INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN STATISTICS, MANAGEMENT AND FINANCE

ISSN Hard Print: 2315-8409 **ISSN Online:** 2354-1644 Vol. 5. No. 1 July, 2017

Published by

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 the public supports for a greater global exchange of knowledge.

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.

Editorial Contact

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

Editorial and Advisory Board Dr. Abdulazeez D. El-Ladan Coventry University, UK

Professor Kabiru Isa Dandago

Faculty of Social and Management Sciences Bayero University, Nigeria

Dr. Sara Maioli

Department of Business Administration Newcastle University, UK

Associate Prof. A. S. Antai

Department of Economics University of Calabar, Nigeria

Dr. Mohammed Reze Noruzi

Department of Management and Economics Tarbiat Modares University, Tehran, Iran

Dr. S. K. Nagarajan

Department of Business Administration Annamalai University, Tamil Nadu

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN STATISTICS, MANAGEMENT AND FINANCE

ISSN Hard Print: 2315-8409 **ISSN Online:** 2354-1644 Vol. 5. No. 1 July, 2017

International Directorate of Policy & Research c/o Engr. (Dr.) Diji Chuks

Department of Mechanical Engineering

Faculty of Technology, University of Ibadan, Ibadan - Nigeria

PT. Hussein Botchway

University of Energy & Natural Resources Sunyani, Ghana

ED. Jonah Ulebor

Lextra Education Ltd Leeds, LS 117HL, United Kingdom admin@internationalpolicybrief.org

Editorial Objectives

The International Journal of Advanced Research in Statistics, Management and Finance (IJARSMF) is designed to serve researchers, scholars through prompt publications of significant and evident based research findings in any branch of statistics, economics, business and management sciences. The editorial objective of IJARSMF is a review of current research trends and the facilitation of knowledge enhancement, related to studies in the concerned disciplines and professional practices. Papers are reviewed by International panel of reviewers to decide on the quality, originality, and relevance for publishing the paper in the journal.

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

Indexing/Abstracting/Library: The International Journal of Advanced Research in Statistics, Management and Finance (IJARSMF) and other Journals 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.

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.

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

C ontents

Pai	Paper Title/Author(s)	
1	Identifying Cultural Makers and Guidelines for Website Design Targed to a Nigerian Audience 'Amanze, B. C. & 'Nwoke, B. C.	1
2	Effect of Economic Recession on the Performance of SMEs in Nigeria ¹ Nwaiwu Blessing Nkechi & ² Opusunju, Michael Isaac	10
3	Impact of Compensation on Employees Performance: a Study of Guinness Nigeria PLC, Benin City, Edo State ¹ Ndulue Ifeyinwa Theresa & ² Ekechukwu Chinonso Henry	26
4	The Effects of Job Security on Employee Retention in Some Selected Banks within Bauchi Metropolis Maryam Tijjani Abbah	41
5	An Assessment of Consumer Buying Behaviour: an Issue for "Made in Nigeria Drive" ¹ Iliya Bawa, ² Andah, Angbazo Ruth & ³ Paul, Vincent	55
6	Effect of Entrepreneurship Development on Women Economic Empowerment in Adamawa State-Nigeria Zwingina, Christy	65
7	Evaluating Institutional Ownership and Financial Performance of Industrial Goods Sector in Nigeria 'Maryam Abdu & 'Mu'azu Saidu Badara	84
8	Effective Marketing Strategies in Business Education as a Tool for the Development of Small Scale Enterprise in Yenagoa Local Government Area of Bayelsa State Igbongidi Binaebi Paul	100
9	Production, Employment, Policy Somersaults and the Road to a Recession Rose Mbatomon Ako	110

C ontents

PAPER TITLE/AUTHOR(S)		PAGE
10	Exchange Rate Fluctuations and the Performance of the Nigerian Economy (1990-2016): Investigating the Nexus ¹ Tonye Ogiriki & ² Andabai, Priye Werigbelegha	123