INTERNATIONAL JOURNAL OF ADVANCED STUDIES IN ECONOMICS AND PUBLIC SECTOR MANAGEMENT

ISSN Print: 2354-421X **ISSN Online:** 2354-4228

Vol. 13 No. 1 Feb. 2025

Published by International Scientific Research Consortium United Kingdom

Impact Factor: 2.12

DOI: 10.48028/iiprds/ijasepsm.v13.i1

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/ review are those of the authors(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 Professor Thomas Traynor

Department of Economics Wright State University, U.S.A

Professor Agnes Antai Department of Economics University of Calabar, Nigeria

Professor Kabiru Isa Dandago Faculty of Social and Management Sciences Bayero Univesity, Kano - Nigeria

Professor Damian Mbaegbu Madonna University, Okija - Nigeria

Dr. Mohammed Reza Noruzi Department of Management and Economics Tarbiet Modares University, Tahran - Iran

INTERNATIONAL JOURNAL OF ADVANCED STUDIES IN ECONOMICS AND PUBLIC SECTOR MANAGEMENT

ISSN Print: 2354-421X **ISSN Online:** 2354-4228

Vol. 13 No. 1 Feb. 2025

International Directorate of Policy & Research Prof. Chukwuemeka Jude Diji

Deputy Vice Chancellor (Research, Innovations, Consultancy and Extension) Kampala International University, Kampala - Uganda

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 objective of International Journal of Advanced Studies of Economics and Public Sector Management (IJASEPSM) is to publish empirical papers that provide clear analysis of important economic issues. As well as being relevant academic, professional and student economist, the journal seeks to provide a bridge between those conducting research on service economics and management to the one hand, and those working in the areas of service sector on the other.

Indexing/Abstracting/Library

The journal is processed for inclusion in,

- Google Scholar
- PIAS International Fact Sheets/Achieves
- Ulrich's Periodicals Directory (ProQuest)
- International Bibliography of the Social Sciences (IBSS)
- National Library of Nigeria cataloguing in publication data
- Brilliant International Research Library

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

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 journalits 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)

Contents

$P_{APER}\,T_{ITLE}/\,A_{UTHOR(S)}$

1	The Effect of Integrated Marketing Communication Dimensions on Profitability of Selected Five Star Hotels in Lagos State Nigeria	
	¹ Onuoha Collins E., ² Onu Christopher A., & ³ Ajike Emmanuel O.	1
2	Relationship Lending Within Banking and Non-Banking Institutions	22
	¹ Rovena Vangjel & ² Enida Istrefi	22
3	Effect of Revenue on Economic Advancement in Nigeria Using	
	Vector Error Correction Model and Robust Regression Model	
	¹ Kuba Mabwe Makwin, ² Alhaji Ismail Suleiman & ³ Muhammad Abubakar	32
4	Digital Leadership and Digital Transformation in Deposit Money	
	Bank in Nigeria	
	¹ Leonard Unodinma Ojogbo, & ² Hillary Odiakaose Odor	47
5	Critical Analysis of Consumers' Rights Under E-Commerce	
	Transactions in Nigeria	
	¹ Iyemeake Sunday, & ² Ireghan Mohammed Mulktaru	65
6	Impact of Institutional Quality on Economic Growth in Nigeria	
	¹ Ogu Musa Akwe, ² Amina Abdulsalam Umar, & ³ Kabir Usman	76
7	Loan Loss Provisioning and Profitability of the Private	
	Commercial Banks of Bangladesh	
	¹ Afrin Sultana & ² Talatu Jalloh	88
8	Open Innovation Strategies and Organizational Effectiveness:	
	A Study of Bottling Companies in Port Harcourt	
	¹ Vivien E. Wogwu & ² Eloke, P. D.	99
9	Electronic Banking and Profitability of Deposit Money Banks in	
	Nigeria: New Evidence from Eco Bank	
	¹ Michael A. Amaegberi & ² Ebierinyo Ayebaemi Akarara	118

Contents

	PAPER TITLE/AUTHOR(S)	
10	Effect of Customer Equity (Value Equity, Brand Equity and Relationship Equity) on Consumer Satisfaction in Radio Stations in Lagos State, Nigeria	
	¹ Famutimi Temitayo O., ² Kabuoh Margret N., ³ Ajike Emmanuel O. & ⁴ Esator Goodluck O.	138
11	Economic Growth-Remittances Nexus and Poverty Reduction in	
	Selected West African Countries	
	¹ Samuel, Paabu Adda, ² Agya, Atabani Adi & ³ Olukoya, Adekanle	165
12	Monetary Policy Variables and the Performance of the Nigerian	
	Economy	
	¹ Amaegberi, Michael & ² Wisdom Selekekeme Krokeyi	195
10		
13	Electronic Human Resource Management Adoption and its	
	Impact on Employee Productivity: Evidence from Deposit Money	
	Banks in Lagos, Nigeria	010
	¹ Akpa, V. O., ² Opadeyi, M., ³ Magaji, N., & ⁴ Esator, G. O.	213