

IMPACT OF CULTURAL GLOBALIZATION ON RURAL DEVELOPMENT IN ETCHE LOCAL GOVERNMENT AREA OF RIVERS STATE BETWEEN 2009- 2019.

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ABSTRACT: *Cultural globalization as an empirical dimension of globalization is believed to impact on rural communities of third world countries, with the notion that it has dictated the pace of rural development of these societies. This paper examined the impact of cultural globalization on rural development in Etche local government area of Rivers State of Nigeria between 2009-2019. The paper adopted the world system theory of development as its theoretical framework and employed the descriptive survey design to argue that cultural globalization has rather improved rural development in Etche local government area. The paper relied on quantitative data, which were generated from the likert scale structured questionnaire. The mean and standard deviation method was used to analyze data gotten from purposively selected sample population. A single null proposition was raised and tested with the Spearman rank order coefficient correlation, using the help of the statistical package for social sciences. The univariate and bivariate analysis was carried out on the predator variable, the mean score and standard deviation were obtained. The paper found out that there is a weak and insignificant association which exists between cultural globalization and rural development in Etche local government area of Rivers State. The paper recommends amongst others that; there should be a commensurate commitment of stakeholders, government, donors, development partners, civil societies and communities, toward sustainable development in Etche local government area of Rivers State.*

Keywords: *Cultural globalization, development, community, rural development, Etche local government area.*

INTRODUCTION

This paper examined the impact of cultural globalization on rural development in Nigeria, focusing on Etche Local Government area of Rivers State, between 2009-2019. Globalization has become the defining feature of contemporary international system through which major actors in the system network together in order to achieve their interest and objectives (Ramsey, 2013). Although the gestation period of globalization cannot be ascertained, the ongoing processes of globalization do not occur in a vacuum but interacts with other complex processes at different levels, including domestic economic policies, livelihood strategies and socio-cultural structures and practices (Anslem, 2015). Major aspects of globalization that relates to rural economy include the liberalization of international trade as well as markets for agricultural products, commercialization of agriculture and expansion of agro-industries, rural livelihood diversification, the intensification of international and internal labour migration, the increasing privatization of

resources and services, Structural Adjustment policies and the wider use of information technologies (United Nations 2005).

Evidences abound that the economic crises generated by Structural Adjustment Programme adopted in Nigeria in the 1980s had a compounding effect on rural income possibilities.

Land in Nigeria's rural economy is held in two forms community and family land. Community heads, traditional chiefs, council of elders remain custodian of community land while family land is managed under the custody of the family head. Under the customary land tenure system major decision are taken by men, factors such as marital status, land use pattern, land tenure arrangement, inheritance system, cultural practice, norms and custom and gender division of labour and relations are amongst other factors that determine the extent to which women could exercise right over land. In spite of the fact that customary land tenure system is discriminatory, it did provide women with some level of security to land as most rural women had land use right.

Although farming is the dominant economic activity among rural communities from pre-colonial to post-colonial rural communities in Nigeria, majority of the rural population are also engaged in variety of non-farm activities which serve as alternative source of livelihood.

Non-farm activities in the rural economy has been defined by Edo and Ikelegbe (2014) as activities other than those performed on the farm or related to farming which includes agro processing, handicraft, commerce, construction, transportation and services.

The problem here is that there is a wide belief that globalization is demonic and exploitative and used as internationalization of capital accompanied by the perpetuation of exploitation and domination of individuals, societies and sovereign nations by others. Furthermore, there is a general notion that the driving force for global integration is restless capitalist expansionism that the ability of purely material exchange to move beyond a local nexus that its limits by the end of 19th century and then got transformed into political exchanges like colonial expansionism, alliance system, global wars and super power arrangement etc.

The aim of this paper was to examine the impact of cultural globalization on rural development in Nigeria, focusing on Etche local Government Area of Rivers State. As such, the paper is guided by a single proposition (H_{01}), that there is no significant relationship between cultural globalization and rural development in Etche Local Government Area of Rivers State between 2009-2019.

The paper is outlined in five interrelated parts, beginning with the introduction which was just concluded. The second part is the analytical framework and conceptual explications. The third part is a concise explanation of the method which the paper adopted. While the fourth part looks at data presentation and analysis. The fifth part and of course the final part encapsulates the findings, conclusions and recommendations.

The World System Theory

The World System Theory as an approach to social analysis was developed among others by Immanuel Wallenstein in 1974. The world system theory is a macro sociological perspective that seeks to explain the dynamics of the capitalist world economy as a "total social system". World system theory is both a political and an intellectual endeavor that simultaneously fall into the fields of historical sociology and economic history. In addition,

because of its emphasis on development and unequal opportunities across nations. It has been embraced by development scholars and practitioners.

The world system is a social system, one that has boundaries, structure, members, groups, races of legitimacy and coherence. Its life is made up of the conflicting forces which hold it together and tear it apart as each group seeks eternally to remold itself to its advantage. It has the characteristics of an organism in that, it has a life span over which its characteristics change in some respects and remain stable in others. The world system is what Wallenstein termed a "world economy" integrated through the market rather than a political center in which two or more region are inter-dependent with respect to necessities like food, fuel, other raw materials and protection and two or more polities compete for domination without the emergence of one single centre forever.

The world system theory emphasis is on the fact that the global north and the global south are into an unequal relationship. The global north is the developed nations which is termed the core or metropole while the global south is the under developed or developing countries of Africa and Latin America which is termed periphery or satellite. The unequal relationship perpetually puts the global South in a subjugated condition. The theory emphasizes that the relationship between the North and the South is asymmetric in nature.

The global south only produces raw-materials with cheap labour, while global north specializes in finished goods, and export the goods back to the global south with the sole purpose of amassing profit. Thus, while the global north keeps increasing in wealth and development, the global south keeps growing poorer, as well as keeps under-developing because of this un-balaced relationship. The subjugated condition of the global south is brought about by the continuous exploitation of the south by the north through this exchange, as such the global south will continue to remain poor. In this way looking at cultural globalization and rural development as it pertains to rural economies in Nigeria which is a part of the global south, it becomes quite easy to discern the relevance of the world system theory in critically analyzing the situation in Etche Local Government Area of Nigeria; especially between 2009-2019.

Concept of Globalization

Globalization refers to the process of the intensification of economic, political, social and cultural relations across international boundaries. It is principally aimed at the transcendental homogenization of political and socio-economic forces across the globe (Newman, 2013). Harrison, (2011), sees globalization as the process of interaction and integration among people, companies, and governments worldwide. Milani, (2009), defined globalization as a set of economic, social, technological, political as well as cultural structures and processes arising from the changing character of the production, consumption and trade of goods and assets that comprise the base of the international political economy. He further stated that; there is an increasing structural differentiation of these goods and assets that has spread across traditional political borders and economic changes. According to Dalibor (2008), globalization refers to a set of social, political, economic, and cultural processes which have given rise to ever interconnectedness and interdependence of the world, to its transformation from the world-in-itself to the world-for-itself. Besides, Nora (2002), sees globalization as the 'process of deregulation of labour markets, de-nationalization of capital, opening of borders for goods and capital and on the other side closing it for the poor. Selma (2011), defined globalization as 'an on-going historical process that is reaching its apex toward the end of the 20th century. This process

leads to the increasing integration of the production of goods, services, ideas, culture, communication and environmental pollution on a worldwide scale, impacting the locality of populations and labour'. As a complex and multifaceted phenomenon, globalization is considered by some as a form of capitalist expansion which entails the integration of local and national economies into a global, unregulated market economy (Jones. 2009).

According to Polonski (2011), globalization is primarily an economic process of interaction and integration that's associated with social and cultural aspects. However, conflicts and diplomacy are also large parts of the history of globalization, and modern globalization.

Manfred Steger, global studies and research leader in the Global Cities Institute at RMIT University, identifies four main empirical dimensions of globalization: economic, political, cultural, and ecological. A fifth dimension—the ideological—cutting across the other four. The ideological dimension, according to Steger, is filled with a range of norms, claims, beliefs, and narratives about the phenomenon itself.

Cultural Globalization

Cultural globalization refers to the transmission of ideas, meanings, and values around the world in such a way as to extend and intensify social relations. (Ehinder, 2015) This process is marked by the common consumption of cultures that have been diffused by the Internet, popular culture media, and international travel. This has added to processes of commodity exchange and colonization, which have a longer history of carrying cultural meaning around the globe. The circulation of cultures enables individuals to partake in extended social relations that cross national and regional borders (Adigwe, 2011). The creation and expansion of such social relations is not merely observed on a material level. According to Anele (2009), cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities. It brings increasing interconnectedness among different populations and cultures.

On the other hand, cultural diffusion is the spread of cultural items such as ideas, style, religions, technologies, languages etc. Cultural globalization has increased cross-cultural contacts, but may be accompanied by a decrease in the uniqueness of once-isolated communities.

Concept of Development

Development as a concept is not very easy to define. It means different things to different people, sometimes depending on their disciplines or professions. For instance as noted in Oyebamiji and Adekola (2008), while an economist would see development in terms of increase in Gross National Product (GNP), Gross Domestic Product (GDP) and per capita income of individuals in the system, the political scientist would see it as improvement in the political consciousness of the people, the environmentalist would see the term development as improvement and welfare of the totality of the physical and natural environment. To the psychologist development is concerned with the mental and physical growth of individuals. To the adult educator, development is seen in terms of improvement in the living standard of the people and their community. Against this backdrop, Onyeozu (2007) stressed that development should be perceived as a multi-dimensional process which involves the reorganization and reorientation of the entire social, economic and cultural systems. Added to improvements in incomes and outputs, it involves radical changes in institutional, social and administrative structures as well as in popular attitudes, and sometimes, even customs and beliefs.

Nyerere (1978), maintained that "Development is for man, by man and of man". From similar standpoint, Kidd (2008), saw development as the power of the people to solve their own problems, using their own experience, thinking and resources with a view to bringing to an end their hitherto abnormal state of poverty and want. For Harrison (1985), human creativity is at the heart of development process. According to him what makes development to happen is the ability of the individual to think, conceptualize, theorize and articulate and deploy all that he has towards solving problems (that is societal problems). Todaro (2005), specified three objectives of development:

- i. **Life Sustaining Goods and Services:** To increase the availability and widen the distribution of basic life sustaining goods such as food, shelter, health and protection.
- ii. **Higher Incomes:** To raise levels of living, in addition to higher incomes, the provision of more jobs, better education, greater attention to cultural and human values, all of which serve not only to enhance material well-being but also to generate greater individual and national self-esteem.
- iii. **Freedom to make Economic and Social Choices:** To expand the range of economic and social choices available to individuals and nations by freeing them from servitude and dependence not only in relations to other people and nations but also to the forces of ignorance and human misery.

Concept of Rural Development

Although community development has its ancestry as a union of community organization and economic development, rural sociology, adult education and the extension movement, it is new as a discipline (Anyanwu, 2009). It was first mentioned internationally at the 1948 Cambridge Summer Conference. There it was agreed that the compound word community development should be used in place of mass education' and defined as:

A movement designed to promote better living, with the active participation and if possible on the initiative of the community but if this initiative is not forth coming spontaneously, by the use of techniques for arousing and stimulating it in order to ensure its active and enthusiastic response to the movement. Since then, the concept has attracted a lot of attention from other organizations, scholars and practitioners as evident in available literature. The United Nations Organization in 1963, defined community development as a process by which the efforts of the people themselves are united with those of governmental authorities, to improve the economic, social and cultural conditions of community, to integrate those communities into the life of the nation and to enable them contribute fully to national progress. Community development is also defined as: An educational method in which the efforts of the people themselves are united with those of governmental authorities to improve the economic, social and cultural conditions of communities and integrate them into the life of the nation and enable them contribute fully to national progress. (Onyeozu, 2007).

Similarly, Community Development Exchange (2013), sees community development as a set of values and practices which plays a special role in overcoming poverty and knitting society together at the grass roots and deepening democracy. It involves changing the relationships between ordinary people and impositions of power, so that everyone can take part in the issues that affect their lives. It starts from the principle that within any community there is a wealth of knowledge and experience which, if used in creative ways, can be channeled into collective action to achieve the community's desired goals.

There are peculiar characteristics that differentiate rural from urban areas. Ijere (2005) defined 'urban' as the focus of commercial, social and civil life of a people, the major employment of a trained labour force, and the majority of the nation's educational and recreational facilities. The urban areas are the seat of government or administration, with possible slums and insanitary conditions. Meanwhile, rural areas are perceived to be places with agricultural orientation, a collection of multiple farming dwellings and not totally unrelated nuclear families. In a nut-shell we can say that 'rural' covers a population that obtains a substantial part of its income from subsistent agricultural enterprises. In the words of Irabor, (2009) rural people, rural communities and rural societies differ from urban societies in their kinship and family structures. Rural families are generally large and more extended than urban families.

Method

This paper is descriptive in nature, and as such it adopted the descriptive survey design. Survey design covers a broad area using a sample from the entire population to analyze a larger population at a given point in time, it enabled the paper to use sample drawn to represent the different elements of the study population. Also, the paper determined the exact sample as well as adopting a well-structured 5-likert scale questionnaire with which information were elicited from the sample population, thereafter the mean and standard deviation were used to analyze the elicited information, while the spearman rank order coefficient correlation was used to test the formulated proposition with the help of the statistical package for social sciences in order to determine the relationship between variables.

In the light of the above, the population of the study comprised of all the residence of the five clans in Etche Local Government Area of Rivers State, which include Okehi Clan, Mba Clan, Ulakwo/ Umuselem Clan, Igbo clan and Ozuzu clan. This is otherwise referred to as the target population of the study.(Okehi Clan 62, Mba Clan 58, Ulakwo/Umuselem Clan 74, Igbo Clan 72, Ozuzu Clan 58, Total of 324.Comprising of Community Chiefs, Youth leaders, Civil servants, CDC Chairmen and Elites).

The primary data generated assisted in obtaining the exact information needed for the paper, these was obtained through the administration of the well-structured 5-point Likert scale questionnaire to the respondents as well as oral interviews aimed at revealing knowledge, attitudes, perceptions, etc. from the respondents.

In analyzing the data, the mean and standard deviation method was adopted, while the proposition was tested with the spearman rank order coefficient correlation, with the help of the Statistical Package for Social Sciences (SPSS).

A total of 324 (three hundred and twenty four) copies of structured questionnaire were used to sample the opinion of respondents in the Etche Local Government Area Rivers State, of the 324 copies distributed, 273 (two hundred and seventy three) copies were duly completed and returned. A detailed information in respect of the administration and retrieval of the copies of questionnaire is shown in table.

Table 1: Administration and Retrieval of Questionnaire

Clan	Copies Distributed	Copies Returned	Percentage Returned	Unreturned Copies
Okehi	62	55	16.9	7
Mba	58	45	13.8	13
Ulakwo/Umuselem	74	64	19.7	10
Igbo	72	58	17.9	14
Ozuzu	58	51	15.7	7
GRAND TOTAL	324	273	84	51

Source: Fieldwork, 2020.

Data Analysis

The first step in data analysis is the clarification of the characteristics of the sample. This relates to the demographic attribute of the respondents (Ahiauzu and Asawo 2016). The demographic attribute of this study include sex, marital status and academic qualification of respondents.

Demographic Analysis

Table 2: Frequency Distribution Table for Sex of Respondents

Sex of Respondents	Frequency	Percentage	Valid percent
Valid male	190	69.6	69.6
Female	83	30.4	30.4
Total	273	100	100

Resource: Author, 2020.

Table 2 above shows that 190 representing 69.6% of the total respondents are male, while 83 representing 30.4% are female.

Table 3 Frequency Distribution table for Marital Status of Respondents

Marital Status	Frequency	Percentage	Valid percent
Valid Single	53	19.4	19.4
Married	220	80.6	80.6
Total	273	100	100

Resource: Author, 2020.

Univariate Analysis

The output of the primary data (univariate analysis) is presented. Analysis here is carried out on individual variables (their elements and measures) mean score and standard derivation are also illustrated. It began with the independent (predictor) variable which is “cultural globalization”.

S/No.	Items	SA	A	U	D	SD	Mean (X)	Std Deviation
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1	Globalization has helped in the transmission of cultural idea and value among the Etche People.	140	100	25	5	3	4.35	0.264
2	The association of the individual and collective cultural identities of the Etche People has been made possible through globalization.	130	120	20	3	0	4.49	0.278
3	The contribution of globalization to the alleviation of individuals from their tradition is modest, compared to the impact of modernity itself	110	105	40	10	8	4.10	0.242

Table 4: Mean analysis on Cultural Globalization

Source: Fieldwork, 2020.

Response Rates and Mean Analysis on Rural Development in Nigeria

Table 5: Mean analysis on Economic Development

S/No	Items	SA	A	U	D	SD	Mean (X)	Std Deviation
1	The economic development in the Etche Local Government has led to increase in the desposable income of the Etche people	90	115	40	20	8	3.95	0.249
2	There is sustained concerted effort of the various clan in the Etche Local Government geared towards increase in the standard of living of the Etche People	115	100	30	28	0	4.11	0.243
3	There is increase in the real level of output of the indigeneous people of Etche as a result of increased economic development	120	110	35	5	3	4.24	0.255

Source: Field work, 2020

Table 5 above illustrate the response rate and mean analysis on rural development, measured on a 3 item instrument and scaled on a 5-points likert scale. From the data the first question item shows a mean score of 4.95 which is on the strongly agreed range of the scale the 2nd and 3rd items with mean score of 4.11 and 4.24 respectively indicate that the

respondents are more inclined to the strongly agreed side of the scale used in the measurement.

Table 6: Mean Analysis on Physical Development

S/no	Items	SA	A	U	D	SD	Mean (X)	Std Deviation
1	There is improvement in the physical surrounding of the Etche communities.	50	155	40	20	8	3.80	0.220
2	Physical infrastructures such as road, schools and hospitals has been given a face lift in the Etche Local Government Area	140	100	25	5	3	4.35	.0264
3	There is increase in the health condition of the residents of the Etche Local Government Area as well as in the availability of modern and highly technological gadgets.	150	105	10	8	0	4.45	0.274

Source: Fieldwork, 2020

Table 6 above illustrates the response rate for physical development, measured on a 3 item instrument and scaled on a 5- point scale. From the data, the first item shows a mean score of 3.80 which is on the strongly agreed of the scale, the 2nd question item show a mean score of 4.35 while the 3rd item show a mean score of 4.45 this indicate that the respondents are more inclined to the strongly agreed range of the measurement scale.

Bivariate Analysis

After the data have been analyzed on their individual variables, the next local step is the bivariate analysis. Bivariate analysis is concerned with studies with two variables. Ahiauzu and Asawo (2012) states that bivariate analysis is the presentation and analysis of the data on the interface between the predictor (independent) variable and the criterion (dependent) variable.

The secondary data analysis is carried out using the Spearman’s Rank Order Correlation tool at a 95% confidence interval. Specifically to test the proposition, this was stated in a null form. Reliance was placed on the Spearman’s Rank (rho) statistics to undertake the analysis. The 0.05 significance level is adopted as criterion for the probability of either accepting the single null proposition at ($p > 0.05$) or rejecting the single null proposition at ($p < 0.05$).

Statistical Test of Stated Proposition and its Interpretations

The paper must obey the laid down decision scale frame, especially when it concerns the test of association. As mentioned earlier, the paper adopted and applied the Spearman’s Rank Order Correlation for the bivariate correlation association analysis. Just as it was substantiated by Chikwe (2012), which postulated that “in carrying out this bivariate analysis and respective correlation results decision interpretation, the study has to arm and

guide itself with decision scale. Dana (2001), itemized the following correlation decision scale frame as illustrated below:

- (a) $\pm .00 - .19$ (very weak)
- (b) $\pm .20 - .39$ (weak)
- (c) $\pm .40 - .59$ (moderate)
- (d) $\pm .60 - .79$ (strong)
- (e) $\pm .80 - .99$ (very strong)

Salkind (2010) also gave the following parameters as benchmark for interpreting correlation coefficient (r):

- (a) $0.8 - 1.0 =$ very strong relationship
- (b) $0.6 - 0.79 =$ strong relationship
- (c) $0.4 - 0.59 =$ moderate relationship
- (d) $0.2 - 0.39 =$ weak relationship
- (e) $0.0 - 0.19 =$ very weak or no relationship

The statistical tests of H_{01} is illustrated below accordingly.

Test of the Single Null Proposition (H_{01})

There is no significant relationship between cultural globalization and rural development in Etche Local Government Area of Rivers State.

Table 7: Correlation Result for Cultural Globalization and Rural Development

			cultural globalization	rural development
Spearman's (rho)	cultural globalization	Correlation Coefficient	1.000	.286
		Sig. (2-tailed)	.	.091
		N	273	273
	rural development	Correlation Coefficient	.286	1.000
		Sig. (2-tailed)	.091	.
		N	273	273

Source: SPSS 21.0 Data Output, 2020

The results shown in table 7 above, with *rho* value of 0.286, means that there is a weak and insignificant association between cultural globalization and rural development. The association is not significant at $p = 0.091 > 0.05$ significance level. This means that the previously stated single null proposition is hereby accepted and this implies that there is a weak and insignificant relationship between cultural globalization and rural development in Etche Local Government Area of Rivers State.

Decision Summary of Result of the Single Null Proposition Tested

Proposition (H_{01}): There is no significant relationship between cultural globalization and rural development in Etche Local Government Area of Rivers State.

Decision

The null proposition was accepted

Basis for Decision

Association was weak and insignificant based on rho value of 0.286 and p-value where $p = 0.091 > 0.05$

DISCUSSION OF FINDINGS

The paper used descriptive and inferential statistical methods powered by SPSS to examine the impact of cultural globalization and rural development in Nigeria, with specific reference to Etche LGA of Rivers State.

The results of the study revealed the impact of cultural globalization on rural development in Etche Local Government Area of Rivers State. This was confirmed from the output of the Spearman's Rank Order Correlation tool powered by SPSS version 21.0 data output 2020. The interpretation of the current study results are itemized accordingly as shown below:

Result on Stated Single Null Proposition: This study saw that the rho value of 0.286 recorded, means that there is a weak and insignificant association exist between cultural globalization and rural development in Etche Local Government of Rivers State. This association is not significant at $p = 0.091 > 0.05$ significant level. This means that the previously stated single null proposition is hereby accepted and this implies that there is a weak and insignificant association between cultural globalization and rural development in Etche Local Government Area of Rivers State.

CONCLUSION

The paper examined cultural globalization and rural development in Nigeria, with focus on Etche Local Government Area of Rivers State. Globalization was conceived as a process of intensification of economic, political, social and cultural relations across international boundaries.

After the univariate and bivariate analysis of all the data gathered from the respondents, the paper also concludes that globalization enhanced rural development in Nigeria to a great extent. Because the study revealed that; a weak and insignificant relationship exist between cultural globalization and rural development in the Etche Local Government Area of Rivers State, as the rho value of 0.286 and $0.091 > 0.05$ indicate an insignificant relationship meaning that cultural globalization does not retard rural development in Nigeria.

RECOMMENDATIONS

In view of the foregoing, the following recommendations are forwarded by the paper. Government should uphold good governance, transparency, accountability, zero tolerance at all levels, this will help in eradicating corruption as well as promoting even development in the Etche Local Government Area and beyond.

Government should establish strong political and economic institutions in Etche Local Government Area with the aim of enhancing efficient service delivery and eliminating wastage while reducing crime.

Political will, to enhance policy implementation is a necessity for the government.

Encouraging local farmers through micro credit scheme, improved high yielding seedling, good irrigation system and building of agro-based industries to mop-up and process products should be encouraged, this will eliminate waste as well as empower the rural farmers financially.

There should be commensurate commitment of stake holders, government, donors, communities and civil societies etc. towards sustainable development in the Etche Local Government Area.

The government should endeavor to set up and implement various schemes aimed at enhancing entrepreneurial development and self-reliance in the Etche local government, this will go a long way in alleviating poverty in the area.

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