STAKEHOLDERS' ENGAGEMENT AND CORPORATE REPUTATION OF SELECTED TELECOMMUNICATIONS SERVICE PROVIDERS IN LAGOS STATE, NIGERIA

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NOVEMBER, 2021

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A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF DOCTOR OF PHILOSOPHY (Ph.D) IN BUSINESS ADMINISTRATION IN THE DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA.

NOVEMBER, 2021

ACCEPTANCE

This is to attest that this Thesis is accepted in partial fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Business Administration in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria.

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DECLARATION

I, AJALIE STANLEY NWANNEBUIFE (15PAB00974), declare that this research work was carried out by me under the supervision of Professor Chinonye L. Moses and Dr. Olaleke O. Ogunnaike of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. I attest that the thesis has not been presented either wholly or partly for the award of any degree elsewhere. All the sources of data and scholarly information used in this thesis are duly acknowledged.

AJALIE STANLEY NWANNEBUIFE   ……………………

                                                                                    Signature & Date

CERTIFICATION

We certify that this thesis titled "**STAKEHOLDERS' ENGAGEMENT AND CORPORATE REPUTATION OF SELECTED TELECOMMUNICATION SERVICE PROVIDERS IN LAGOS STATE**" is based on original research carried out by **AJALIE STANLEY NWANNEBUIFE (15PAB00974)** in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria. We have examined the work and found it acceptable as part of the requirements for the award of the degree of Doctor of Philosophy (Ph.D) in Business Administration.

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DEDICATION

This study is dedicated to Jesus my Lord and Saviour whose strength is always made perfected in my weakness.

ACKNOWLEDGEMENTS

I would also like to thank and appreciate the most important people in my life, my parents Mr. Charles and Mrs. Charity Ajalie, dearly for their support, prayers and encouragement all through my life and through this programme, ensuring I was never in want. God would forever reward you for the love that you have lavished on me. To my wonderful siblings Winifred, Christopher and Emmanuel thanks for your ceaseless encouragement all through this project. I love you all.

TABLE OF CONTENTS

LIST OF TABLES   PAGES

LIST OF FIGURES PAGES

LIST OF ABBREVIATIONS

NCC: Nigerian Communications Commission

GSM: Global System for Mobile Communications

CSR: Corporate Social Responsibility

EVT: Expectancy Violations Theory

RBV: Resource Based View

SEM: Structural Equation Model

SPSS: Statistical Package for Social Sciences

ABSTRACT

Today's business environment is constantly changing and rapidly evolving as such organisations require a good reputation in order to gain competitive advantage and enhance success. Telecommunication firms in Nigeria are faced with numerous challenges one of which is evident in stakeholders' dissatisfaction with their operations due to poor network services and accessibility. This study therefore examined the influence of stakeholder engagement on corporate reputation of telecommunication service providers in Nigeria. The study adopted a mixed research method involving a structured questionnaire and interview as instruments for data collection. A total of 1308 copies of questionnaire were administered to respondents out of which 1003 copies were retrieved while the interviews were carried out with sixteen respondents from different local governments in Lagos state. Quantitative data was analyzed using regression analysis (SPSS) and structural equation modelling (SEM) while qualitative data was analysed and interpreted using thematic analysis. The results of the inferential statistical analysis showed that stakeholders' involvement has a significant influence on corporate social responsibility. The model revealed that stakeholders' involvement had a statistical significance in predicting corporate social responsibility with beta values ($\beta = 0.114$) and the value of t as (3.551). The model also revealed a relationship at r = 0.446 and $R^2 = 0.198$ which implies that stakeholders' involvement accounts for 19.8% of variations having a significant effect on corporate social responsibility. Stakeholders' interaction had a statistical significance in predicting value for money. The model revealed a relationship at r = -0.233 and $R^2 = 0.054$ which implies that stakeholders' interaction accounts for 5.4% of variations having a significant effect on value for money. Stakeholders' intimacy had a statistical significance in predicting quality of products and services. The model revealed a relationship at r = 0.546 and $R^2 = 0.298$ which implies that stakeholders' interaction accounts for 29.8% of variations having a significant effect on quality of products and services. Also stakeholders' influence had a statistical significance in predicting customer orientation with beta values ($\beta = 0.935$) and the value of t as (83.703). The model also revealed a relationship at r = 0.520 and $R^2 = 0.270$ which implies that stakeholders' influence accounts for 27% of variations having a significant effect on customer orientation while stakeholders' consultation had a statistical significance in predicting work environment with beta values ($\beta = 0.958$) and the value of t as (105.553). The model also revealed a relationship at r = 0.791 and $R^2 = 0.625$ which implies that stakeholders' consultation accounts for 62.5% of variations having a significant effect on work environment. The results of the qualitative findings documented evidence for a mechanism through which stakeholder engagement significantly affects corporate reputation of telecommunication firms. The study suggests that telecommunication firms through effective stakeholder engagement practices are better positioned to engage more with their stakeholders. It was recommended that for telecommunication firms to enhance their reputation, effective stakeholder engagement practices such as involving, interacting and consulting with stakeholders should be a major part of their operations.

Keywords: Stakeholders; stakeholder engagement; corporate reputation; telecommunication firms