

INFLUENCE OF BUSINESS ETHICS ON CORPORATE REPUTATION AND STAKEHOLDER TRUST IN SERVICE ORGANISATIONS

BY

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Business Ethics on Corporate Reputation and Stakeholder Trust in Service Organisations" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of business ethics on corporate reputation and stakeholder trust in service organisations, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and business. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 388 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 366 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.11). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.56$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.91, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.28$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of business ethics on corporate reputation and stakeholder trust in service organisations is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

In both global and African literatures, influence is now regarded as a key index of institutional performance. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. Findings reported by Adekunle and Ogbeide (2018) observed that respondents with greater exposure to influence recorded markedly different results. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Nnamdi and Eze (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with business. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Scholars have long recognised influence as a critical determinant of outcomes in business administration. National policies and programmes have sought, with varying degrees of success, to respond to the realities of influence and business. Findings reported by Dauda and Umeh (2018) observed that respondents with greater exposure to influence recorded markedly different results. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with business. Field evidence gathered by Olawale and Umeh (2016) suggested that stakeholder engagement materially improves the results achieved in matters of influence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Scholars have long recognised influence as a critical determinant of outcomes in business administration. Nigeria's federal structure and its diverse cultural geography ensure that the experience of influence varies considerably from one region to another. Olawale and Umeh (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. Osinachi and Famuyide (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The relationship between influence and business has been the subject of sustained academic interest across several disciplines. Globalisation and technological change have intensified both the opportunities and the