 Herstein, 2012).

- 5) The stigma posed by insurgency that hindered stability, investment, and growth are removed through proper and articulated branding of a nation.

**2.1.2 Marketing a Nation**

All over the world, marketing of a country for tourism, investment promotion purposes is now widely acknowledged as best practices. Marketing illuminate brands and make the relationship between nations and people to have mutual and involving relationship. The American Marketing Association (2007) defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This is more related to the work of marketing of a nation, as the marketing strategy is to communicate and deliver the positive image of a nation to the outside world. They opined that promotion techniques in investment attraction consists of information provision to potential investors, the creation of an attractive image of the country as an investment destination, and the provision of services to potential investors.

Otty and Sita (2011) notably pointed out that African governments need to market themselves effectively, underscoring that if the image of Africa as a whole can be improved globally,

FDI inflows to Africa will correspondingly improve. Investment promotion that aims to increase the number of foreign investment indirectly by improving the nation's investment image will be the critical factors needed for the sustainability of entrepreneurial activities.

### **Importance of Marketing of Nation**

- 1) Marketing is essential to a nation that is undergoing and seeking a new national identity during and after a period of turbulence and destructive insurgency.
- 2) Marketing plays an important role in establishing relationships between citizens of neighbouring countries and establishes a working relationship in the field of economic bilateral trade, and combating inter boarder crimes.
- 3) Successful nation marketing increases the FDI inflow and improves on the acceptance of locally made products and services of such nation.
- 4) An effective marketing system is vital, in an insurgency for the future of the nation as well as sustaining the co existence of all nations in a continuum beneficial way.

### **2.1.3 Entrepreneurship**

The phenomenon entrepreneurship has been given many definitions by various people with different academic backgrounds. Each of these definitions appealed to individual based on their experience and understanding of the concept. To many, the word simply means a set of traits or process that creates an opportunity for a person to make a contribution. Entrepreneur is the center person in this process with these traits. Peng, Lee, and Hong (2014), considered the role of entrepreneur as the actor who creates, discovers, and

exploits value-adding opportunities. In line with this, Chell (2013) focuses on the dominant 'opportunity recognition' theory which defines the role of the entrepreneur as being the person that discovers new opportunities that already exist and subsequently develops (or exploits) these opportunities. Through their innovative ventures, entrepreneurs contribute to their society and economy of their region. All that are familiar with the phenomenon in our present globalised world agree that entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all societies. Sarasvathy and Vankataraman (2010) emphasized the role of networking and effectuation, with entrepreneurship being more of a collective, iterative process. The entrepreneurial process includes the discovery of new opportunity that is novel to the industry. In emerging world, successful small businesses are the primary engines of employment generation, poverty alleviation, fostering stability and income growth. Therefore, government support for entrepreneurship is a crucial strategy among marketing and branding function for economic development. In order to reap the benefits of entrepreneurship, all governments must implement the policies that will promote the activities of entrepreneurs.

In line with the study of Hofstede (1980), culture of a community play important role in determining the acceptability and receptiveness of entrepreneurial activities. This may also influence how much entrepreneurship exit within it. Different levels of entrepreneurship may stem from cultural differences that make entrepreneurship

more or less rewarding personally. A community that accords the highest status to those at the top of hierarchical organizations or those with professional expertise may discourage entrepreneurship. A culture or policy that accords high status to the “self-made” individual is more likely to encourage entrepreneurship. While emphasizing the importance of entrepreneurs, Adegbuyi, Akinyele and Akinyele (2015) reiterated the crucial roles to small scale and medium enterprises play in the economic development of a nation. Apart from the insurgency problems that hindered the growth of entrepreneurs, Ogunnaike (2013) emphasized that entrepreneurs are often confronted by problems associated with obtaining credit and financing the business as well as having the requisite managerial and technical experience that facilitate success.

#### **2.1.4 Insurgency/Terrorists**

Few decades ago, terrorism seemed to be restricted to a few isolated places, such as Northern Ireland, the Basque Country in Northern Spain, and some areas of the Middle East. Now it has snow ball into all regions of the world - especially since September 11, 2001, with the destruction of the Twin Towers in New York (Okoli, and Iorter, 2014). Allswell (2014) is of the opinion that “terrorism may be said to be the use of force, usually violent, as a means of coercing a target population to submit to the will of the terrorists. Terrorism is intended to elicit or maximise fear and publicity, making no distinction as to combatants and noncombatants in a conflict. There is no legally agreed definition of the term ‘terrorism’, but a recent United Nations (UN) document by Costa (2005) described it as any act

which is intended to cause death or serious bodily harm to civilians or noncombatants with the purpose of intimidating a population or compelling a government or an international organisation to do or abstain from doing any act. The word ‘terrorism’ is both emotionally and politically laden, particularly as it imports issues of national liberation and self-determination. Terrorism takes many forms, including political, philosophical, ideological, racial, ethnic, religious and ecological issues. The taxonomy of terrorism, including precipitating motivations and considerations, is now a subject of intense study. Whether the Nigerian experience can be reduced to a type may be an interesting subject, but for purposes of this article, the primary concern is the threat of insurgency on entrepreneurship.

Most economists would agree that globalisation has brought with it several positive fallouts in terms of improved international trade and investments; providing an impetus to growth and enhanced global welfare. However, globalization has also brought the negative instinct into the world as the issue of terrorism and insurgencies have become a worldwide phenomenon because of the advantage derived from globalisation. The technology deployed through communication and the propaganda of the internet has made the activities of the group to expand beyond their traditional base.

Insurgency is one objective of organized terrorism, just as terrorism is one of several strategies of insurgency. Both terrorism and insurgency may be used by states in their internal and foreign policy operation. Insurgents in any nation operate with impunity and violate

all decent and human laws with the aim of enforcing fundamental changes on the society. Insurgency is a movement - a political effort with a specific aim. There are so many reasons adduced for insurgencies, whatever the reasons may be, destructions and killings that these have brought have not justified the resultant effects. Political, economic, environmental or cultural differences have been put forward as why insurgent brewed in so many areas of the world. The rational thinking is why these maimed, destructions of nations economy and untold suffering of the masses.

### 2.1.5 Why Insurgency and Terrorism in Nigeria

There is a profound gap between popular perceptions of the causes of conflict and the results from recent economic analysis. Popular perception see rebellion as a protest motivated by genuine and extreme grievance. Rebels are public-spirited heroes fighting against injustice. Economic analysis sees rebellion as more like a form of organized crime, or more radically, as something that is better understood from the distinctive circumstances in which it is feasible, rather than worrying about what might motivate it. Costa (2005) highlighted the following points as the reasons for insurgencies or terrorism in the world:- weak or failed government, corrupt law enforcement and inept judiciary, Unscrupulous handling of money flows, speeches and propaganda, Cultural alienation in a context of mass unemployment. Not far away from the above reasons, the following supported by Aro (2013) are the causes of insurgency in Nigeria:-

**1) Unemployment and poverty:** The rate of unemployment in the country

is worrisome. World Bank (2013) in an outcome of her research conducted in respect of Niger- Delta crisis viewed poverty as one of the key causes of conflict when it stated that the key root cause of conflict is the failure of economic development such that many of the world's poorest countries are locked in a tragic vicious cycle where poverty causes conflict and conflict causes poverty. Agwu (2016) argues that with youth unemployment, Nigeria and the world at large appears to be heading towards a dangerous abyss that will defy all economic theories and postulations. It is the resultant effect of poverty and unemployment that makes angry people particularly youth available in all parts of the federation for easy inducement for militancy and other social vices as well as increased people's apathy towards aiding security agent in combating militancy and other social vices in Nigeria.

**2) Religious Fanaticism:** The idea of religious belief that does not welcome any other religious faith is fanaticism. This has caused so many destructions of places of worship especially churches in the northern part of Nigeria and the killing of so many worshippers during attack on places of worship. Fanaticism brewed violence and reprisal attacked. This has snowballed into perceived enmity between members of religious group especially in the north eastern part of Nigeria where the case of Boko Haram is rampant.

**3) Failure of Government and Lack of good Leadership:** The failure of government to provide the necessary infrastructures and provide all



inclusive administrations make the less privileged members of the society to feel alienated and sought for self defense. Okafor and Olokundun (2014) recognised that social challenges are consequences of absence of effective systems or failure of the existing ones. Lack of good governance and leadership erode the benefits expected from a good government. The corrupt practices of government officials where the few are in tumultuous wealth and the majorities are in abject poverty brewed hatred and dissatisfaction among the populace. State failure provides excuse for disgruntle member of the society to challenge the legitimate of government and seek to impose an alternative political order. Without a legal process to challenge the government authority, other means that caused destructions and killing of innocent member of the society is terrorism or insurgency.

**4) Abuse of Human Right:** United Nations Human Right (2015), defines abuse of human right as violation of economic, social and cultural rights, these occurs when a State fails in its obligations to ensure that they are enjoyed without discrimination or in its obligation to respect, protect and fulfill them. Often a violation of one of the rights is linked to a violation of other rights. When the state suppresses the rights of its citizens, the resistance that follows is insurgency to call for the attention of the government to the belief, sufferings and agenda of the abused. It is when the issues are not properly address and there is continue violation of citizens rights that

people take the law into their hands and begin to result to violence resistance which leads to insurgency and act of terrorism.

**5) Corruption and Lack of Development:** The rate of corruption with impunity and decay in infrastructures in the country has caused the deprived populace to result to attacking the government through the media. Other with less civilized ways result to attacking the government through the activities that caused destructions of both lives and properties of the government. The bane behind the unemployment and lack of entrepreneurship move in the country is the corruption that caused lack of development. Agwu and Kadiri (2014) emphatically stated that corruption has permeated the entire social structure of Nigeria, hence the funds meant for developing projects that will aid entrepreneurial activities have been misappropriated, diverted, or embezzled and stashed away in foreign banks. Until corruption is nip in the bud, the rate of under development will persist and the disgruntle member of the society will result to violence that may be difficult to curtail.

## 2.2 Theoretical Framework

Theories of insurgency, violence, and conflict vary as they all explained the multiple reasons why they occurred. The various theories like the Frustration-Aggression theory, Class theory of terrorism, Jihadist, Conspiracy Theory, Structural Violence Theory, Theocratic Islamic State Theory and Resource Mobilisation Theory (RMT) all failed to individually explain the reasons why insurgencies occurred (Othman, Sule, and Singh 2015). This study adopted the

Frustration-Aggression Theory and Structural Violence Theory.

### **2.2.1 Frustration-Aggression Theory:**

This theory states that aggression comes from frustration. Dollard, Doob, Miller, Mowrer, and Sears (1939) stated that the existence of frustration always leads to some form of aggression and vice versa, the occurrence of aggressive behavior always presupposes the existence of frustration. They argued further that there is a direct relationship between the instigation of aggression and the level of frustration. This implies that the level to which individual is instigated to aggressive behavior is a function of the amount of frustration.

The inability of government to create the enabling environment for entrepreneurship has paved the way for massive unemployment and poverty in the country. This has made the Nigerian youth to be ready hands for the insurgents (Afolabi, 2015 and Abdullahi, Adeloje, & Balogun, 2014). Afolabi (2015) further stressed that frustration caused by inability of Nigerian youth to make ends meet made majority of them to act aggressively toward government policies and joined the band wagon as replicated in Boko Haram and the Niger Delta insurgencies.

### **2.2.2 Structural Violence Theory:**

Structural violence theorists define violence as the avoidable disparity between the potential ability to fulfill basic needs and their actual fulfillment. Galtung (1969) defined structural violence as avoidable impairment of fundamental human needs or, to put it in more general terms, the impairment of human life, which lowers the actual degree to which someone is able to meet their needs below that which would otherwise be possible. The theory

further locates the unequal share of power to decide over the distribution of resources as the pivotal causal factor of these avoidable structural inequalities.

According to Othman, Sule and Singh (2015), structural violence exists when some groups, classes, genders, and nationalities are assumed to have more access to goods, resources and opportunity than other groups, classes, genders and nationalities. The government inability to provide basic human needs to the citizenry is one of the reasons why insurgency occurred like the Boko Haram (Obadiah, 2015; Iorapun, 2014; and Allswell, 2014).

## **2.3 Empirical Framework**

### **2.3.1 Insurgency and Nation's Image**

The dent created on a country image by insurgency has been a major concern for countries that are in dear need of tourism, FDI, International sport and increase local content. Otto and Ukpere (2012) established that there is a positive relationship between security and development. The lack of security, serene and conducive environment for entrepreneurship will not augur well for the country image. They further concluded that the activities of the insurgency have negative economic implications for integrations and development in Nigeria.

There cannot be any sustainable development in an environment ridden with crisis and violent activities of the insurgents. Isola (2015) confirmed that the activities of insurgency has caused the country a devastating havoc on the country's image and this has made would be entrepreneurs to stay away from the country. Anyandike (2014) corroborated these findings when he confirmed that the activity of the group has caused untold hardship on the

government security agents, many of them are killed in Boko Haram target. These have made many of the world entrepreneurs to stay away from the country especially from the north eastern part of the country.

### **2.3.2 Nation Branding and Investment**

Many scholars (Tokuta, Makambe, Bhariri, and Chikari (2016), Ali and Abdulrehman (2015), Alam, Malik, Ahmed, and Gaadar (2015), and Dinnie (2008) have established the positive relationship between nation branding and investment. They all agree that good positioning of a country image will boost the activities of FDI and eventually increase the GDP and the wellbeing of the nation.

In the study of Zimbabwe's image and the economic challenges of the nation, Tokere, Makaudi, Bhariri, and Chikari (2016) revealed that the economic situation of Zimbabwe is caused by the bad image of the country among the western world. The study confirmed that Zimbabwe needs rebranding to be able to gain back a vibrant economy. This study further revealed that Bost<sup>49</sup> economy was able to climb the ladder of growth because of good image and low level of corruption and good governance. The paper argues that the international image of the country needs transformation and redirecting for meeting the demand of a stabilizing world.

Alan, Malik, Ahmed, and Gaadar (2015) revealed in their study of Malaysia that good positioning of the country image has a direct effect on the tourism of the country. Their study revealed a positive relationship between tourism through branding and FDI.

### **2.3.3 Economy**

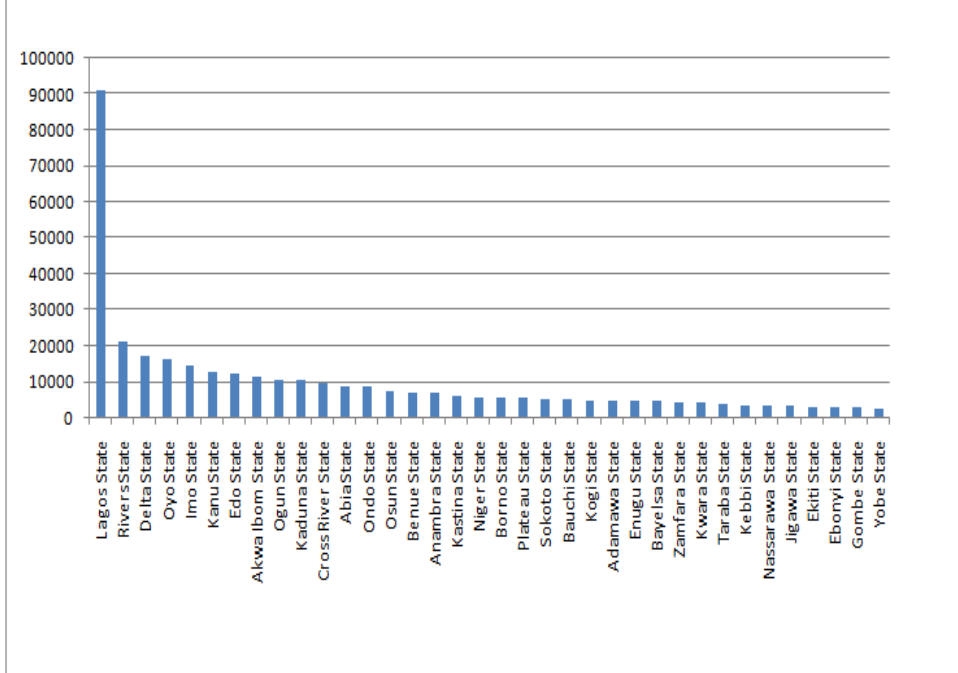
The state of a nation's economy under insurgency is that of woes as all indicators point to the directions of low productivity, unemployment, low human capital development, bad infrastructures, low purchasing power, and poverty. The Nigerian economy which was characterized by poor growth performance arising from inadequate plan implementation and economic mismanagement since 1970 has in the last decade witnessed an upward turn following the return of democratic governance (Amao, and Uzodike, 2015). The macroeconomic indicators have become strong and given the current policies of fiscal consolidation and tight monetary controls, the growth outlook could be stable up to years ahead. However, there are major drawbacks. The effect of the insurgencies on entrepreneurial development is causing a lot of setbacks. The efforts to diversify the economy and develop other sectors outside petroleum have met with failure since the 1990s and there have been massive mismanagement of huge oil revenues. Though there are positive ratings and outlooks of growth, there are strong doubts about its sustainability, given the record of poor governance, the volatility of crude oil and agricultural production and pricing, and the risks posed by the inadequacies in infrastructure, energy, credit, security and political stability. Thus, the economy clearly has potentials, but the capacity to harness them for sustained, optimal and efficient growth is what really matters. There are a lot of discouragements and destructions of economic impetus as the insurgency has maimed, killed, and sent away all entrepreneurs from the most ravaged areas as shown in their GDP in figure 2.

The informal sectors of the economy (barbers, vulcanisers, tailors, welders, grocery shops owners etc) were not allowed to operate. Most of the traders who oil the economy from the southern part of the country have relocated to the southern part were the rage of insurgency has not been affected and this has caused a seizure in the economy

of the northern part were the GDP has plummeted.

Insurgencies are whipping away the gains that should credit the nation as truly the fastest growing economy in Africa. The GDP of the most affected areas have plummeted and this is majorly not part of the overall statistics as recorded in figure 2.

Figure 2- Nigeria GDP by States



Source: National Bureau of Statistics, accessed 10/2/16

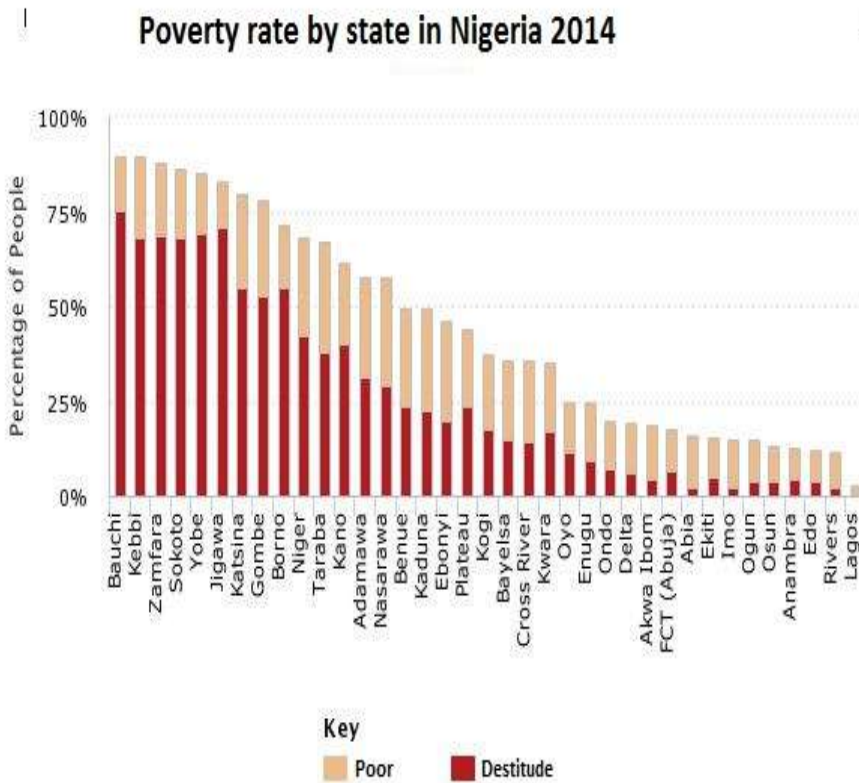
Nigeria is a country that is grappling with issues of development since its independence to date. Corruption which has eaten deep into the fabrics of the society has denied the country the expected development it deserves. The country is rated among the developing nations of the world with recent score

card of being the fastest growing economy in Africa. The effects of the insurgency are whipping away the gains that should credit the nation as truly the fastest growing economy in Africa. As indicated in figure 3, the effects of the insurgency are more evident in the north as it affects the economic activities,

which reduced entrepreneurial activities and create huge unemployment and

poverty in the region.

Figure 3.



Source: Adapted from National Bureau of Statistics (2015)

As shown in figure 3, the alarming rate of the insurgency in the north eastern part of the country is not only increasing the destitute but also increasing the numbers of poor people emanating from joblessness due to lack of suitable environment for entrepreneurial activities.

#### **2.3.4. Investment and the Economy**

The literature on the relationship between investment and economy growth is on the increase. Owolabi, Falayi and Owoola (2015) revealed in their study that there is a great link between investment and the economic growth of a nation. The paper further reiterated that the government has a lot of role to play in attracting both local and foreign direct investment (FDI).

Baghebo, and Edoumiekumo, (2012), concluded in their study that the relationship between investment and economic growth is intertwined. A country with a high culture of savings and human capital development will allow investment to thrive and increase the GDP of the nation. Agu (2015) discovered that investment has been slowed down in Nigeria as a result of increased lending rate, reduced public expenditure, reduced savings, political instability and inadequate infrastructure.

#### **3.0 Methodology**

The paper relied heavily on existing literature, periodicals, articles, and online information that discusses on the concepts, theories and empirical findings about the topic. Qualitative method is used because it allows information gathering from various sources and rely on interpretation and analysis of what people experienced, their perception, belief, attitude and behavior of a given phenomenon (Lindlof and Taylor, 2011; Clissett, 2008). The method seek a better understanding of complex situation like

Boko Haram and it is empirical, interpretative and inductive of particular situation (Pacho, 2015).

#### **4.0 Discussion of Findings**

It is evident that failures of governance, religious bigotry, and tribal sentiment have all contributed to the rising case of insurgency in the nation. The damaged caused to the image of this nation is enormous and it requires a drastic approach to redeem the country from the negative effects which are being experienced.

The findings of numerous scholars summed up that the social vices were caused by deterioration of value system. A situation where a treasury looter will be accorded the highest honour in the society make no meaning for the vast majority who are languishing in abject poverty. The vogue is state of impunity, when the rule of law is not for the rich but for the poor and down trodden member of the society.

The alarming rate of unemployment with its attendance rate of poverty makes the youths ready hand for the insurgents. The maimed and the destructions caused by the insurgents have made the entrepreneurial activities to nose dive. All FDI that supposed to come into the country were taken into the neighboring countries because of better security and steady power generation.

Redeeming this image brings about the government role to brand the nation with the aim of presenting and portraying the nation well in the committee of nations and among its citizenry. Several attempts previously embarked upon to rebrand the nation were not able to achieve the desired result because of corruption, and lack of continuity in government policies. Effective and efficient branding will help this country to be able to encourage FDI into the country and this will

eventually bring in the much desire entrepreneurial activities which will increase the standard of living of the people and also create an avenue for increase savings that will encourage local investment.

### **Implications of Insurgency and Terrorist Attack on Entrepreneurship**

- 1) According to Alao, Atere, and Oluwafisayo (2012) the implications of multi-dimensional conflicts in Nigeria as well as the fall out of Boko Haram insurgency have left behind an inestimable damage to every facet of life in Nigeria. There is no gaining saying that it has slowed down the national economic growth and development since no investors would prefer to invest in a crisis ridden nation.
- 2) While investigating the effect of political environment on business performance in Nigeria, John, and Nwaiwu (2015) revealed in their findings that political environment has a negative significant impact on business performance. Using absent of violence and political stability to measure political environment, their study confirmed that there cannot be thriving entrepreneurial activities without a conducive and insurgency free environment.
- 3) The aftermath of insurgency on the immediate population of 53 northeastern Nigeria is the miruu unemployment that this has caused the region. The unemployed youths become readymade tools for recruitment into the rank and file of the insurgents.
- 4) The region has also witness the growth of terrorists into the class of multimillionaires and this also renders it difficult for meaningful

development to take place in the regions (Ogundiya, 2009).

- 5) Entrepreneurial activities are at the lowest ebb since all existing and would- be entrepreneurs have relocated because of non-conducive operating environment.
- 6) There are deluge of infrastructural decay as roads, hospitals, schools are bombed, and telephone masks are destroyed. These mark a significant setback for entrepreneurship to strive in these areas.

### **5.0 Conclusion and Recommendations**

The panacea to enhance the nation image, value system, business operating environment, destination for tourism, promotion of culture and heritage, all lies on the concerted efforts of the government and all stakeholders to brand and market the nation. These will be catalyst for overall healing and impetus for the survival of economic development of the nation.

- 1) There is need for a nation to have a major policy change, to change people's perceptions to effect the require result from marketing campaign to shore up the image of the nation. A positive national identity will be an antecedent of positive international image that will correct the wrong and damaged perception of a nation among the nations of the world.
- 2) Another policy implication is for the present government to evaluate the past branding exercises and build on their strengths to cave out an enduring and effective branding exercise that will see the nation having a positive image both within and outside the country.
- 3) There should be an establishment of a new curriculum of culture of peace

for all level of educational institutions so as to promote good and mutual relations among the populace of the country.

- 4) The policy maker should approach the case of the insurgency in the north eastern part of the country as done to the Niger Delta militants by establishing a commission that will see to the eradication of the causes and delivering a long lasting solution to the problems.
- 5) The readiness of the people in government to study the presence and predict the future taking into consideration the environment which

the nation finds itself will determine greatly the survival and sustainability of such nation.

- 6) In order to nip insurgency in the bud the relevant policies should be in place that will be all inclusive, and alleviate the suffering of nation citizens that are impoverished. Marketing and branding of nation can only yield good result if the government leave up to its responsibility and create an environment conducive for entrepreneurial activities and create employment for the teaming unemployed member of the society.

## References

- Abdullahi, A. R., Adekeye, D. S., and Balogun, O. S. (2007). A 'Nation' in Wilderness: Youth and Insurgency in Nigeria. *South African Review of Sociology*, 45(2), 78-96.
- Adegbuyi, O. A., Akinyele, F. A. and Akinyele, S. T. (2015). Effect of Social Media Marketing on Small Scale Business Performance in Ota Metropolis Nigeria. *International Journal of Social Sciences and Management*, 2(3), 275-283.
- Afolabi, A. (2015). The Insurgence and Socio-Political Economy in Nigeria. *International Journal of Development and Economic Sustainability*, 3(5), 61-74.
- Agu, O. C. (2015). Determinants Of Private Investment In Nigeria An Econometric Analysis. *International Journal of Economics, Commerce and Management*, 3(4), 1-14.
- Agwu, M. E., and Kadiri, I. (2014). Analysis of critical strategic factors for the successful implementation of poverty alleviation programmes in Nigeria. *International Journal of Computational Engineering and Management*, 17(1) 1-9.
- Alao, D. O., Atere, C.O., and Oluwafisayo, A. (2012). Boko-Haram insurgency in Nigeria: The challenge and issues. *Singaporean Journal of Business Economics, and Management Studies*, 1(4), 1-15.
- Alam, A., Almotairi, M., and Gaadar, K. (2013). Nation branding: An effective tool to enhance fore going direct investment (FDI) in Pakistan. *Research Journal of International Studies*, (25), 134-141.
- Alam, A., Malik M. O., Ahmed, M., Gaadar K. (2015). Empirical Analysis of Tourism as a Tool to Increase Foreign Direct Investment in Developing Country: Evidence from Malaysia, *Mediterranean Journal of Social Sciences*, 6 (4), 201-206.
- Ali, M., and Abdul, R (2015). Nation Branding and Economic



- Development: Finding the Missing Link. *Arabian Journal of Business and Management Review*, 5(5), 35-56.
- Allswell, O. M. (2014). Insurgency in Nigeria: Addressing the Causes as Part of the Solution. *African Human Right Law Journal*, 14(1), 217-243.
- Amao, O. B., and Uzodike, O. U. (2015). Nigeria, Afro-centrism and Conflict Resolution: Five Decades After- How Well?. *African Studies Quarter*, 15(4), 1-23.
- American Marketing Association (2007). Definition of Marketing. <http://www.marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx> Accessed 8/12/2015.
- Antwi, S., Mills, E. F. E. A., Mills, G.A., and Zhao, X. (2013). Impact of foreign direct investment on economic growth: Empirical evidence from Ghana. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 3(1), 18–25.
- Anyadike, N. O. (2013). Boko Haram and national security challenges in Nigeria; causes and solutions. *Journal of Economics and Sustainable Development*, 4(5), 12-23.
- Aro, O. I. (2013). Boko Haram Insurgency in Nigeria: Its Implication and Way Forwards toward Avoidance of Future Insurgency. *International Journal of Scientific and Research Publications*, 3(11), 1-8.
- Auwal, A. M. (2015). Communi 55 and Conflict in Nigeria: What Role for the media? *Global Advanced Research Journal of Educational Research and Review*, 4(8), 154-160.
- Avraham, E and Ketter, E. (2008). *Media strategies for marketing places in crisis: Improving the image of cities, countries and tourist destinations*. Oxford: Butterworth-Heinemann.
- Ayoade, O. E., and Agwu, M. E. (2016). Employment Generation Through Entrepreneurial Development: The Nigerian Experience. *British Journal of Economics, Management & Trade*, 11(3), 1-14.
- Bamiduro, J. A. and Aremu, M. A. (2012). Assessment of the need for and effectiveness of the re-branding in Nigeria. *International Journal of Management and Administration Sciences*, 1(4), 11-22.
- Barr, M. (2012). Nation branding as Nation Building: China's image campaign. *East Asia*, 29(1), 1-94.
- Bellosso, J. C. (2010). Country brand. A differentiation mechanism and source of intangibles. *Paradigms*, 5, 44-51.
- Boulding (1956). in Avraham, E and Ketter, E. (2008). *Media strategies for marketing places in crisis: Improving the image of cities, countries and tourist destinations*. Oxford: Butterworth-Heinemann
- Chell, E. (2013). Review of skill and the entrepreneurial process. *International Journal of Entrepreneurial Behaviour and Research*, 19(1): 6-31.
- Chen, C., Lee, H., Lee, M., and Yang, Y. (2011). How to develop Taiwan' tourism nation Brand. *African Journal of Business Management*, 5(6), 6764-6773.

- Clissett, P. (2008). Evaluating qualitative research. *Journal of Orthopaedic Nursing*, 12(2), 99–105.
- Costa, A. M. (2005). Drugs, Crime and Terrorist Financing Breaking the Links. Conference on Combating Terrorist Financing Vienna. Accessed 8/12/2015 <https://www.unodc.org>
- Crisis Group (2014). Curbing Violence in Nigeria (II): The Boko Haram Insurgency, African Report, 216 (3).
- Dinnie, K. (2008). *Nation Branding: Concepts, Issues, Practice*. Oxford: Butterworth-Heinemann.
- Dollard, J., Doob, L.W., Miller, N. E., Mower, O.H., Sears, R. R (1939). Frustration and aggression. New Haven: Yale University Press
- Duah, A. , and Rachel P. (2010). *Nation branding as a tool for the increase of foreign direct investment*. Dissertation BSc Business Administration. Ashesi University College. Ghana.
- Durotoye, A. (2015). Economic Consequences and Management of Boko Haram Insurgency in Nigeria. *International Journal of Economics, Commerce and Management*, 3(6), 1247- 1270.
- Egwemi, V. (2010). Managing Nigeria's Image Crisis: Akunyili's Rebranding, Programme to the Rescue (?), *Current Research Journal of Economic Theory*, 2(3): 131-135.
- Fan, Y. (2006). Branding the Nation: What is being branded. *Journal of Vacation Marketing*, 2(1), 5-14.
- Fan, Y. (2009). *Branding the Nation: Towards a better understanding*. Brunel University Business School. Brunel University, London.
- Fayomi, O. O., Chidozie, F. C., and Ajayi, L. A. (2015). Nigeria's national image and her foreign policy: an exploratory appraisal. *Open Journal of Political Science* 5, 180-196.
- Frank, M. G. and Robert, G. (2013). *Managing Smart Growth and Sustainability*. International Place Branding Year Book 2012. Palgrave Macmillan.
- Galtung, J. (1969). Violence, Peace, Peace Research. *Journal of Peace Research*, 6(3), 169-191.
- Giannopoulos, A., Piha, L., and Avlonitis G.(2011). Destination branding. What for? From the notions of tourism and nation branding to an integrated framework, <http://www.culturaldiplomacy.org/academy/content/pdf/participant-> Accessed 24/1/16.
- Gilboa, S. and Herstein, R. (2012). Place status, place loyalty, and well being: an exploratory investigation of Israel residents. *Journal of Place Management and Development*, 5(2), 141-157.
- Grundey, Dianora, Tolub, B and Brukiene, J. (2006). *Country image as a marketing tool for fostering innovation and entrepreneurship*. Kaunas Faculty of Humanities. Vilnius University. Lithuania.
- Gudjonsson, H. (2005). Nation branding. *Place Branding* 1(3), 283 – 298.
- Haigh, A., Andersons, B., Bains, A., Haigh, R., Haigh, D., and Dimitrov, V., (2015). Nation

- Brand. The Annual Report On The World Most Valuable Nation Brand.  
[http://brandfinance.com/images/upload/brand\\_finance\\_nation\\_brands\\_2015.pdf](http://brandfinance.com/images/upload/brand_finance_nation_brands_2015.pdf) accessed on 27/2/16
- Hofstede, G. (1980a). *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: Sage Publications.
- Iorapun, P. (2014). The Boko Haram Conflict in Northern Nigeria and the Challenges of Nation Branding towards a Conflict Transformation. *Romania Review of International Studies*, 4(1), 105-120.
- Isola Y. M. (2015). The threat of Boko Haram on Security and National Development in Nigeria. *International Journal of Economic development research and investment* 6(1), 64-91.
- John, M. and Nwaiwu, J. (2015). Impact of Political Environment on Business Performance of Multinational Companies in Nigeria. *African Research Review*, 9(3), 1-10.
- Jordi, S. E. (2013). Place branding: A conceptual and Theoretical Framework. *Boletín de la Asociación de Geógrafos Españoles*, 62, 467-471.
- Kathleen, H. (2007). *Structural Violence as a Human Right Violation*. *Essex Human Review*, 4(2), 1-17.
- Lindlof, T. R., and Taylor, B. C. (2011). *Qualitative communication research methods*. Thousand Oaks, California: Sage Publications Inc
- Morgan, N., Pritchard, A. and Pride, R. (2011). *Destination Brands - Managing Place Reputation*, 3rd ed, Elsevier, Oxford.
- National Bureau of Statistics (2015). <http://nigerianstat.gov.ng> accessed on 27/2/16.
- Neuman, W.L. (2006). *Social Research Methods: Qualitative and Quantitative Approaches* 6<sup>th</sup> Edition, Pearson International Edition, USA.
- Ntamu, O. (2011). Nigeria Branding: A case in Nation Branding (rhetoric and reality). *The ISM Journal of International Business*, 1(3), 1-17.
- Obadiah, M. (2015). Conflict and Insurgency in Nigeria. Accessed 13/12/2015. <http://247ureports.com>
- Ogundiya, I. S. (2006). Nigeria and the Threats of Terrorism: Myths or Reality. *African Journal for the Psychological Studies of Social Issues*, 9 (2): 186-200.
- Ojo, U. and Aghedo, I. (2013). Image re-branding in a fragile state: The case of Nigeria. *The Korean Journal of Policy Studies*, 28(2), 81-107.
- Okafor, C. and Olukundun, M. A. (2014). Social Entrepreneurship: An effective Tools for Meeting Social Challenges and Sustainable Development. *Entrepreneurship and Innovation Management Journal*, 2(3), 158-169.
- Okoli, A. C., and Iorter, P. (2014). Terrorism and Humanitarian Crisis in Nigeria: Insight from Boko Haram Insurgency. *Journal of Human- Social Science*, 14(1), 1-13.
- Ogunnaike, O. O. and Kehinde, O. J. (2013). Social networking and business performance: The case of selected entrepreneurs in Ota, Nigeria. *Journal of Business Administration and Managerial Science Research*, 2(5), 116-122.

- Omaamaka, O. P., and Ogbonna, A. M. (2015). The Impact Of Armed Conflict on Africa Of the Democratic Republic Of Congo. *Research on Humanitarian and Social Sciences*, 5(18), 56-72.
- Osumah, O. (2013). Boko Haram insurgency in Northern Nigeria and Vicious cycle of internal insecurity. *Small Wars and Insurgencies*, 24(3), 536-560.
- Othman, M. F., Sule, I. Z. O., and Singh, R. S. (2015). An Analysis of the Impact Boko Haram insurgents on Business Entrepreneurship Environment in Nigeria. *Academic Journal of Interdisciplinary Studies*, 4(3), 37-43.
- Otto, G. and Ukpere, W.(2012). National Security and Development in Nigeria. *African Journal of Business Management*, 6(23), 6765-6770.
- Otty, M. and Sita, A. (2011). *Its time for Africa. Ernst & Young 2011 Africa attractiveness survey*. Oxford Economics.
- Owolabi A., Falayi, and Owoola, R., (2015). Government Sectarian Spending and its Effect on Nigeria Economic Growth. *Asian Economic and Financial Review*, 5(6), 883-891.
- Peng, M. W., Lee, S., and Hong, S. J. (2014). Entrepreneurs As Intermediaries. *Journal of World Business*, 49(1), 21-31.
- Sarasvathy, S. D., and Vankatavaman, S. (2010). Entrepreneurship as Method: Open Question for an Entrepreneurial Future. *Entrepreneurship: Theory and Practice*: 35, 113 -135.
- Tokuta, M., Makambe, U., Bhariri, P., and Chikari, G., (2016). Exports-Led industrialization and Development through Nation Re-Branding and best practices. A comparative study of Botswana and Zimbabwean Economies. *International Journal of Development and Emerging economies*, 4(1), 22- 33.
- United Nation (2015), Key concepts on ESCRs -What are examples of violations of economic, social and cultural rights?. Accessed 13/12/2015. <http://www.ohchr.org>
- USAID (2011). The Development Response to Violent Extremism and Insurgency. Accessed 21/1/2016 [https://www.usaid.gov/sites/default/files/documents/1870/VEI\\_Policy](https://www.usaid.gov/sites/default/files/documents/1870/VEI_Policy)
- Wells, L, T and Wint, A, G. (2000). *Marketing a country: Promotion as a tool for attracting foreign investment*. Revised Edition (March 2000). Foreign Investment Advisory Service. Occasional Paper 13. [Online] Available: [www.rru.worldbank.org/document/s/paperslinks/244.pdf](http://www.rru.worldbank.org/document/s/paperslinks/244.pdf). (Accessed 8/1/ 2016).
- World Bank report: Nigeria Economic Report (2013). Retrieved from <http://www.worldbank.org/en/country/nigeria> on 10/12/15
- Zikode, S. (2013). Despite the state's violence, our fight to escape the mud and fire of South Africa's slums will continue. The Guardian 11 November. Available at: <http://www.theguardian.com/commentisfree/2013/nov/11/south-africa-fight-decent-housing-assassination>.

