

**CORPORATE CULTURE AND ORGANISATIONAL PERFORMANCE
OF MULTINATIONAL CORPORATIONS: A STUDY OF DUFIL PRIMA
FOODS PLC, LAGOS STATE, NIGERIA**

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SEPTEMBER 2021

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BY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POST GRADUATE
STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF MASTERS OF BUSINESS ADMINISTRATION (MBA)
DEGREE IN BUSINESS ADMINISTRATION IN THE DEPARTMENT OF
BUSINESS MANAGEMENT, COLLEGE OF MANAGEMENT AND
SOCIAL SCIENCES, COVENANT UNIVERSITY OTA.**

SEPTEMBER 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of Masters of Business Administration (MBA) Degree in Business Administration in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, **KAITELL, TEMILOLUWA MOYOSOREOLUWA (13AB014591)**, declare that this research was carried out by me under the supervision of Dr Omotayo A. Adegbuyi, of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

KAITELL TEMILOLUWA MOYOSORE

.....
Signature and Date

CERTIFICATION

We certify that this dissertation titled “**CORPORATE CULTURE AND ORGANISATIONAL PERFORMANCE OF MULTINATIONAL CORPORATIONS: A STUDY OF DUFIL PRIMA FOODS PLC, LAGOS STATE, NIGERIA**” is an original work carried out by **KAITELL, TEMILOLUWA MOYOSORE (13AB014591)**, in the Department of Business Management, College of Management and social sciences, Covenant University, Ota, Ogun State, Nigeria, under the supervision of **Dr. Omotayo A. Adegbuyi**. We have examined and found this research work acceptable as part of the requirements for the award of Masters of Business Administration (MBA) Degree in Business Administration.

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DEDICATION

This research work is dedicated to God, the giver of wisdom and knowledge, who provided supernaturally all through this program.

ACKNOWLEDGEMENTS

First and foremost, my profound gratitude goes to Almighty God for the gift of life, strength, opportunity and grace to complete this project.

I recognize and appreciate the Chancellor of Covenant University, Dr. David O. Oyedepo, for the spiritual ambience and vision. I also appreciate the management team of Covenant University ably led by the Vice-Chancellor, Professor Abiodun H. Adebayo, the Registrar, Dr. Olusegun Omidiora, the Dean School of Post Graduate Studies, Professor Akan B. Williams, the Sub-dean, Dr Emmanuel O. Amoo, and the Dean, College of Management and Social Sciences, Professor Uwalomwa Uwuigbe, for their support and timely approvals.

I deeply appreciate Dr. Omotayo A. Adegbuyi, my academic coach and mentor. I thank you greatly for your support, encouragement and direction throughout the course of the project study. He has been a sincere and thorough guardian on this journey, my utmost appreciation sir. I would like to recognize the leadership of the department ably led by Professor Anthonia A. Adeniji, who has been a mother to myself and my colleagues. I appreciate you ma for your tireless service, encouragement, support and care for myself and my colleagues.

I also appreciate the incumbent PG Coordinator of the department, Dr. Ebeguki E. Igbinoba, for her administrative support. I also appreciate Dr. Paul Salau for his kind gestures and assistance. I also deeply appreciate Dr. Mercy Ogbari, Professor Chinonye Love Moses, Dr. Daniel Ufua, Dr. Tolulope Atolagbe, Dr. Stephen Ibidunni, Dr. Maxwell Olukodun and all other great faculty members of the Business Management department for their tireless service and encouragement throughout the course of the programme, thank you all for the support.

I express my profound gratitude to my parents, Mr Tunde Kaitell and Mrs Kemi Kaitell, for being my strength and biggest supporters on this earth and for their relentless prayers, sacrifice, efforts and encouragement. To my siblings, Onaolaoluwapo and Oluwamayowa Kaitell, I love you both very much and I thank you for your continuous support and encouragement. I also appreciate my aunt, Miss Adeite, for her continuous prayers, care and encouragement throughout the course of my master's programme. I sincerely appreciate my friends and course mates for their support and prayers all through the period of this research.

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LIST OF ABBREVIATION

CVF- Competing Value Framework

MNE/ MNC- Multinational Enterprises/ Multinational Corporations

FDI- Foreign Direct Investment

R&D- Research and Development

TQM- Total Quality Management

HR-Human Resource

ABSTRACT

Organisations operate in a competitive atmosphere, and if they want to stay afloat in today's market, they must overcome several obstacles that degrade their performance. This research examined Corporate Culture and Organisational Performance of Multi-National Companies. The study sort to find out how certain variables of organisational culture enhances and influences the performance of multinational companies operating in the Nigerian economy. Probability sampling technique was adopted, specially the simple random and stratified sampling technique, in the administration of comprehensive questionnaire to the employees of Dufil Prima Foods. 194 copies were administered out of which 167 were collated for analysis. The study type used was the Regression analysis to test the hypotheses through Statistical Package for Social Sciences (SPSS). The findings of the research suggested that there is a significant relationship between employee involvement and innovation, corporate individualism and creativity, workplace femininity and product quality, and culture consistency and productivity. The findings showed that all four hypotheses were significant and supported. It is important to note that every organisation has a different culture that guides their operations. The study recommends Managers to understand the extraordinary value that corporate culture brings to an organisation, whether it is a multinational corporation or an indigenous corporation. Corporate culture is the identity of every organisation and as such shows a positive impact of organisational performance.

Keywords: Consistency, Corporate Culture, Creativity, Individualism, Innovation, Involvement, Organisational Performance, Productivity, Product Quality, Workplace Femininity.