

**EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON FIRM  
PERFORMANCE IN NIGERIA**

**(A Study of May & Baker Plc, Ota, Ogun State)**

**BY**

**FAKUNLE OLUWASEYI ADEOLA**

**09AF09148**

**JUNE 2018**

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**BEING A MASTERS THESIS SUBMITTED TO THE DEPARTMENT OF BUSINESS  
MANAGEMENT, COLLEGE OF DEVELOPMENTAL STUDIES,  
COVENANT UNIVERSITY, OTA.**

**IN PARTIAL FUFILLMENT OF THE REQUIREMENT FOR THE AWARD OF  
MASTERS DEGREE (MBA) IN BUSINESS ADMINISTRATION**

**JUNE 2018**

**DECLARATION**

I hereby declare that the project in hand is a study undertaken by FAKUNLE OLUWASEYI ADEOLA of the Department of Business Management, College of Developmental Studies of Covenant University under the supervision of Dr. OLALEKE OGUNNAIKE. The project has not been undertaken for any degree anywhere else. The views of this project were solely a product of the research conducted by me. Where the ideas of other researchers have been represented in this project, have been duly acknowledged by me

FAKUNLE OLUWASEYI ADEOLA

.....

**Researcher**

**Signature & Date**

## ACCEPTANCE

This is to attest to the fact that this dissertation is accepted in partial fulfilment of the requirements for the award of a Master's degree (M.B.A) in Business Administration in the department of Business Management, College of Business and Social Sciences, Covenant University.

Mr. Philip John Ainkwokhai

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**(Secretary, School of Postgraduate Studies)**

**Signature & Date**

Professor Samuel Wara

.....

**(Dean, School of Postgraduate Studies)**

**Signature & Date**

**CERTIFICATION**

This is to certify that the research work titled Effect of Corporate Social Responsibility on Firm Performance in Nigeria: A study of May and Baker, Plc was undertaken by FAKUNLE OLUWASEYI ADEOLA with matriculation number 09AF09148 under the supervision of OGUNNAIKE OLALEKE and submitted to the Department of Business Management of the College of Developmental Studies, Covenant University, Ota.

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**Supervisor** **Signature & Date**

Dr. O. Iyiola  
.....

**Head of Department** **Signature & Date**

.....  
**External Examiner** **Signature & Date**

## **DEDICATION**

This research is dedicated to God Almighty the all-knowing God, to him be all the glory.

## **ABSTRACT**

The study seeks to examine the Effect of Corporate Social Responsibility on Firm Performance in Nigeria using May and Bakers Plc. The study also seeks to investigate the extent to which Obstructive Approach to Corporate Social Responsibility influences the Profitability of the Firm, the extent to which Defensive Approach to Corporate Social Responsibility influence the Corporate Image of the Organisation, the extent to which Accommodative Approach to Corporate Social Responsibility influences Customer Satisfaction, the extent to which Proactive Approach to Corporate Social Responsibility influences the Sales Growth Performance. The study employed the use of Descriptive Design Survey Method in investigating the Impact of Corporate Social Responsibility on Firm Performance in May and Bakers Plc, Ota. The population of the study is the 300 staff of May and Baker Plc. The sample size was determined using the Yamane Formula is 172. Well-structured questionnaires were administered to the 172 respondents. Data collected was analyzed using Regression Analysis. The study concluded that Obstructive Approach to CSR is not a significant predictor of the Profitability of the firm, Defensive Approach is a significant predictor of Corporate Image of the firm, Accommodative Approach is a significant predictor of Customer Satisfaction and that Proactive Approach is a significant predictor of Sales Growth Performance. Overall Corporate Social Responsibility has an Effect on the Performance of the Firm. The study recommended that funds should be kept aside for CSR activities and the firm should take a Proactive Approach to Corporate Social Responsibility. The study suggested future studies assessing the Effect of Corporate Social Responsibility in the Manufacturing Industry as well as other Industries such as the Banking Industry in Nigeria.

Keywords: Corporate Social Responsibility, Firm Performance, Effect, May and Bakers Plc, Nigeria

## ACKNOWLEDGEMENTS

I acknowledge the Almighty God for inspiration and strength to start and finish this project.

Thank you, lord, for your tender mercies and grace every day and his hand upon my life.

I appreciate the Chancellor David Oyedepo and his wife for grooming the students of Covenant University with the hard demands of the tasks assigned to them of which I have benefited from the lessons taught by them. I would also like to thank the Vice Chancellor Professor AAA Atayero, and the Deputy Vice Chancellor Professor Shalom Nwodu Chienedu, the Registrar Dr. Olumuyiwa Oludayo for their support and hard work to make sure every student completes their education successfully. I would also like to thank the Dean Postgraduate School Professor Samuel Wara, Sub Dean School of Postgraduate Dr. Humphrey Adebayo for their continuous support. I also acknowledge the Dean of the College of Business and Social Science Prof. Francis Iyoha and the Head of Department Dr. Oluwale Iyiola. May the lord continue to bless and multiply you all and provide all your needs.

I am grateful for the continuous help of my supervisor Dr. Olaleke Ogunnaike and his patience and counsel that led to the completion of the research work. I also will like to thank the Head of Department Dr Iyiola Oluwale, Dr. Adegbuyi, Dr. Kehinde, Dr. Worlu R.E., Dr Adeniji A.A., Dr. Chinonye Love, Dr. Oyewunmi O.A., Dr. Ibidunni A.S., Dr. Agwu, Dr. Ukenna S., Prof. Akinnusi, Prof. Oladele who inputted knowledge into me in the course of my study and the non-academic staff of the Business Management Department of Covenant University.

I appreciate the Staff of May and Baker Plc, Ota for their cooperation and support in the process of undertaking the research work. I would also acknowledge the inputs of my colleagues and their contributions to my life in totality and the lessons learnt from each and every one of them.



I appreciate my family members Mr. and Mrs. Adeoye Fakunle, Tosin Fakunle, Adedamola Fakunle, Tamilore Fakunle for their continuous support during the course of the research.

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