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COLLEGE OF POSTGRADUATE STUDIES 2022/2023 PhD Thesis Abstract

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RT: Business Strategies, Contextual Factors and Growth of Selected Mobile Operating Firms in Nigeria

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AB: Firms' economic and financial growths are the major objectives of organizations across the globe to beat competition and survive in the unfriendly business environment. However, evidence from literature showed that despite the positive impact of the mobile telecommunication sector to social and economic development, the mobile operating firms are plagued with challenges militating against the expected growth rate. This is evident in decline in market growth, dwindling profitability and decline in productivity. Studies have shown that few mobile operating firms have included business strategies and contextual factors in their operations. Therefore, this study examined the effect business strategies and contextual factors on the growth of selected mobile operating firms in Nigeria.

The study adopted survey research design. The population of the study was 436 management staff of the selected mobile operating firms (MTN, GLOBACOM, AIRTEL and 9MOBILE) listed on the Nigerian Communications Commission as the leading mobile firms in Nigeria. The total enumeration was used. An adapted and validated questionnaire was used to obtain data. Cronbach's alpha reliability coefficients for the constructs ranged from 0.71 to 0.79. The response rate was 83.3%. Data were analyzed using descriptive and inferential (multiple and hierarchical regression) statistics.

The findings of the study revealed a significant effect of business strategies and contextual factors on the growth of selected mobile operating firms ($Adj.R^2 = 0.55$, $F(2, 360) = 220.69$, p

< 0.05). Business strategies had significant effect on market growth ($Adj.R^2 = 0.48$, $F(4, 358) = 85.37$, $p < 0.05$), profitability ($Adj.R^2 = 0.47$, $F(4, 358) = 81.08$, $p < 0.05$) and productivity ($Adj.R^2 = 0.48$, $F(4, 358) = 84.93$, $p < 0.05$). Contextual factors have significant effect on market growth ($Adj.R^2 = 0.50$, $F(4, 358) = 90.38$, $p < 0.05$), profitability ($Adj.R^2 = 0.49$, $F(4, 358) = 86.48$, $p < 0.05$) and productivity ($Adj.R^2 = 0.51$, $F(4, 358) = 96.16$, $p < 0.05$). Customer experience significantly moderated the effect of business strategies on firm growth ($\beta = -0.02$, $\Delta R^2 = 0.01$, $\Delta F = 11.08$, $p < 0.05$). Managerial competence significantly moderated the effect of business strategies on firm growth ($\beta = -0.05$, $\Delta R^2 = 0.01$, $\Delta F = 5.09$, $p < 0.05$). Customer experience and managerial competence, combined, significantly moderated the effect of business strategies on firm growth ($\beta = -0.01$, $\Delta R^2 = 0.02$, $\Delta F = 14.90$, $p < 0.05$).

The study concluded that business strategies and contextual factors enhanced the growth of selected mobile operating firms in Nigeria. The study recommended that management of mobile operating firms should give attention to contextual factors and develop well defined strategies to foster growth in the sector.

Keywords: Business strategies, Contextual factors, Customer experience, Firm growth, Managerial competence

Word Count: 430

Abbreviations: *RFN: Researcher's Full Name, RD: Researcher's Department, RS: Researcher's School, RE: Researcher's Email, RAE: Researcher's Alternate Email, RP: Researcher's Phone Contact, RT: Registered Title, MS: Main Supervisor, ME: Main Supervisor's E-mail Address, SP: Main Supervisor's Phone Contact, CS: Co-Supervisor, CE: Co-Supervisor's E-mail Address, CP: Co-Supervisor's Phone Contact, AB: Abstract*

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