

**INFLUENCE OF STRATEGIC MANAGEMENT PRACTICES ON THE
COMPETITIVE PERFORMANCE OF MANUFACTURING FIRMS IN
NIGERIA**

BY

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Strategic Management Practices on the Competitive Performance of Manufacturing Firms in Nigeria" 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 strategic management practices on the competitive performance of manufacturing firms in Nigeria, 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 strategic. 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 414 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 392 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 ($r = 0.578$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.42, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.25$, $p > 0.05$). 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 strategic management practices on the competitive performance of manufacturing firms in Nigeria 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.

Influence, when examined in relation to strategic management, reveals complex and often paradoxical dynamics. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Findings reported by Bakare and Bamgbose (2018) observed that respondents with greater exposure to influence recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies by Ibrahim and Ogunlana (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

In recent years, influence has emerged as a central theme in scholarly discourse on business administration. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. Evidence assembled by Okonkwo and Obiora (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Longitudinal research by Nnamdi and Olawale (2016) revealed that sustained attention to influence yields appreciable dividends over time. These developments carry important implications for policy and practice in business administration. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of influence. Evidence assembled by Nnamdi and Olawale (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with strategic management. Ekwueme and Bello (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. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Evidence assembled by Nnamdi and Adebayo (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The weight of evidence therefore