VOL. 13 NO. 6,
AUGUST, 2026
E-ISSN 3027-1401
P-ISSN 3026-9148

African Scholar Publications & Research International
www.africanscholarpub.com

Journal of Arts and Sociological Research (JASR)

Globalization and Performance Enhancement in Public Enterprises in Nigeria

Egbuchulam Michael Umezu, PhD
Department Of Political Science, Federal University Otuoke, Bayelsa State, Nigeria.
DOI: https://doi.org/10.70382/ajasr.v13i6.0144

Abstract
This study focused on globalization and performance enhancement in public enterprises: the researcher utilized the National Broadcasting Commission as the focal point. The research design adopted for this study was descriptive survey design and questionnaire served as the research instrument. Data collected were analyzed using mean statistics, and the hypotheses tested using Pearson correlation (at 0.05 level of significance) with the help of SPSS 21.0 and Microsoft Excel software. This study revealed that economic benefit of globalization significantly relate with broadcasting coverage, there is significant relationship between economic benefit of globalization and organizational image, Social benefits of globalization significantly relates with broadcasting coverage and there is significant relationship between social benefits of globalization and organizational image**.** The study concludes that the achievement of improved performance of national broadcasting commission depends on effective implementation of globalization. Based on the findings, the study recommends the government and NBC should effectively work together to improve economic and social benefits of globalization. Also, the NBC and other regulatory bodies should be up and doing in checking foreign influence on the local media.

Keywords: Globalization, performance, public enterprises, broadcasting coverage, and organizational image.

Introduction
With the advent of globalization, the world has become a much smaller place where interaction between different countries has led to a situation where a country's economy and development are not only in the hands of the ruling government, but is highly influence by international organizations where international rules and legislations reigns (Bada, 2017). This naturally and simultaneously results in the simultaneous reduction in the role of the State to shape national policies. Economists believe that the inception of the global integrationist means the globalization of financial services. Globalization facilitates foreign direct investment and the transfer of advanced technologies, enhancing managerial capabilities and boosting overall productivity. Nigerian businesses and consumers benefit from access to a wider range of high-quality products

at potentially lower prices due to increased competition and trade (Boyd-Barret, 2017). Globalization can lead to more job opportunities through increased economic activity and access to global education and training facilities. Globalization has transformed the Nigerian Broadcasting Commission's landscape by fostering a hybrid media system that integrates commercial and public service broadcasting, alongside the deregulation of the media sector, which has increased competition and the proliferation of stations. While digital technology and international connectivity have expanded content options and viewer choice, they also present challenges such as declining revenue for traditional media, heightened competition, and the need to regulate Nigerian content amidst increased foreign media influence (David, 2024). Globalization has led to a shift from a single broadcast orientation to a pluralistic system, incorporating elements of authoritarian, paternalistic, and commercial broadcasting models. The deregulation of the broadcasting sector and advancements in digital technology have enabled the proliferation of new stations, increasing competition and expanding viewer choice.

Digital broadcasting technologies (DTT and DTH) have introduced new revenue streams, improved content quality (clear images and sound), and allowed for the simultaneous transmission of multiple channels and added services like pay-per-view and multimedia (Eregare, 2022). New communication technologies have increased intercultural communication by providing greater access to information about different cultures and lifestyles, breaking down traditional communication barriers. The influx of digital technology has created opportunities for a greater variety of programming and content creation, increasing the potential for viewer gratification.

Statement of the Problem

Despite job creation, globalization has also been linked to increased unemployment due to a disconnect between industrialization and urbanization, and a widening gap between developed and developing nations (Giddens & Duneier, 2020). Nigeria's economy, historically dependent on Western countries, faces challenges in becoming self-sustaining and is vulnerable to global financial market volatility and the dominance of multinational corporations. Globalization has led to the adoption of Western consumption patterns and tastes without corresponding skills or scientific spirit, contributing to social problems. The influx of multinational corporations, particularly in oil exploration, has contributed to environmental pollution and associated health challenges, disrupting people's livelihoods (Agba, 2022). Globalization can put pressure on national governance to conform to global trends, sometimes depleting political authority and creating an environment for illicit activities to thrive through the unregulated use of the internet. The rise of new media platforms and the changing media landscape have altered how people consume news, leading to a decline in viewership and revenue for traditional broadcast media. With increased international exposure and the presence of foreign media, the commission faces the challenge of regulating the prevalence of foreign content to ensure the promotion and protection of Nigerian content.

Objectives of the Study

The objective of this study focused on globalization and performance enhancement in public enterprises: a study of national broadcasting commission. The study strives to accomplish the following specific objectives:

1. To evaluate the extent economic benefit of globalization relates with broadcasting coverage.
2. To identify the relationship between economic benefit of globalization and organizational image.
3. To appraise the extent social benefits of globalization relates with broadcasting coverage.
4. To ascertain the relationship between social benefits of globalization and organizational image.

Research Questions

The following questions will aid the research objectives:

1. To what extent does economic benefit of globalization relates with broadcasting coverage?
2. What are the relationship between economic benefit of globalization and organizational image?
3. To what extent does social benefits of globalization relates with broadcasting coverage?
4. What are the relationship between social benefits of globalization and organizational image?

Research Hypotheses

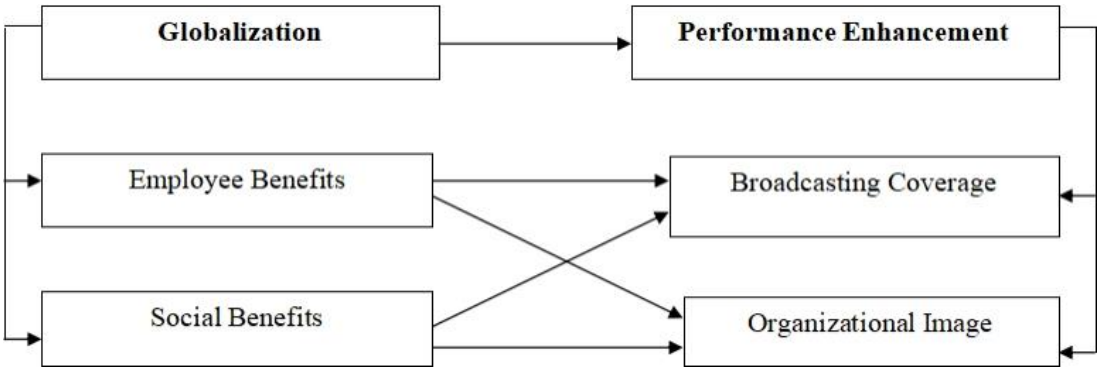
Based on these objectives, the following hypotheses were formulated:

Ho_1: Economic benefit of globalization does not significantly relate with broadcasting coverage.

Ho_2: There is no significant relationship between economic benefit of globalization and organizational image.

Ho_3: Social benefits of globalization does not significantly relates with broadcasting coverage.

Ho_4: There is no significant relationship between social benefits of globalization and organizational image**.**



Conceptual Review

Fig.1: Operational Conceptual Framework.

Source: The Researchers Desk, 2026

The Concept of Globalization

Globalization is the increasing interconnectedness and interdependence of national economies, cultures, and political systems worldwide (Calhoun, 2021). Driven by advances in communication, transportation, and technology, it involves the free flow of goods, capital, and information across borders, integrating disparate economies and cultures into a more unified global system. This process fosters economic interdependence and cultural exchange, leading to both opportunities and challenges for individuals and nations (Duru-Ford, 2022). Thereby, forging a unity that had never been seen in history. Globalization is the process whereby political social, economic and cultural relations increasingly take on a global scale which has propounded consequence for individual local experience and everyday lives.

It is a process through which the entire human population is bonded in a single society (Mike, 2019) or as O'sullivan, Brains and Philip (2024, p. 45) defines it "a structuration of the world as a whole". There are several factors that are responsible for the growth of modern globalization. It could mostly be traced to the political changes in Europe; the fall of the Berlin wall in the 1990's and the growth of the World Wide Web (Servaes and Lie, 2020); the opening up and eventual collapse of the USSR and the eastern

bloc countries, which had since given way to international markets moneys and media (Bairock, 2020); the invention of modern ICTs and the strong wind of change that blew across the world in the 20th century, all these laid the foundation for globalization. There is also the big matter of deregulation of the mass media, and other cultural industries. The reason also is the emergence of communications technology and media networks which allow faster, more extensive independents forms of worldwide exchange, travel and interaction.

Major issues in globalization

According to Eregare and Afolabi (2019) the major Aspects of Globalization include:

1. **Economic Integration:** National economies become linked through increased trade, investment, and the free movement of capital and labor, creating a more integrated global market (Chinenye, et al., 2022).
2. **Technological Advancements:** Innovations in communication and transportation make it easier and faster for people, information, and goods to travel across the globe, facilitating globalization.
3. **Cultural Exchange:** Increased interaction between different cultures through travel, media, and the exchange of ideas leads to more intensive interaction and sharing of cultural values, ways of thinking, and lifestyles.
4. **Political Interdependence:** Nations become more reliant on one another, and political events in one country can have significant impacts on others, shaping global policies and interactions.
5. **Free Trade Agreements:** These agreements reduce tariffs and other barriers, encouraging international commerce.
6. **Transnational Corporations:** These large, multinational companies are key drivers of globalization, integrating local economies into global supply chains.
7. **Technological Innovations:** Advancements in information technology and digital communication accelerate global connections.
8. **Economic Benefits:** Corporations can reduce costs and access new markets, while consumers may benefit from a wider array of goods at lower prices.
9. **Cultural Impact:** While globalization can offer diverse cultural experiences, it can also lead to cultural homogenization as dominant cultures spread.
10. **Challenges:** Globalization can contribute to wealth inequality and job displacement in some sectors, prompting questions about its overall fairness and ability to benefit all populations.

Performance of National Broadcasting Commission

According to Ogu (2023) the performance of Nigeria's National Broadcasting Commission (NBC) is multifaceted, with established functions in licensing, regulating, and monitoring broadcast content to ensure compliance with the Nigeria Broadcasting Code and promote ethical standards. While the NBC has successfully licensed many stations and contributes to industry development, its performance is often debated, with some stakeholders viewing its actions as over-regulation and censorship, while others see them as necessary to uphold the law and maintain societal values. Key challenges include the evolving media landscape, the need for fair application of regulations, and maintaining a balance between control and freedom of expression (Mackay, 2024). The NBC's performance is a subject of ongoing discussion. It is recognized for its role in bringing structure and standards to the Nigerian broadcasting industry. However, concerns about fairness, overreach, and the challenges posed by the

dynamic digital media environment indicate a need for continuous evaluation and potential reforms to enhance its effectiveness and public trust. The major Key Functions and Achievements are:

1. **Licensing and Regulation**: The NBC licenses and regulates broadcast stations, including commercial, community, and campus radio, as well as various TV categories.
2. **Code Enforcement**: It develops and enforces the Nigeria Broadcasting Code, setting standards for content, ethical conduct, and technical quality.
3. **Content Monitoring**: The commission monitors broadcast content to ensure it aligns with national security, public morality, and social harmony.
4. **Sanctions**: The NBC has the power to apply sanctions, including revoking licenses, for stations that violate the broadcast code.
5. **Industry Development**: The commission aims to create an environment that fosters investment, development of quality programming, and technological advancement in the broadcast industry (Held, 2022).
6. **Over-Regulation vs. Compliance**: Some stakeholders perceive the NBC as over-regulating the broadcast industry and interfering with freedom of expression, while others argue its actions are in line with its legal mandate.
7. **Fairness in Sanctions**: There are calls for the NBC to ensure its code and sanctions are applied fairly to both government and private stations, promoting a level playing field.
8. **Evolving Media Landscape**: The rise of new media platforms presents challenges to the traditional broadcast media, impacting the relevance and revenue of broadcast stations (Adamu, 2023).
9. **Balance with Freedom of Expression**: The NBC's role in creating a broadcast code and setting "red lines" for broadcasters is a delicate balance between maintaining order and protecting the fundamental right to freedom of expression.

Public Enterprises

A public enterprise is a commercial organization entirely or partially owned and controlled by the government, established to provide essential goods and services like utilities and transportation, or to promote national economic development and social welfare (Agba, 2022). These entities can operate as government departments, corporations, or statutory authorities and are managed by boards appointed by the government.

Public enterprises, also known as government-owned corporations or state-owned enterprises, are companies with government ownership, control, or partial ownership in sectors such as energy, telecommunications, healthcare, and transportation (Gituma, 2025). Their primary goals are to serve the public's basic needs, advance economic growth, or protect national interests. Public enterprises can collaborate with privately held businesses or face competition. The percentage of public enterprises varies across nations, but they play significant roles in both liberal and private enterprise-oriented systems. Public enterprises are becoming increasingly important due to the state's increasing functions and philosophy, moving from laissez-faire to social welfare initiatives. The idea that the state should hold the majority of natural resources and capital-intensive sectors has gained widespread acceptance in modern states(Ike, 2023). Public businesses are considered essential tools for achieving social and economic growth, fostering technical innovation, and supporting private sector economic development.

Social Change theory

This study is anchored on the theory of social change. Social change refers to an alteration in the social order of a society. Social change may include changes in nature, social institutions, social behaviours,

or social relations. The base of social change is change in the thought process in humans. Social change may refer to the notion of social progress or socio-cultural evolution, the philosophical idea that society moves forward by dialectical or evolutionary means. Change comes from two sources. One source is random or unique factors such as climate, weather, or the presence of specific groups of people. Another source is systematic factors. For example, successful development has the same general requirements, such as a stable and flexible government, enough free and available resources, and a diverse social organization of society. So, on the whole, social change is usually a combination of systematic factors along with some random or unique factors (Geen and George, 2002).

Eclectically, Leat (2004, pp. 4-5) understands that factors in societal change may be summarized under three main headings: economic, political and cultural. Marx is perhaps the most famous proponent of the notion that societies/forms of social organisation are largely determined by economic factors and in particular the impact of industrial capitalism. Among political influences the state – government – now plays a very large role in social life and change in industrial societies. Cultural influences clearly play an important part in social change. For example, secularization and the development of science have had major effects on the way in which we think, attitudes to legitimacy and authority, and have thus also influenced social structures, systems and values. If these are the key factors in societal change, foundations wanting to effect change at this level need to focus on changing economic, political or cultural structures and processes. This macro approach to social change is adopted by some international foundations aiming to change economic and political conditions.

These fundamental themes of resources, power/politics, and cultural factors reappear, in a sense, in theories of organizational change. Globalization is one agent of social change in the world, which is often facilitated by the changing economic, political, technological or cultural structures and processes of the electronic media, particularly that of the third world like Nigeria, who are often at the consumer end of international media distribution.

Empirical Review

Gituma (2025) determined the effects of globalization on sales performance using Unga feeds Ltd, Nairobi, as the focal point. Descriptive research was used in the study. Target population was 127 middle level staff at Unga Group Limited. Stratified random sampling was used to select a sample size of 96. Structured questionnaires were used to collect data. Descriptive and inferential statistics was used to analyze data. Tables and figures were used to present data. Statistical Package for Social Sciences (SPSS) software was used to analyze the data. It was established that majority of respondents agreed that globalization leads to business transformation.

Ibeakuzie (2020) focused on strategies for improving performance in a globalised economy using PZ Cusson, Aba, Abia State as the study case. The research design for this study was descriptive survey design and questionnaire served as the instrument for data collection. The population of this study was 500, which covers 100 staff and 400 customers. The data collected were analyzed using simple percentage. The study discovered that there is significant relationship between globalization and patronage.

Ike (2023) focused on effectiveness of globalization on organizational performance using coca cola and 7up Bottling Companies Lagos as the focal point. In line with the above, the researcher formulated three research objectives and three research questions. Survey research design was adopted and questionnaire served as the instrument of data collection. The population of this is 178 which is made up of the entire management staff of both companies and their distributors. Out of 178 copies of the questionnaire distributed, only 168 were returned and used. The data collected were presented in tables and analyzed

by mean frequency. The study discovered that globalization can effectively enhance organizational good with effective management system.

Ihemereze (2025) focused on the effect of globalization on customer satisfaction in supermarket. Geographically, the study was delimited to Destiny Supermarket Owerri, Imo State. The researcher employed descriptive survey design and questionnaire served as the instrument of data collection. The data collected were presented in tables and analyzed using simple percentage and chi-square was used to test the hypotheses. The study revealed that globalization enhances the profitability of supermarkets; globalization enhances sales volume/patronage of supermarkets; and globalization leads to market expansion of supermarket products.

RESEARCH METHODOLOGY

The research design adopted for this study was descriptive survey design. Survey research design was used because of its advantages in collecting primary data.

The population of this study is made up of the entire 161 management and senior staff of National Broadcasting Commission, Enugu Unit (**Source:** National Broadcasting Commission, 2026). The management and senior were used because they are in position to provide information on the subject matter of this research.

The sample size is mathematically derived using the Taro Yamane's formula and it gave 115.

The sampling technique used in the course of this research is the probability sample method (Alugbuo, 2002). The simple random sampling technique was adopted from the probability method which entails random selection of staff.

In carrying out this research, the use of questionnaire was employed to gather necessary and relevant data from the respondents.

The data collected in this study were analyzed using simple percentage, mean statistics and Pearson Product Moment Correlation Coefficient (PPMCC) at 0.05 level of significance through Statistical Package for Social Sciences (SPSS version 21.0). Simple percentage was used to determine the percentage responses of the respondents on bio-data., Mean statistic was used to determine the level of agreement and disagreement of the respondents in each questionnaire item for construct variables (the subject matter in the objectives). More so, Pearson Product Moment Correlation Coefficient (PPMCC) at 0.05 level of significance through Statistical Package for Social Sciences (SPSS version 21.0) was used to test the hypotheses.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Out of 115 copies of the questionnaire distributed, only, 100 copies were returned and used.

a) Demographics of Respondents

Table 4.1: Sample profile of the respondents.

Options	Percentage
Age	
18-35	52
36-45	41
46-55	07
56 and above	02
Marital status	
Married	49
Single	51

Options	Percentage
Gender	
Male	64
Female	36
Years of service	
1-5years	39
6-10	38
11-15	19
16 and above	4

Source: Field survey, 2026

Table 1 summarizes Demographic data of respondents, Age has respondents of 18-35(52%), 36-45(41%), 46-55(07%), and 56 & above(02%); Marital status has respondents of married(49%) and single(51%); Gender has respondents of male(64%) and female(36%); while Years of service has respondents of 1-5yrs(39%), 6-10yrs(38%), 11-15yrs(19%), and 16 and above(4%).

Research question one: To what extent does economic benefit of globalization relates with broadcasting coverage?

Table 2: The extent does economic benefit of globalization relates with broadcasting coverage

S/N	Questionnaire Items	SA	A	D	SD	N	EX	X	Dec
1	There are many economic benefit of globalization	50	47	2	1	100	346	3.5	A
2	Economic benefit enhances broadcasting coverage	40	41	10	9	100	312	3.1	A
3	Globalization has made national broadcasting to achieve improvement in network coverage	51	46	1	2	100	346	3.5	A
	Mean							**3.4**	

Source: Field survey, 2026

It is seen in table 2 that all the items were accepted. This is because item 1 has a mean of 3.5, item 2 has a mean of 3.1 and item 3 has a mean of 3.5; hence all the items have mean scores more than 2.5 and above.

Research question two: What are the relationship between economic benefit of globalization and organizational image?

Table 3: The relationship between economic benefit of globalization and organizational image

S/N	Questionnaire Items	SA	A	D	SD	N	EX	X	Dec
4	Globalization has helped to improve the image of national broadcasting commission	47	43	6	4	100	380	3.8	A
5	There is significance positive relationship between economic benefit of globalization and organizational image	41	47	7	5	100	324	3.2	A
6	Poor transmission has reduce and such is helping to improve the image of national broadcasting commission	55	39	4	2	100	347	3.5	A
	Mean							**3.5**	

Source: Field survey, 2026

The above table 3 shows that all the items were accepted. This is because item 1 has a mean of 3.8, item 2 has a mean of 3.2 and item 3 has a mean of 3.5; hence all the items have mean scores more than 2.5 and above. It is therefore concluded that there is significant relationship between affordable price strategy and loyalty.

Research question three: To what extent does social benefits of globalization relates with broadcasting coverage?

Table 4: The extent does social benefits of globalization relates with broadcasting coverage

S/N	Questionnaire Items	SA	A	D	SD	N	EX	X	Dec
10	There are many social benefits of globalization to broadcasting	49	47	3	1	100	344	3.4	A
11	social benefits of globalization relates with broadcasting coverage	48	45	4	3	100	338	3.4	A
12	Many rural areas are now covered by national broadcasting commission because of globalization	39	40	11	10	100	308	3.1	A
	Mean							**3.3**	

Source: Field survey, 2026

It could be seen in table 4 above that all the items were accepted. This is because item 1 has a mean of 3.4, item 2 has a mean of 3.4 and item 3 has a mean of 3.1; hence all the items have mean scores more than 2.5 and above.

Research question four: What are the relationship between social benefits of globalization and organizational image?

Table 5: The relationship between social benefits of globalization and organizational image

S/N	Questionnaire Items	SA	A	D	SD	N	EX	X	Dec
10	There is need to use modern broadcasting strategy to improve the image of national broadcasting commission	40	41	10	9	100	312	3.1	A
11	There is significance relationship between social benefits of globalization and organizational image	48	45	4	3	100	338	3.4	A
12	The image of national broadcasting commission will continue to be poor in broadcasting is not globalised	47	43	6	4	100	380	3.8	A
	Mean							**3.6**	

Source: Field survey, 2026

It could be seen in table 5 above that all the items were accepted. This is because item 1 has a mean of 3.4, item 2 has a mean of 3.4 and item 3 has a mean of 3.1; hence all the items have mean scores more than 2.5 and above.

Testing of Research Hypotheses

S/N	Hypotheses	Statistical Tools Applied (Software R studio)	Result
H1	Economic benefit of globalization significantly relate with broadcasting coverage.	Pearson Correlation = 0.87 Sig = 0.05 N = 100 Grand Mean = 3.4	**VALID**
H2	There is significant relationship between economic benefit of globalization and organizational image	Pearson Correlation = 0.89 Sig = 0.05 N = 100 Grand Mean = 3.5	**VALID**
H3	Social benefits of globalization significantly relates with broadcasting coverage	Pearson Correlation = 0.85 Sig = 0.05 N = 100 Grand Mean = 3.3	**VALID**
H4	There is significant relationship between social benefits of globalization and organizational image	Pearson Correlation = 0.90 Sig = 0.05 N = 100 Grand Mean = 3.6	**VALID**

Discussion of Findings

The major findings of this study are discussed thus:

From the hypothesis one, this study discovered that economic benefit of globalization significantly relate with broadcasting coverage. This is in line with the view of Ibeakuzie (2020) who stated that globalization has led to employment generation and human capital empowerment in developing nations.

In line with research hypothesis two, this study discovered that there is significant relationship between economic benefit of globalization and organizational image. In this case Ihemereze (2025) asserted that people now relate to one another notwithstanding the distance because of the social benefits of globalization.

Test of hypothesis three discovered that social benefits of globalization significantly relates with broadcasting coverage. In tandem, Ibeakuzie (2020) noted that digital broadcasting has transformed broadcasting firms and make them to achieve more coverage.

Test of hypothesis four discovered that there is significant relationship between social benefits of globalization and organizational image. According to Gituma (2025) if broadcasting transmission get to most places of the society, it will increase social relations among people and give the national broadcasting commission positive image within Nigeria. **Conclusion**

Globalization is a development that should not be taken likely because it exposes a closed economy to the world at large. In considering the concept of globalization, it is pertinent to analyze aspects of globalization and how it impacts on performance of commercial banks. This study has empirically considered the impacts of globalization on performance of national broadcasting commission. This study discovered that Economic benefit and Economic benefit significantly relates with broadcasting coverage and organizational image. Globalization offers the National Broadcasting Commission (NBC) both economic and social benefits, including access to new markets and technologies, which can enhance programming and operational efficiency. Socially, it leads to increased cultural exchange, exposure to global best practices, and the spread of information on health and development, although

this can also challenge local norms. Economically, globalization promotes competition, which can spur innovation and efficiency, but also creates challenges from powerful international actors. This study concludes that the achievement of improved performance of national broadcasting commission depends on effective implementation of globalization.

Recommendations

This study recommends that:

1. The government and NBC should effectively work together to improve economic and social benefits of globalization.
2. The NBC and other regulatory bodies should be up and doing in checking foreign influence on the local media. This is because ownership and control influence what eventually is produced and this ultimately affects the audience. There is a need for Nigerians to preserve their cultures in any way possible, one of which is to increase the use of local language in media production.
3. It is a shame that many Nigerian children of this generation New Media and Mass Communication cannot speak their mother tongue or understand their cultures.. There a need for a reassessment of how Nigerian electronic media has fared in the era of globalization. Science in a globalizing world has benefits that Nigeria can and should take advantage of. The era of computers, revolutionalized telecommunication and the Internet is what the electronic media in Nigeria cannot shy away from, but the positives of the times should be properly harnessed for the country to appropriately benefit from globalization.
4. There is a need for Nigeria to demonstrate her beliefs in indigenous technical knowledge and skills, instead of being subjected to the mercy of globalization without being globalized in the real sense of it. The country must be proud of her heritage and way of life, instead of being submerged in the western way of life in the electronic media.

REFERENCES

Abdul-Raheem, T. (2020). Globalisation and recolonization. www.indianseminar. com/200490 abdulraheem

Adamu F. L. (2023). Globalization and Economic Globalization in Northern Nigeria. www. devstand.org .UK/Publication.

Agba, P. (2022). Electronic Reporting: Heart of the New Communities. Nsukka: New Age Press.

Akpankpan, E.B (2019). *The economy: Towards a new type of economics*. Port Harcourt. Belpot Publishers.

Alugbuo, C.C (2002). *A practical guide to project writing.* Owerri: Credo Publications.

Asika, N. (2008). *Research methodology in the behavioural sciences.* Lagos: Long Nigeria PLC.

Bada, O.T (2017). Effect of banks' credits on the development of manufacturing and agricultural sectors as economy. *International Journal of Advanced Studies in Economics and Public Sector Management*, 5(1), 114-139.

Bairock, P. (2020). The Constitute Economic Principles of Globalization in Historical Perspectives: Myths and Realities. International Sociology Journal of International Sociological Association, 15(2): 197- 214

Boyd-Barret O (2017) Media Imperialism: Toward an International Framework for Analysis of Media Systems. In: J. Curran, M. Gurevitch & J. Woollacott (Eds.): Mass Communication and Society. London: Arnold, pp.116-135

Calhoun, C. (ed.) (2021). Dictionary of the Social Sciences. Oxford: Oxford University Press

Chinenye, N.; Nnamdi, N.; Okowa-Nwaebi, L. & Ebeze, E (2022). Satellite Television and Local Media Use Among Viewers in Satellite TV Households in the Southeast Geopolitical Zone of Nigeria. Higher Education of Social Science Vol. 3, No. 3, 2012, pp. 1-10

David, F. (2024). Why National Pride Still Has a Home in the Global Village. Global Po Forum. New York. The Scotsman May 18, 2002.

Duru-Ford, L. (2022). The macdonization of Hongkong Global Policy Forum. Radio Northerland

Eregare, E. A. (2022). Values, Standards and Censorship: A Study of Nigeria Film and Video Censors Board (NFVCB). An unpublished M.A. Thesis, submitted to the University of Ibadan

Eregare, E.A. & Afolabi, A.O. (2019). The Effects of Globalization and Deregulation on Nigerian Culture. *Industries Journal of Social Sciences*, 21(2): 145-151 (2009)

Gbolagade, A., Adesol, M.A & Oyewale, I.O (2023). Impact of Marketing Strategy on Business Performance. A Study of Selected Small and Medium Enterprises (SME's) In OluyoleLocal Government, Ibadan, Nigeria. *Journal of Business and Management*, 11(9), 59-66.

Gene S., Ya-Lin Liu & George Wang (2002.). Why does a society develop the way it does? Available online www.4shared.com

Giddens, A. & Duneier, M. (2020) Introduction to Sociology (3rd edition), New York and London: W.W. Norton and Company.

Giddens, A. (2020). The Consequences of Modernity. Cambridge: Polity Press.

Gituma, N. (2025). The effects of marketing mix on sales performance using Unga feeds Ltd, Nairobi. *International Journal of Marketing,* 2(1).

Held, D. (2022). Regulating globalization? The reinvention of Politics. *International Sociology Journal of International Sociological Association*, 15(12): 394- 408.

Ibeakuzie, D. (2020). Strategies for improving sales performance and customer satisfaction using PZ Cusson, Aba, Abia State as the study case. *Journal of Management Review*, 3(1), 71-89.

Ihemereze, K. (2025). The effect of sales promotion on supermarket performance. *International Journal of Business*, 2(3).

Ike, O.S (2023). Effectiveness of marketing mix on organizational performance using coca cola and 7up Bottling Companies Lagos. *Journal of Marketing,* 2(1).

Iyayi, F. (2024). Globalization, the Nigerian Economy and Peace. In Akani, C. Globalization and the Peoples of Africa. Enugu: Fourth Dimension Publishing Ltd.

Langhorne, R. (2021). The Coming of Globalization, Basingstoke: Palgrave Macmillan.

Leat, D. (2004). Theory of Social Change. Insituational network of strategic philosophy, Germany.

Mackay, I. (2024). Broadcasting in Nigeria. Ibadan: University Press.

Mike, K. (2019). Concepts and Dimension of Globalization. In Globalization and Nigeria's Economic Development". Nigerian Economic Society Journal seminar held on 11-2-1999, pp. 17-18

Moore, K. and Lewis, D. (2019). *"The origin of globalization"*. New York and London, Routledge T & F Groups.

O'sullivan, T; Brains, D. & Phillip, R. (2024). Studying the Media: An Introduction. London: Arnold. New Media and Mass Communication www.iiste.org ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) Vol.41.

Ogu, S. E (2023) The deregulation of the Nigerian broadcast industry and the ensuing challenges and opportunities in Akinfeleye, R and Okoye, I (eds.) Issues in Nigerian Media History 1900-2000AD, Lagos, Malthouse

Onuoha, P. (2012) History of Nigerian Mass Media, Lagos: NOUN

Orunmoluyi, T. P. (2023). Globalization: A Millennium Challenge for Nigerian Banks: The Economist 4 p. 31 –32.

Owuamalam, E. O. (2018). Elements of Broadcasting: An Introduction, Owerri, Nigeria: Top Class

Oyejide, T.A (2018). *Capital flows and Economic Transformation*. A conceptual framework on proceedings of Central Bank of Nigeria, 5th Annual Monetary Conference held at the CBN Conference hall, Abuja November, 10th -11th.

Poppi, C. (2021). Wider Horizons with Larger Details: Subjectivity, Ethnicity, and Globalization. In Alan Scott (ed.), The Limits of Globalization: Cases and Arguments. London: Routledge.

Servaes, J. & Lie, R. (2020). Media versus globalization and localization and or through? Internet freenet002@pi.be of Rico. Lie

Shenkar, O. and Luo, Y. (2024). International Business. New York: John Willey & Sons http://www.nbc.gov.ng/broadcast.php?menu=2&submenu=4\