

**CORPORATE BRAND IDENTITY MANAGEMENT AND  
ORGANISATIONAL PERFORMANCE AMONG  
SELECTED HIGHER EDUCATIONAL INSTITUTIONS IN  
SOUTH WEST NIGERIA**

By

ADEBAYO, OLUFUNKE PATRICIA

15PAB00976

MAY, 2017

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**BEING A MASTERS DISSERTATION SUBMITTED IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF  
MASTER OF SCIENCE (M.Sc.) DEGREE IN BUSINESS  
ADMINISTRATION OF THE DEPARTMENT OF BUSINESS  
MANAGEMENT, COLLEGE OF BUSINESS AND SOCIAL SCIENCES  
COVENANT UNIVERSITY OTA, OGUN STATE,  
NIGERIA.**

MAY, 2017

## ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of **Master of Science (M.Sc.) in Business Administration** of the department of **Business Management**, College of Business and Social Sciences, Covenant University.

Mr. Ainwokhai, Philip J.

(Secretary, School of Postgraduate Studies)

.....

Signature and Date

Prof. Wara, Samuel

(Dean, School of Postgraduate)

.....

Signature and Date

## DECLARATION

I, Adebayo, Olufunke Patricia hereby declare that this project is my original work, carried out in the Department of Business Management, College of Business and Social Sciences, Covenant University, under the supervision of Dr. O. J. Kehinde. Ideas and views of this research work are product of the original research undertaken by Adebayo, Olufunke Patricia and the view of other researchers have been duly expressed and acknowledged.

Adebayo, Olufunke Patricia  
Researcher

.....  
Signature and Date

## **CERTIFICATION**

This is to certify that this Research work titled “Corporate Brand Identity Management and Organisational Performance Among Selected Higher Educational Institutions In South West Nigeria” was undertaken by ADEBAYO, OLUFUNKE PATRICIA with matriculation number 15PAB00976 under my supervision and that this research work has not been previously submitted for the award of any degree in this or any other university.

Dr. O. J Kehinde  
**Supervisor**

.....  
**Signature and Date**

Dr. O. O Iyiola  
**Head of Department**

.....  
**Signature and Date**

.....  
**External Examiner**

.....  
**Signature and Date**

## **DEDICATION**

This work is dedicated to God Almighty whose grace enabled me throughout the programme.

## ACKNOWLEDGEMENTS

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## **Abstract**

Currently, brain drain or academic flight in Nigeria is at increase and seems to affect every sector of the economy. In the developing nations, the mobility of human capital is a common occurrence and Nigeria accounts for the highest number of this migration in Africa. The Nigerian University system suffered the worst hit from this consistent brain drain of its proficient faculty and staff members, as the system is unable to retain sufficient faculties, which constitutes the foundation for development and growth of any academic institution. Moreover, the basic factors that facilitate this mass exodus of workforce can be built into our University system to reduce to the barest minimum this threat. The overall objective of this study therefore, is to examine corporate brand identity management and organisational performance among higher educational institutions in south western Nigeria. The stratified random sampling technique was used to select respondents from the selected institutions. A well- structured self-administered questionnaire was used as the main tool for data collection. The population of the study was 3234 and based on Krejcie and Morgan Research Sample size table, 356 questionnaires were administered randomly to faculties and staff drawn from a private and Federal University, while 334 copies of the questionnaires were valid and retrieved which shows 93.82% rate of response used for the analysis. Statistical Packages for Social Sciences (SPSS version 23) was used to analyse the Data collated using regression and correlation analysis. Findings from the study showed that, there is a relationship between Human resource initiatives and employees' affective commitment at ( $r=0.745$  and  $R^2= .555$ ) which implies that, Human resource initiatives accounts for 55.5% of variation on employees' affective commitment. The study recommended that the strategic management should ensure appropriate corporate brand identity management strategies (Human Resource Initiatives, Corporate Visual, Identity, Advertising/On-line Marketing, Employee/Client Focus, and Brand Personality) that will enhance the corporate brand of their organization. Also in driving the overall performance of the brand, organisations are to be mindful of building the right brand image which ensures the development of cross-functional ties between the marketing and publicity department in conjunction with the human resource department to foster the corporate brand.

Keywords: Corporate brand identity, Brand management, Higher education institution, Organisational performance, Branding, Organisation.