

International Journal of Marketing and Management Sciences

**Department of Marketing,
Faculty of Management Sciences,
University of Jos**

PUBLISHERS:

Department of Marketing, Faculty of Management Sciences, University of Jos,
Nigeria.

ujjmkmtgt@gmail.com. Tel. 08033872443

And

Animation Publishers, Animation 96, Busa Buji Street, P.O. Box 2048, Jos Plateau
State, Nigeria

Tel: +234 803 973 1055 E-mail: animationpublishers@yahoo.com

Soft cover published in Nigeria in 2025

© Department of Marketing, Faculty of Management Sciences, University of Jos 2025

All right reserved; no part of this publication may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the publisher. This Journal may not be lent, resold, hired out or otherwise disposed of by way of trade in any form of binding or cover other than that in which it is published, without the prior consent of the publishers.

The right of **Department of Marketing, Faculty of Management Sciences, University of Jos** to be identified as author of this work has been asserted by him in accordance with the copy right, Design, and patent Act.

National Library of Nigeria cataloging in publication Data. **International Journal of Marketing and Management Sciences / Department of Marketing, Faculty of Management Sciences, University of Jos**

ISSN 2536-605X

Edited by: the EDITORIAL BOARD, International

Edited by: the EDITORIAL BOARD, International Journal of Marketing and Management Sciences Jos, Nigeria. Vol. 6 No. 2, 2025

Printed and Bound in Nigeria.

Editorial Board

EDITOR IN-CHIEF

Prof. P. Bogoro

Department of Management & Information Technology, Faculty of Management Sciences, Abubakar Tafawa Balewa University Bauchi, Bauchi State.

M. G. Gumut

Department of Marketing, Faculty of Management Sciences, University of Jos
Secretary, Editorial Board

EDITORS

Prof. S. A. Ocholi

Department of Marketing, Faculty of Management Sciences, University of Jos

Prof. (Dr) Abd Rahman Az-mawani

Department of Marketing, Faculty of Economics and Management, University
Putra Malaysia

Prof. H. Singhry

Department of Management & Information Technology, Faculty of Management Sciences, Abubakar Tafawa Balewa University Bauchi, Bauchi State.

Prof. R. E. K. Worlu

Department of Marketing, Covenant University, Ota, Ogun State

Prof. I. Mande

National Open University of Nigeria, Abuja

Prof. T.J. Hanmaikjur

Federal University of Agriculture Markudi, Benue State

Dr. N. Ifekwem

Department of Administration, Bells University of Technology, Ota, Ogun State

Dr. K. O. Nwagwu

Department of Marketing, Faculty of Management Sciences, University of Jos

Dr. P. A. Onumah

Department of Marketing, Faculty of Management Sciences, University of Jos

Dr. N. D. Kusa

Department of Business Administration, Faculty of Management Sciences,
University of Jos

Dr. R. A. Bananda

HEAD OF DEPARTMENT

Department of Marketing, Faculty of Management Sciences, University of Jos.

ASSOCIATE EDITORS

Prof. T. Alabar

Department of Business Administration, Benue State University Makurdi

Dr. A. O. Owolabi

Department of Insurance, Faculty of Management Sciences, University of Jos

Dr. B. Gbam

Faculty of Communication and Media Studies, University of Abuja

Dr. L. Vem

Department of Business Administration, Faculty of Management Sciences,
University of Jos

Dr. G. C. Alaneme

Distance Learning Institute, University of Lagos

Dr. L. Okafor

Department of Administration, Bells University of Technology, Ota, Ogun State

TABLE OF CONTENT

| | |
|---|------------|
| BEHAVIOURAL BIASES AND INVESTMENT DECISIONS IN THE NIGERIAN EXCHANGE GROUP..... | 1 |
| PERFORMANCE-BASED ALLOWANCES AND EMPLOYEE ENGAGEMENT: EVIDENCE FROM THE FEDERAL INLAND REVENUE SERVICE (FIRS) IN NORTH CENTRAL NIGERIA..... | 19 |
| EFFECT OF GREEN ENTREPRENEURSHIP ON JOB CREATION AND YOUTH EMPLOYMENT IN NASARAWA STATE | 32 |
| IMODERATING ROLE OF EMPLOYEE SATISFACTION ON THE RELATIONSHIP- BETWEEN EMPLOYEE WELLBEING AND EMPLOYEE PERFORMANCE A PROPOSED FRAMEWORK | 52 |
| POWER-BASED NEGOTIATION STRATEGY AND INDUSTRIAL ACTIONS IN FEDERAL UNIVERSITIES IN SOUTH WEST NIGERIA...63 | |
| MEDIATING ROLE OF ICT ADOPTION ON THE RELATIONSHIP BETWEEN E-HRM PRACTICE AND ORGANIZATIONAL AGILITY IN THE DIGITAL AGE IN STATE -OWNED HIGHER INSTITUTIONS IN BORNO STATE: CONCEPTUAL REVIEW..... | 83 |
| ROLE OF SOCIAL MOTIVATION IN THE RELATIONSHIP BETWEEN ENTREPRENEURIAL RESILIENCE AND SUSTAINABLE GROWTH AMONG WOMEN OWNERS OF SMES IN PLATEAU STATE | 97 |
| BUSH BURNING, CARBON EMISSION AND ECONOMIC GROWTH NEXUS IN NIGERIA..... | 139 |
| MODERATING ROLE OF ORGANIZATIONAL CULTURE ON THE RELATIONSHIP BETWEEN DIVERSITY, EQUITY, AND INCLUSION (DEI) AND PERFORMANCE MULTINATIONAL CORPORATIONS: PROPOSED FRAMEWORK | 161 |

| | |
|--|------------|
| SYNERGISING INNOVATION, COMMERCIALISATION, AND FAIR WAGES: A PATHWAY TO SUSTAINABLE ECONOMIC GROWTH IN NIGERIA..... | 182 |
| CAUSES OF SMALL SCALE BUSINESS FAILURE IN SHENDAM LOCAL GOVERNMENT AREA OF PLATEAU STATE | 197 |
| GLOBALIZATION, FEDERAL DIRECT INVESTMENT AND ENVIRONMENTAL SUSTAINABILITY OF GREENFIELD INVESTMENT PROJECTS IN NIGERIA | 226 |
| EFFECTS OF ENTREPRENEURIAL SELF-EFFICACY ON ENTREPRENEURIAL INTENTION AMONG UNDERGRADUATE STUDENTS. <i>THE MEDIATING ROLE OF ENTREPRENEURIAL PASSION</i>..... | 245 |
| ANALYSIS OF RELATIONSHIP BETWEEN LIQUIDITY MANAGEMENT AND FINANCIAL PERFORMANCE OF DEPOSIT MONEY BANKS (DBMs) IN NIGERIA..... | 268 |
| DRIVING BRAND VISIBILITY THROUGH SOCIAL MEDIA MARKETING OF SOFTS DRINK IN OSOGBO, OSUN STATE, NIGERIA..... | 288 |
| COURIER SERVICE DELIVERY AND CUSTOMER LOYALTY: MEDIATING ROLE OF CUSTOMER SATISFACTION..... | 325 |
| THE EFFECTS OF FINANCIAL PLANNING AND CONTROL ON THE PERFORMANCE OF DEPOSIT MONEY BANKS IN NIGERIA..... | 321 |
| EFFECT OF MARKETING MIX ON CONSUMERS PURCHASE OF DETERGENT PRODUCTS IN JOS NORTH LOCAL AREA GOVERNMENT OF PLATEAU STATE | 341 |
| THE ROLE OF FINANCIAL SECTORS REFORMS ON THE MACRO ECONOMIC PERFORMANCE OF NIGERIA..... | 361 |