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UNIVERSITY

ILISHAN-REMO, OGUN STATE, NIGERIA

COLLEGE OF POSTGRADUATE STUDIES

2022/2023 PhD Thesis Abstract

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RT: Ecopreneurship and Organizational Performance of Quoted Paint Manufacturing Companies in Nigeria

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AB: An organisation's performance is largely dependent on its ability to effectively use its available resources to achieve its goals and ensure that its operations are in line with its overall plan. Studies have shown that the paint manufacturing industry is plagued with problems of poor environmental performance, unstable operational performance, inconsistent market share, low and unstable sales growth, poor waste management methods, and weakened financial performance due to poor adoption of ecopreneurial practices. However, there has been paucity of studies focusing on the effect of ecopreneurship on organisational performance in the context of quoted paint manufacturing companies in Nigeria. This study evaluates the effect of ecopreneurship (eco-innovation, eco-production, green supply chain management, waste management and eco-marketing) on organisational performance of quoted paint manufacturing companies in Nigeria.

Survey research design was adopted. The population was **438** junior, middle and senior management employees of quoted paint manufacturing companies in Nigeria. Total enumeration was adopted for the study. Data were collected using a structured and validated questionnaire with Cronbach's alpha reliability coefficients for the constructs ranging from 0.70 to 0.96. A response rate of 76% was achieved. Data were analyzed using descriptive and inferential (multiple and hierarchical regression) statistics.

Findings revealed that ecopreneurship had significant effect on organisational performance of quoted paint manufacturing companies in Nigeria ($Adj.R^2 = 0.10$, $F(5, 331) = 8.07$, $p <$

0.05). Specifically, ecopreneurship dimensions had significant effect on environmental performance ($Adj.R^2 = 0.16$, $F(5, 331) = 13.99$, $p < 0.05$), operational performance ($Adj.R^2 = 0.12$, $F(5, 331) = 10.56$, $p < 0.05$), market share ($Adj.R^2 = 0.05$, $F(5, 331) = 4.44$, $p < 0.05$), sales growth ($Adj.R^2 = 0.05$, $F(5, 331) = 4.18$, $p < 0.05$) and financial performance ($Adj.R^2 = 0.06$, $F(5, 331) = 5.22$, $p < 0.05$). It was also established that environmental commitment moderated the effect of ecopreneurship on organisational performance of the quoted paint manufacturing companies in Nigeria ($\Delta R^2 = 0.04$, $\Delta F = 13.55$, $p < 0.05$), as well as government regulation ($\Delta R^2 = 0.03$, $F(5, 331) = 11.60$, $p < 0.05$).

The study concluded that ecopreneurship enhanced the organizational performance of quoted paint manufacturing companies in Nigeria. Environmental commitment and government regulation moderated the effect of ecopreneurship on organisational performance of selected paint manufacturing companies in Nigeria. It was recommended that the management of selected paint manufacturing companies should pay attention to the ecopreneurship practices in order to improve organisational performance and promote environmental sustainability.

Keywords: Eco-innovation, Ecopreneurship, Environmental commitment, Government regulation, Organisational performance

Word Count: 402

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

Suggested Citation: Nneji, N.E., Onu, C.A., and Akinlabi, B.H. 2023. Ecopreneurship and Organizational Performance of Quoted Paint Manufacturing Companies in Nigeria. PhD Thesis Abstract, College of Postgraduate Studies, Babcock University. [https://doi.org/10.61867/pcub.1\(5\).093](https://doi.org/10.61867/pcub.1(5).093)