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2022/2023 PhD Thesis Abstract

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RT: Ecopreneurship and Organisational Performance of Selected Food and Beverage Manufacturing Firms in Lagos and Ogun States, Nigeria

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AB: Strong organisational performance is a key indicator of the efficiency and the effectiveness of the management of Food and Beverage Manufacturing Firms (FBMF). Studies have revealed that degradation of natural environment, depletion of ozone layers, and release of harmful substances are major outcomes of manufacturing activities which have impacted the performance of FBMF in terms of low profitability, dwindling market share, low productivity and sales growth. This is suggestive of low implementation of ecopreneurship practices (environmental expenditure, corporate environmental responsibility, environmental regulations, eco innovation and pro-environmental orientation). Evidence from literature revealed that few FBMF have introduced ecopreneurship into their operations for performance enhancement. This study, therefore examined the effect of ecopreneurship on organisational performance of selected FBMF in Lagos and Ogun States, Nigeria.

The study adopted survey research design. The population of the study was 1, 863 employees of 10 selected FBMF in Lagos and Ogun States, Nigeria. The sample size of 415 was determined using Cochran's formula. Simple random sampling technique was adopted. An adapted, structured and validated questionnaire was used to obtain data. Cronbach's alpha reliability for the constructs ranged from 0.72 to 0.78. The response rate was 89.15%. Data were analyzed using descriptive and inferential (multiple and hierarchical regression) statistics.

The study revealed that ecopreneurship had significant effect on organizational performance of selected food and beverage manufacturing firms in Lagos and Ogun States, Nigeria ($Adj.R^2 = 0.86$, $F(5, 364) = 459.20$, $p < 0.05$). Also, the results revealed that ecopreneurship had significant effect on the firm profitability ($Adj.R^2 = 0.79$, $F(5, 364) = 274.67$, $p < 0.05$), market share ($Adj.R^2 = 0.82$, $F(5, 364) = 325.34$, $p < 0.05$), firm productivity ($Adj.R^2 = 0.76$, $F(5, 364) = 229.11$, $p < 0.05$) and sales growth ($Adj.R^2 = 0.74$, $F(5, 364) = 208.10$, $p < 0.05$) of selected food and beverage manufacturing firms. Furthermore, the effect of ecopreneurship on organisational performance was not significantly moderated by firm size ($\beta = -0.00$, $\Delta R^2 = 0.00$, $\Delta F = 1.38$, $p > 0.05$). The effect of ecopreneurship on organisational performance was significantly moderated by green training ($\beta = -0.01$, $\Delta R^2 = 0.02$, $\Delta F = 4.86$, $p < 0.05$).

This study concluded that ecopreneurship improved organisational performance of selected food and beverage manufacturing firms in Lagos and Ogun States, Nigeria. Firm size and green training moderated the effect individually but not when combined. It was recommended that the management of food and beverage manufacturing firms in Nigeria should adopt ecopreneurship practices in order to enhance performances.

Keywords: Eco-innovation, Ecopreneurship, Firm size, Green training, Organisational performance

Word Count: 413

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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