

## The Effect of Globalization on Performance of Manufacturing Firms in South-South, Nigeria

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### Abstract

Globalization is the growing economic interdependencies of countries worldwide which resulted from increasing volume and variety of cross-border transactions in goods and services and of international capital flows, as well as the rapid and widespread diffusion of technology and information. This has increased competition level among Organizations thereby forcing them to improve their delivering capacity. Thus, Globalization suggests that greater openness yields unambiguously better performance in terms of higher level of output and income. Some indigenous Manufacturing industries in developing nations like ours 'Nigeria' are afraid of being exploited and oppressed by foreign investors as a result have held themselves back from keying into the trend of Globalization in the globe. The main objective of this work is to examine the effects of Globalization on the performance of manufacturing firms in South-South Nigeria. The survey research method will be employed to carry out this research. The researchers will utilize both the primary and secondary sources of data. The population of the study will include all senior staff of all selected Industries. The stratified random sampling method will be employed in selecting the sample size. At the end of the study, the results are expected to prove or disapprove the following hypotheses that will be tested at 5% level of significance ( $\alpha=0.05$ ); (i)  $H_0$ : There is no significant relationship between trade liberalization and creativity, (ii)  $H_0$ : There is no significant relationship between technology and productivity, (iii)  $H_0$ : Quality goods and services have no significant relationship with customer's satisfaction. The study will conclude that globalization is a sword of double edge that promotes and demote economic activities of any developing nation, therefore government will have to reposition its policies in order to monitor the activities of agents of globalization as it affects manufacturing sector.

**Keywords:** Globalization; Performance; Effects; Manufacturing Firms.

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### INTRODUCTION

Globalization is a concept that encapsulates the growth of connections between people on a planetary scale. It involves the widening and deepening of international flows of trade, finance and information in a single, integrated global market. Solita (2000) described Globalization as the transformation of the world into a global village, as borders disappear, distances shrink and time shortens. Shenkar and Luo (2004) refer to globalization as "the growing economic interdependencies of countries worldwide through the increasing volume and variety of cross-border transactions in goods and services and of international capital flows, as well as through the rapid and widespread diffusion of technology and information. This phenomenon is driven by the actions of individual economic actors like; the firms, banks and people – usually in the pursuit of profit and often spurred by the pressures of competition (Agnihotri 2003). ." Scholte (1997) argues that globalization facilitates the removal of barriers among nations of the world, thereby giving social relations unhindered access. The unique characteristics of globalization often include increased capital mobility, decline in costs of transportation, computing and communications on which manufacturing firms success

largely depends on. Globalization suggests that greater openness yields unambiguously better manufacturing firm's performance in terms of higher level of output and (or) income. This is because removal of trade barriers expands the feasible set of consumption possibilities by providing a more efficient technology to transform domestic resources into goods and services (Martin 2002).

Pologeorgis (2017) defined globalization as a process that, based on international strategies, aims to expand business operations on a worldwide level, and was precipitated by the facilitation of global communications due to technological advancements, and socioeconomic, political and environmental developments. BBC (2014) sees globalization as the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. It is driven by the actions of individual economic factors such as firms, banks, and people – usually in the pursuit of profit and often spurred by the pressures of competition (Agnihotri, 2003). Globalization is the increased integration of world economies through trade and capital flows, facilitated by the phenomenal growth in information technology and the opening up of closed economies and societies (Ezike, 2009).

Globalization involves economic integration; the transfer of policies across borders; the transmission of knowledge; cultural stability; the reproduction, relations, and discourses of power; it is a global process, a concept, a revolution and an establishment of the global market free from sociopolitical control. Iyayi (2004) posits that globalization “has been used rather loosely to stand for a variety of things: the shrinking of the world into a global village, the awesome changes brought about by the revolution in information technology, the collapse of boundaries between different worlds, expanding connectivity of all forms of interaction.” Scholte (1997) argues that globalization facilitates the removal of barriers among nations of the world, thereby giving social relations unhindered access. The unique characteristics of globalization often includes increased capital mobility, decline in costs of transportation, computing and communications. Globalization suggests that greater openness yields unambiguously better manufacturing firm's performance in terms of higher level of output and income. This is because removal of trade barriers expands the feasible set of consumption possibilities by providing a more efficient technology to transform domestic resource into good and services (Martin 2002).

Ninsin (2000) observes that Globalization is about an increasingly interconnected and interdependent world, international trade, investment, finance that has been growing faster than national incomes. It involves technologies that have transformed people's ability to communicate in ways that would have been unimaginable a few years ago. Also, it provides people all over the world new opportunities to develop their potentials and support their families through jobs created from greater economic integration. Although globalization is probably helping to create more wealth in developing countries it does not help to close the gap between the world's poorest countries and the world's richest.

### **Statement of Problem**

Previously, Manufacturers did not give much attention to where their raw materials were supplied nor where their products were sold after production. They were mostly concerned with the volume of profit made for business owners. When the wind of

globalization began to blow, sustainability became manufacturers and business operators' concern. Manufacturers became concerned with consumer's attitudes as the forces of Globalization began to influence the value and taste of consumers because of the vast choices of goods and services available to consumers at marketplaces. This was observed by Hosmer (2014) when he stated that Globalization is driven by the media and technology and that Globalization is shaping people's lives and modifying their purchasing behaviors compared with pre-globalization era. The emergence of the said phenomenon, called Globalization has put many manufacturers into jeopardy especially those in the developing and under developing economies especially those in Nigeria in the South-South region. The well being of some of these firms is so much subjected to how much and the level at which they are able to integrate into the global world, thus making it imperative to carry out research on the Effects of Globalization on the Performance of Manufacturing Firms in South-South geopolitical zone of Nigeria.

### **Objectives of the Study**

The main objective of this work is to examine the effects of Globalization on the performance of manufacturing firms in South-South Nigeria. Specifically, the study sought:

1. To determine the extent to which trade liberalization affects creativity and innovation.
2. To ascertain the nature of the relationship between technology and productivity.
3. To ascertain the effect of quality goods and services on customer satisfaction.

#### **1.4 Research Questions**

The following questions were formulated to guide the researcher

- i. To what extent does trade liberalization affects creativity and innovation?
- ii. What is the nature of the relationship between technology and productivity?
- iii. What is the effect of quality goods and service on customer satisfaction?

#### **1.5 Research Hypotheses**

The hypotheses formulated below guided the study

- i. Trade liberalization significantly affects creativity and innovation to a larger extent.
- ii. There is a positive relationship between technology and productivity.
- iii. Quality goods and service significantly affect customer satisfaction.

### **LITERATURE REVIEW**

There is quite a sizeable piece of evidence from various studies to show that Globalization has profound effects on the performance of manufacturing organizations in the developing and under developed economies especially those in Nigeria in the South-South region. Ifeoma, Hamed and Victor (2013) conducted a study on impact of globalization on performance of Nigerian commercial banks between 2005 and 2010. The study, specifically determined the effects of policies of foreign private investment, foreign trade and exchange rate on performance of Nigerian banks. The study utilized panel data econometrics in a pooled regression, where time series and cross-sectional observations were combined and estimated. The results of econometric panel regression analysis confirmed that globalization, i.e. foreign

private investment, foreign trade and exchange rate have positive effects on the profit after tax of banks but the magnitude of such effects remains indeterminable because we discovered that there are variations in the data for performance of banks understudied. Based on these findings, the study recommends that banks in Nigeria should not relent in their interaction with their foreign counterparts in doing business in order to increase their foreign earnings. Banks should also spend more on information and communication technology since this has the capacity of increasing their profit.

This information technology (IT) should be used to localize all the branches to a single branch networking. In spending more on information and communication, they should make use of satellite communication and very small aperture terminal (VSAT) technology and internet banking VSAT technology apart from making possible voice and video banking. We further recommend that more banks should be opened in foreign countries in order to increase foreign participation in home country's banking. Grace (2012) conducted a study on effects of globalization on the performance of Nigerian banks. Primary and secondary data were used for the study. Random sampling technique was used in selecting 30% of marketers. A while purposive sampling was used to select two top management staff in the marketing departments at the headquarters of each bank and fifty customers each from the 25 banks. Primary data were obtained from two questionnaires administered to marketers and customers of the banks. Interviews were also conducted with top management staff in the marketing departments of the banks. Secondary data on variables such as profit before and after tax, deposits, assets, capital base, loans, interest rates, ownership structure, and number of branches of Foreign Banks in Nigeria, among others were collected from the banks. Descriptive and inferential statistics were used to analyze the data. The results showed that globalization had significant and positive effects on the performance of banks. Higher profitability was a result of wider market coverage of banks in the country, both locally and internationally. The study concluded that globalization had no significant effect on market structure but greatly improved the performance of banks in Nigeria.

Aluko, Akinola and Sola (2004) conducted a study on the impact of globalization on the Nigerian manufacturing sector with focus on selected textile firms from Lagos; Asaba and Kano. The data were collected using both qualitative and quantitative methodologies. The former were collected through interviews while the latter were collected via structured questionnaire and documents. In all, 630 respondents were used for the study. The respondents were selected using multiple sampling techniques – comprising of (i) stratified random sampling (ii) quota sampling, and (iii) systematic sampling techniques. The data were analyzed using parametric and non-parametric statistics. The main finding of the study is that globalization had strong adverse effects on capacity utilization in the manufacturing sector. And that the problems associated with globalization and liberalization of trade hindered economic growth and sustainable development. The study concluded on the note that Nigeria needs to have a second thought on globalization and her membership of the WTO agreement if she does not intend to do away with the manufacturing sector of the economy.

Agu, Nnaemeka and Nneka (2016) conducted a study on impact of globalization on Nigeria manufacturing sector. Specifically, the study aimed to pursue the following objectives: to evaluate the impact of trade liberalization on the consumption of Nigeria made products, to determine the impact of technology on product quality in the Nigeria manufacturing

industry, to ascertain the effect of globalization on employee job relations in the Nigeria manufacturing industry. The study had a population size of 640, out of which a sample size of 246 was realized using Taro Yamane Formula at 5% error to tolerance and 95% level of confidence. The instrument used for data collection was primarily questionnaire and interview. The total numbers of 246 copies of the questionnaire were distributed while 230 copies were returned. The descriptive research design was adopted for the study. Three hypotheses were tested using linear regression statistical tool. The findings indicate that trade liberalization has significant negative impact on the consumption of Nigeria made products( $r = 0.893 > r = 0.544$ ;  $T_c = 29.976 > t_t = 4.321$ ;  $p < .05$ ). Technology has a positive impact on product quality in the Nigeria manufacturing industry( $r = 0.718 > r = 0.544$ ;  $t_c = 5.591 > t_t = 4.321$ ;  $p < .05$ ). Globalization has significant positive effect on employee job relations in the manufacturing industry( $r = 0.909 > r = 0.544$ ;  $t_c = 33.223 > t_t = 4.321$ ;  $p < .05$ ). The study concluded that globalization is a sword of double edge that promotes and demote economic activities of any developing nation. The study recommends that government should reposition its policies in order to monitor the activities of these agents of globalization as it affects our manufacturing sector.

Daniel (2014) investigated the impact of globalization on socio-cultural development in Nigeria. Specifically, his review of related literature was carried out to ascertain whether there were positive and negative impacts in reference to the topic understudy. Globalization theory was incorporated to analyze the study. The data for this study were purposely collected through the secondary sources and analyzed using content analysis approach. The findings revealed that there is higher usage of western media among young people. Nigerians are copying western culture in negligence of their own culture. Western domination has reduced Nigerian cultural values to zero level. Therefore, the study recommended that government should control massive influx of western movies, electronic games and pornographic materials to protect the Nigerian socio-cultural values. More so, government and the local media should promote local artistic works that are congenial with Nigerian environment to eliminate the adverse negative effects associated with globalization

Rasaki, Hakeem, and Emmanuel (2013), conducted a study on globalization and economic growth in Nigeria. The study adopts descriptive statistics, regression analysis and correlation analysis on the macro economic variables. The objectives of the study were to: describe the trend of macroeconomic variable; examine the impact of globalization on economic growth of Nigeria; to determine the relationship between foreign direct investment, inflation and exchange rate; relationship between trade openness and exchange rate, Inflation and dummy (structural change) variable; estimates the factors contributing significantly to the economic growth in Nigeria and to proffer policy recommendation on how globalization can further enhance the economic development of Nigeria. The result shows that interest rate has been fluctuating with respect to the years under review, The result further revealed that, Inflation is a significant variable contributing to economic growth (proxy by RGDP), inflation and exchange rate shows a negative relationship but significant at 5 percent level of probability and inflation is the only significant variable having positive relationship with the foreign direct investment in the model. Based on research findings, the study concluded that inflation plays a significant factor if the economy is to enhance economic growth in the world

economy. The study therefore recommended that fiscal and monetary policies should be given priority to with a view to enhancing economic growth through globalization.

## RESEARCH METHODS

This study adopted the survey research method. Data were collected through the use of questionnaire which were administered on the staff of the selected manufacturing firms to find out the effect of globalization on the performance of manufacturing firms in the South-South region of Nigeria. There was also be a face-to-face interview with the production manager which will enable the researcher to have a direct interaction with the respondent to gather detailed information for the study. The area covered for the study is the south-south region of Nigeria. Three (3) Manufacturing firms were purposefully selected for the study from three states in the region. These include: Champion Breweries Plc, Uyo, Akwa-Ibom State, Beta Glass Plc Ughelli, Delta state and Nigeria Bottling Company Port-Harcourt, Rivers State. The population of study is 4323 employees of the selected three (3) manufacturing firms. Taro Yamane's statistical formula for determining sample size was used to determine the sample size and the sample size is 366. The data were analysed using the descriptive analyses, which showed the relationship between the two variables. Chi-square was used to test the hypothesis

denoted as follows:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

E

Where  $X^2$  = calculated value of chi-square

O = Observed frequency

E = Expected frequency

$\Sigma$  = Summation

At 5% degrees of freedom and level of significance of 0.05 the table critical value is  $X^2 = 0.05$

## DISCUSSION

### Results

#### Presentation of Data and Analyses.

A total of three hundred and sixty-six (366) copies of the questionnaire were distributed to the respondents. However, only two hundred and eighty-five (285) copies were completed and returned while eighty-one (81) copies were not returned. It is based on the returned copies that the following data are presented and analyzed.

S/N	STATEMENT	SA	A	SD	D	UND	% Agree	% Disagree	% Undecided
	<b>The extent to which trade liberalization affect creativity and innovation</b>								
1	Trade Liberalization is a policy that remove restriction on trade.	100	80	40	40	25	63.50	28.07	8.7

2	Removal of restrictions bring dynamism into trading.	150	90	20	21	04	84.21	14.38	1.40
3	Openness in trading promotes creativity	101	110	34	20	20	74.03	18.44	7.01
4	Interaction among trading participant improves idea generations, knowledge and technology.	100	120	30	25	10	77.19	19.29	3.05
5	Transfer or exchange of ideas, knowledge and Technology result to innovation.	139	101	25	15	05	84.21	14.03	1.75
<b>The relationship between Technology and Productivity.</b>									
6	Technology is the way of doing thing in Knowledge, skill, machinery or/and management processes.	105	129	21	20	10	82.10	14.38	3.50
7	Different countries has their own unique ways of doing business.	100	115	30	20	20	75.45	17.54	7.01
8	Openness of economies converge businesses world over.	130	121	12	18	04	88.07	10.52	1.40
9	Opportunity of economic convergence pave way for integration and interaction which led to transmission of ideas, knowledge and or technology.	125	109	25	15	11	82.10	14.03	3.85
10	Acquisition of new and better technology increase Productivity.	110	125	15	20	15	82.45	12.28	5.26
<b>Bringing to the fore, the effect of quality goods and services on customers satisfaction.</b>									
11	A products is anything offer to a market for attention, acquisition, use or consumption that meet a need.	120	118	18	12	17	83.50	10.52	5.96

12	Quality is the value a product has that meet customers need.	122	99	25	15	24	77.54	14.05	8.42
13	The reliability of the quality of a product induces purchasing behavior.	131	91	13	30	20	77.89	15.08	7.02
14	A quality product with competitive price increases customers satisfaction.	115	120	20	10	20	82.96	10.52	7.02

The survey results show a strong consensus among respondents that trade liberalization positively impacts creativity and innovation. Openness in trading promotes creativity and idea generation, with a majority agreeing (84.21%). Technology plays a significant role in enhancing productivity, particularly in management processes. Global convergence recognition is also high (88%), indicating the positive effects of globalization. Quality is also a significant factor, with over 77% agreeing that product quality significantly influences customer satisfaction. Competitive pricing is also highly supported (82%), highlighting the connection between price competitiveness and customer satisfaction. Low disagreement percentages remain across all statements related to quality goods. The findings suggest that businesses should prioritize trade liberalization policies, invest in technological advancements, and focus on delivering high-quality products at competitive prices to foster creativity, boost productivity, and enhance customer satisfaction in today's dynamic market environment.

### Test of Hypotheses

Three hypotheses were empirically tested in this research work. This was aimed at verifying the validity of the work as well as finding out the relationships of the variables using the degree of freedom 5% and level of significance of 0.005 the chi-square was used to test the hypothesis denoted as follows:

$$X^2 = \frac{\sum^2 [O - E]^2}{E}$$

Where  $X^2$  = calculated value of chi-square

O = Observed frequency

E = Expected frequency

$\sum$  = Summation

At 5% degrees of freedom and level of significance of 0.05 the table critical value is  $X^2 = 0.05$

### Hypothesis One:

Trade liberalization significantly affects creativity and innovation to a larger extent.

**Table 2: Contingency Table**

Trade Liberalization is a policy that removes restriction on trade

Response	Frequency	Percentage
Strongly Agree (SA)	100	35%
Agree (A)	80	28%
Strongly Disagree (SD)	40	14%
Disagree (D)	40	14%
Undecided (UND)	25	9%
<b>TOTAL</b>	<b>285</b>	<b>100%</b>

**Source: Field Survey, 2024**

The majority of respondents (63.50%) agree that trade liberalization removes trade restrictions, indicating a strong understanding and acceptance of the concept. Only 28.07% disagree, and 8.7% have a clear stance on the issue, indicating a relatively low level of opposition to trade liberalization.

**Table 3: Computation of Chi-Square**

Response	Observed Frequency (O)	Expected Frequency (E)	Contribution to $\chi^2$
Strongly Agree (SA)	100	57	~32.42
Agree (A)	80	57	~9.29
Strongly Disagree (SD)	40	57	~5.07
Disagree (D)	40	57	~5.07
Undecided (UND)	25	57	~17.95
<b>Total</b>	<b>285</b>	<b>285</b>	<b>~69.80</b>

**Source: Field Survey, 2024**

**Discussion:** The calculated value is 69.80 and it is higher than the critical value (.05). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This is to say that trade liberalization significantly affects creativity and innovation to a larger extent.

**Hypothesis Two:**

There is a positive relationship between technology and productivity

**Table 4: Contingency Table**

Acquisition of new and better technology increase Productivity

Response	Frequency	Percentage
Strongly Agree (SA)	110	39%
Agree (A)	125	44%
Strongly Disagree (SD)	15	5%
Disagree (D)	20	7%
Undecided (UND)	15	5%
<b>TOTAL</b>	<b>285</b>	<b>100%</b>

**Source: Field Survey, 2024**

The majority of respondents (83%) strongly agree that technology acquisition increases productivity, with only 12% disagreeing. The undecided percentage (5%) suggests that most respondents have a clear opinion on the matter, highlighting the strong consensus on the positive relationship between technology and productivity.

**Table 5: Computation of Chi-Square**

Response	Observed Frequency (O)	Expected Frequency (E)	Contribution to $\chi^2$
Strongly Agree (SA)	110	57	~49.23
Agree (A)	125	57	~81.05
Strongly Disagree (SD)	15	57	~30.95
Disagree (D)	20	57	~24.06
Undecided (UND)	15	57	~30.95
<b>Total</b>	<b>285</b>	<b>285</b>	<b>~216.24</b>

**Source: Field Survey, 2024**

**Discussion:** The calculated value is 216.24 and it is higher than the critical value (.05). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This is to say that there is a positive relationship between technology and productivity.

**Hypothesis Three:**

Quality goods and service significantly affect customer satisfaction

**Table 6: Contingency Table**

A quality product with competitive price increases customers satisfaction

Response	Frequency	Percentage
Strongly Agree (SA)	115	40%
Agree (A)	120	42%
Strongly Disagree (SD)	20	7%
Disagree (D)	10	4%
Undecided (UND)	20	7%
<b>TOTAL</b>	<b>285</b>	<b>100%</b>

**Source: Field Survey, 2024**

The majority of respondents (82%) strongly agree that a quality product at a competitive price increases customer satisfaction. Only 11% disagree, indicating a low level of opposition. The undecided percentage (7%) suggests a clear opinion, confirming the strong consensus on the importance of product quality and pricing in customer satisfaction.

**Table 6: Computation of Chi-Square**

Response	Observed Frequency (O)	Expected Frequency (E)	Contribution to $\chi^2$
Strongly Agree (SA)	115	57	~58.84
Agree (A)	120	57	~69.68
Strongly Disagree (SD)	20	57	~24.06
Disagree (D)	10	57	~38.76
Undecided (UND)	20	57	~24.06
<b>Total</b>	<b>285</b>	<b>285</b>	<b>~215.40</b>

**Source: Field Survey, 2024**

**Discussion:** The calculated value is 216.24 and it is higher than the critical value (.05). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This is to say that there is a positive relationship between technology and productivity.

**Discussion of findings.**

The findings from the study showed that trade liberalization significantly affect creativity and innovation to a large extent. This agrees with with Aluko Akinnola and Sola (2004) who stated that there is a problem that associated with Globalization and Trade

Liberalization which hinders economic growth as it negatively impact the consumption of Nigeria made products but sustains development in developing nations as Nigeria.

The study also find that there is a positive relationship between Technology and Productivity. This is in agreement with the findings of Agu, Nneamaka and Nneka (2016) that Technology has positive effect on product quality in the Nigeria Manufacturing Industries. They further note that is a two edged sword that promotes and demotes economic activities in developing nations. The study further revealed that there is a positive relationship between quality goods and customers satisfaction. This is made possible as a result of globalization that brought about transfer of technology which was use to improve the quality of products that satisfied customers needs. This was what Martins (2002) means when he pose that the removal of trade barriers expanded the feasible set of consumption possibilities by providing a more efficient Technology to transform domestic resources into good and services.

## CONCLUSION

The study concludes that though Globalization is probably helping to create more wealth in developing countries and other profound effects on the performance of manufacturing organizations, does not close the gap between the world's poorest countries and the world richest. Nigeria needs to expedite action to be globally focused and maintaining her membership of the WTO agreement to keep the manufacturing sector of the economy.

## SUGGESTIONS

Future research could explore the following areas: Nigeria manufacturers should not relent in their interaction with their foreign counterpart in doing business in order to positively increase their performance. They should also spend more on information and communication technology since this has the capacity of increasing their profit. Government should reposition its policies in order to monitor the activities of these agents of globalization as it affects our manufacturing sector even as it encourages openness to trading which allow transfer of technology that improve productivity. The study also recommends that fiscal and monetary policies should be given priority to with a view to enhancing economic growth through globalization.

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