

INTERNATIONAL JOURNAL OF ADVANCED STUDIES IN BUSINESS  
STRATEGIES AND MANAGEMENT

**ISSN Print:** 2354-4236

**ISSN Online:** 2354-4244

Vol. 4, No.2 July, 2016

**Publishing Contact**

International Scientific Research Consortium  
United Kingdom

**Frequency:** Biannually

**Open Access Policy:** This journal provides immediate open access to its content on the principle of making research freely available to public supports for greater global exchange of knowledge

**Editorial Objectives**

The International Journal of Advanced Studies in Business Strategies and Management (IJASBSM) is an international, open-access Journal that publishes scientific research articles, peer reviewed and scientific manuscripts and survey based contributions focusing all aspects of business, management , and organizational decisions which would be of interest to academics and practitioners. IJASBSM highlights business process modeling, simulation, integration and management using emerging and advanced technologies. The aim of the journal is to bring together research fellows from academia and professional practitioners from industry to enlighten the latest topics of interest and building long lasting collaborations.

**Editorial Contact**

International Scientific Research Consortium  
c/o, Abdulazeez D. El-Ladan  
The Future Institute  
10 Coventry Innovation Village  
Coventry University  
Technology Park, CV1 2TL, United Kingdom

Index, author's guidelines, ethics in publishing and ethical guidelines for journal publication see:

<http://www.internationalpolicybrief.org/journals>

<http://www.internationalpolicybrief.org/about-us/peer-review>

<http://www.elsevier.com/publishingethics>

<http://www.elsevier.com/journal-authors/ethics>

Email: [admin@internationalpolicybrief.org](mailto:admin@internationalpolicybrief.org)

**Disclaimer:** The views and ideas expressed in articles/reviewed are those of the author(s) and not necessarily of the editorial Board. Articles are published in good faith and the author(s) will be liable for any copyright infringements.

INTERNATIONAL JOURNAL OF ADVANCED STUDIES IN BUSINESS  
STRATEGIES AND MANAGEMENT

**ISSN Print:** 2354-4236

**ISSN Online:** 2354-4244

Vol. 4, No.2 July, 2016

**Editorial and Advisory Board**

**Prof. Nathaniel C. Ozigbo**

Department of Business Administration  
University of Abuja, Nigeria

**Professor Lars Kolvereid**

Bodo Graduate School of Business, Norway

**Associate Prof. A. S. Antai**

Department of Economics  
University of Calabar, Nigeria

**Dr. Francis Banuro**

University of Ghana Business School  
Accra, Ghana

**Dr. S. K Nagarajan**

Department of Business Administration  
Annamalai University, Tamil Nadu

**Indexing/Abstracting/Library:** The International Journal of Advanced Studies in Business Strategies and Management (IJASBSM) and other Journal published by International Scientific Research Consortium and the International Institute for Policy Review and Development Strategies are being processed for inclusion in, Google Scholar, OCLC World Cat, United States, Bibliography of Asian Studies, ABS Academic Journal Quality Guide, PIAS International Fact Sheets/Achieves, Ulrich's Periodicals Directory (ProQuest), EBSCO Information Services, Canada, International Bibliography of the Social Sciences (IBSS), National Library of Nigeria cataloguing in publication data, Brilliant International Research Library.

**Reference:** We accept American Psychological Association (APA) and a double or triple in text citation (Stephen, 2012 or Stephen, 2012:14)

**International Copyright law:** All right reserved under the International Copyright Law. This volume is published by the International Scientific Research Consortium UK, in research league with International Institute for Policy Review & Development Strategies. This journal- its cover page design and content may not be used or produced in any manner without written permission from the International Institute for Policy Review and Development Strategies.

# CONTENTS

	PAPER TITLE / AUTHOR(S)	PAGE
1	<b>An Assessment of Market Performance as a Dependent on Market Segmentation Strategy in Nigerian Banks</b> <i><sup>1</sup>Kabuoh, Margret, <sup>2</sup>N, Ogbuanu, Basil K., <sup>3</sup>Alagbe, Akitunde. &amp; <sup>4</sup>Egwuonwu, Thomas K</i>	1
2	<b>Change Management and Public Sector Reforms in Nigeria</b> <i>Ubong Mbong Udofot</i>	13
3	<b>An Industrialization Strategy for Economic Diversification and Sustainable Development of Nigeria</b> <i>Damian Mbaegbu</i>	25
4	<b>The Nexus between Innovation and Entrepreneurship: the Extractive Industry Perspective</b> <i><sup>1</sup>Enyindah, Charles W. &amp; <sup>2</sup>Ejire, S.</i>	39
5	<b>The Sustenance of Dynamics Capabilities for Improving Firm Performance: a Study of Selected Furniture Industry in Abuja, Nigeria</b> <i>Nathaniel C. Ozigbo</i>	47
6	<b>The Sustainability of Small and Medium Scale Enterprises in Jos Metropolis, Nigeria</b> <i><sup>1</sup>Meshach Gomam Goyit &amp; <sup>2</sup>Tsenba Wummen Soemunti Bako</i>	58
7	<b>Effect of Table Water Packaging on Consumer Buying Behavior in Port Harcourt, Nigeria</b> <i><sup>1</sup>Ikechi, Prince Obinna &amp; <sup>2</sup>Harcourt Horsfall</i>	71
8	<b>The Impact of Access to Microfinance Bank on Poverty Status of Households in Kaduna State, Nigeria</b> <i><sup>1</sup>Hauwa Aliyu &amp; <sup>2</sup>Ibrahim Gerarh Umaru</i>	88
9	<b>Asset Management Strategies in the UK North Sea and Offshore Ghana: an Investor Perspective</b> <i><sup>1</sup>Suleiman, Moses Baidu &amp; <sup>2</sup>Isa, Wednesday</i>	100

# CONTENTS

	PAPER TITLE / AUTHOR(S)	PAGE
10	<b>Corruption and Infrastructures in Africa: Challenges for Integrated Sustainable Development</b> <i>Sorunke, Olukayode Abayomi</i>	111
11	<b>The Impact of Green Accounting on Economic Development of Nigeria</b> <i><sup>1</sup>Isa Rehanet, <sup>2</sup>Isa Fatima, <sup>3</sup>Ovosimohammed Bilkisu &amp; <sup>4</sup>Kabir Haruna Danja</i>	121
12	<b>Intrinsic Motivation as Determinants of Career Preference of Secondary School Students in Calabar Education Zone of Cross River State, Nigeria</b> <i><sup>1</sup>Eyong, Emmanuel Ikpi, <sup>2</sup>Ezembu, Helen Ijeoma <sup>3</sup>Aminu, Abubakar &amp; <sup>4</sup>Oniemola, Roseline Funmilayo</i>	133
13	<b>Effect of Organisational Intellectual Capital on Employee Development in Commercial Banks in Kaduna State of Nigeria</b> <i><sup>1</sup>Abdul-Wahab O. Anafi &amp; <sup>2</sup>Muideen O. Sulaimon</i>	142