

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

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SERVICE PROVIDERS IN LAGOS STATE, NIGERIA**

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**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES IN  
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE  
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THE DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF MANAGEMENT  
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**NOVEMBER, 2021**

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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**

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**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.

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# TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGES</b>
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>ACCEPTANCE</b>	<b>i</b>
<b>DECLARATION</b>	<b>ii</b>
<b>CERTIFICATION</b>	<b>iii</b>
<b>DEDICATION</b>	<b>iv</b>
<b>ACKNOWLEDGEMENTS</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vii</b>
<b>LIST OF TABLES</b>	<b>xi</b>
<b>LIST OF FIGURES</b>	<b>xiii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xiv</b>
<b>ABSTRACT</b>	<b>xv</b>
<b>CHAPTER ONE</b>	<b>1</b>
<b>INTRODUCTION</b>	<b>1</b>
1.0 Background to the Study	1
1.1 Statement of the Research Problem	5
1.2 Research Questions	8
1.3 Objectives of the Study	8
1.4 Research Hypotheses	8
1.5 Significance of the Study	9
1.6 Scope of the Study	10
1.7 Outline of Chapters	12
1.8 Operationalisation of Research Variables	12
1.9 Schematic Model of the Study	14
1.10 Overview of the Telecommunication Industry	14
1.11 Operational Definition of Terms	16

<b>CHAPTER TWO</b>	<b>18</b>
<b>LITERATURE REVIEW</b>	<b>18</b>
2.0 Preamble	18
2.1 Conceptual Review	18
2.1.1 Stakeholders	18
2.1.2 Stakeholder Groups	19
2.1.3 Stakeholder Engagement	22
2.1.4 Managing Stakeholder's Relationships	25
2.1.5 Principles of Stakeholder Engagement	27
2.1.6 Stakeholder's Analysis	28
2.1.7 Benefits of Stakeholder Analysis	29
2.1.8 Employee Engagement	30
2.1.9 Customer Engagement	31
2.1.10 Corporate Reputation	35
2.1.11 Importance of Corporate Reputation	38
2.1.12 Corporate Reputation Management	39
2.1.13 Building Corporate Reputation	40
2.1.14 The Importance of Stakeholders for Corporate Reputation	41
2.1.15 The Link between Corporate Social Responsibility and Stakeholder Engagement	55
2.1.16 Corporate Social Responsibilities of Firms	60
2.1.17 Corporate Social Responsibility to Stakeholders	61
2.1.18 The Link between Stakeholder Engagement and Financial Performance	62
2.1.19 The Influence of Stakeholders on Organisations	64
2.1.20 Stakeholders as Partners in the Development of Corporate Reputation	71
2.2 Theoretical Review	73
2.2.1 Stakeholder Theory	73
2.2.2 Expectancy Violations Theory	80
2.2.3 Resource Based View Theory	84
2.3 Empirical Review	87
2.4 Gaps in Literature	95

<b>CHAPTER THREE</b>	<b>98</b>
<b>METHODOLOGY</b>	<b>98</b>
3.0 Preamble	98
3.1 Research Methods	98
3.2 Research Philosophy	98
3.3 Research Design	99
3.4 Population of the Study	100
3.5 Sample Size Determination	101
3.6 Sampling Frame	102
3.7 Sampling Techniques	103
3.8 Sources of Data Collection	104
3.9 Research Instruments	104
3.10 Validity of the Research Instruments	106
3.11 Reliability of the Research Instruments	106
3.12 Methods of Data Presentation and Analysis	107
3.13 Ethical Considerations	108
<b>CHAPTER FOUR</b>	<b>109</b>
<b>RESULTS</b>	<b>109</b>
4.0 Preamble	109
4.1 Response Rate	109
4.1.1 Demographic Data	110
4.2 Data Presentation and Analysis	115
4.3 Hypotheses Testing	137
4.4 Theoretical Findings	165
4.4.1 Empirical Findings	166
4.5 Implication of Findings	170
4.5.1 Implications for Theory	171
4.5.2 Implications for Practice	171
<b>CHAPTER FIVE</b>	<b>173</b>
<b>CONCLUSION AND RECOMMENDATIONS</b>	<b>173</b>
5.0 Preamble	173
5.1 Summary of the Study	173

5.1.1 Summary of Findings	175
5.2 Conclusion	176
5.3 Recommendations	177
5.4 Contributions to knowledge	180
5.5 Limitations of the Study	183
5.6 Suggestions for Further Studies	183
<b>REFERENCES</b>	<b>185</b>
<b>APPENDIX I</b>	<b>208</b>
<b>APPENDIX II</b>	<b>213</b>
<b>APPENDIX III</b>	<b>215</b>

## **LIST OF TABLES**

## **PAGES**

Table 3.1: Breakdown of Population of the Study.....	100
Table 3.2: Ranking of GSM Firms in Nigeria .....	102
Table 3.3: Data Presentation and Analysis .....	107
Table 4.1: Stakeholders Bio Data .....	110
Table 4.2.1: Stakeholders' Involvement .....	116
Table 4.2.2: Stakeholders' Interaction .....	117
Table 4.2.3: Stakeholders' Intimacy .....	118
Table 4.2.4: Stakeholders' Influence .....	119
Table 4.2.5: Stakeholders' Consultation.....	120
Table 4.2.6: Corporate Social Responsibility .....	122
Table 4.2.7: Value for Money.....	123
Table 4.2.8: Quality of Products and Services.....	124
Table 4.2.9: Customer Orientation.....	125
Table 4.2.10: Work Environment .....	126
Table 4.2.11: Analysis of Stakeholder Engagement and Its Indicators .....	127
Table 4.2.12: Stakeholder Engagement and Its Indicators according to the industry.....	131
Table 4.2.13: Analysis of Corporate Reputation and Its Indicators.....	133
Table 4.2.14: Corporate Reputation and Its Indicators according to the industry .....	135
Table 4.3.1: Stakeholders' Involvement and Corporate Social Responsibility.....	138
Table 4.3.2: Regression of Stakeholders' Involvement on CSR.....	139
Table 4.3.3: Coefficient Indices of Stakeholders' Involvement on CSR .....	141
Table 4.3.4: Analysis for influence of stakeholder interaction on value for money.....	144
Table 4.3.5: Regression of Stakeholders' Interaction on value for money. ....	146
Table 4.3.6: Coefficient Indices of Stakeholders' Interaction on value for money. ....	147
Table 4.3.7: Influence of stakeholder intimacy on products and service quality .....	150
Table 4.3.8: Regression of Stakeholders' intimacy on products and service quality.....	152
Table 4.3.9: Indices of Stakeholders' intimacy on products and service quality. ....	153
Table 4.3.10: Analysis for influence of stakeholder influence on customer orientation .....	156
Table 4.3.11: Regression of Stakeholders' Influence on customer orientation.....	157
Table 4.3.12: Coefficient Indices of Stakeholders' Influence on Customer Orientation .....	158

Table 4.3.13: Analysis for influence of stakeholder consultation on work environment.....	161
Table 4.3.14: Regression of Stakeholders' consultation on work environment.....	163
Table 4.3.15: Coefficient Indices of Stakeholders' consultation on work environment.....	164

## **LIST OF FIGURES**

## **PAGES**

Figure 2.1: The Pyramid of Corporate Social Responsibility.....	47
Figure 4.1: Stakeholders' Involvement and Corporate Social Responsibility .....	138
Figure 4.2: Path Values of Stakeholders' Interaction and value for money. ....	144
Figure 4.3: Stakeholders' intimacy and products and service quality. ....	150
Figure 4.4: Stakeholders' influence and customer orientation .....	155
Figure 4.5: Stakeholders' consultation and work environment .....	161
Figure 5.1: Model of Stakeholders' Engagement and Corporate Reputation.....	182

## **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