

INTERNATIONAL JOURNAL OF STRATEGIC RESEARCH IN EDUCATION,
TECHNOLOGY AND HUMANITIES

ISSN Print: 2465-731X

ISSN Online: 2467-818X

Vol. 13 No. 1 April, 2025

Published by
International Scientific Research Consortium
United Kingdom

Impact Factor: 2.33

DOI: 10.48028/iiprds/ijsreth.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
Prof. (Sr.) Mary-Noelle Ethel N. Ezeh
Chukwuemeka Odumegwu Ojukwu University
Anambra State – Nigeria

Dr. Babajide Veronica Folasade T.
Faculty of Education
University of Lagos, Akoka-NG

Professor Phil Marpleet
School of Humanities and Social Sciences
University of East London, UK

Clement Ayarebilla Ali
University of Education, Winneba, Ghana

Dr. Ekei John
Faculty of Education
University of Calabar, Nigeria

Dr. (Suv.) Okoronkwo Chiekezie
Department of Estate Management
Federal Polytechnic Nekede, Imo state

Engr. (Dr) Diji Chukwuemeka
Research, Innovations, Consultancy & Extension
Kampala International University, Uganda

Dr. Manoj Shukla
Dept. of Electronics Engineering
Harcourt Butler Technological Institute

INTERNATIONAL JOURNAL OF STRATEGIC RESEARCH IN EDUCATION,
TECHNOLOGY AND HUMANITIES

ISSN Print: 2465-731X

ISSN Online: 2467-818X

Vol. 13 No. 1 April, 2025

International Directorate of Policy & Research

c/o Associate 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, LS117HL, United Kingdom

admin@internationalpolicybrief.org

Editorial Objectives

The International Journal of Strategic Research in Education, Technology and Humanities (IJSRETH) aims to publish research findings in the broad fields of Education, Technology, Management, Arts and Humanities. The journal's core aim is to facilitate the researcher's scholarship to share their findings with the rest of the world so that informed decisions can be taken to improve the educational system, enhance technological development and adaptation and evolve novel ideas in arts, law and humanities. IJSRETH follows rigorous double peer review mechanism to ensure that submitted articles meet the quality standards.

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 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)

CONTENTS

	PAPER TITLE/ AUTHOR(S)	
1	Service Quality Dimensions and Employee Satisfaction of Selected Deposit Money Banks in Lagos State, Nigeria ¹ Ajike Emmanuel O., ² Adefulu Adesoga D., & ³ Ademilua, Victor A.	1
2	Market Penetration Strategy and Sales Growth of Selected Food and Beverages Companies in Lagos and Ogun States, Nigeria ¹ Olutoye Abayomi A., ² Soetan Timothy A., & ³ Worimegbe Powel M.	27
3	Educational Policy Formulation and Implementation: A Cornerstone of Nigeria's Sustainable Development Agenda ¹ Abdulkadir, Ranfat Mamman, ² Garba, Sanni Mohammed, & ³ Bokko, Salisu Ali	43
4	Social Media Marketing and Brand Loyalty of Selected Private Universities in South-West, Nigeria ¹ Ajike Emmnuel O., ² Kabuoh Margret N., & ³ Olumeru, Ololade R.	55
5	The Potential of the Digital Economy: A Comparative Assessment of Key Countries' Cybersecurity ¹ Xiuli Chen, ² Tao Wang, ³ Xiaoxi Lin, ⁴ Dylan Elliott Hinde, ⁵ Qianhao Yan, & ⁶ Zmire Zeljana	77
6	Strategic Vigilance and Firm Profitability of Fast-Moving Consumer Goods Companies in Lagos State, Nigeria ¹ Osibodu, I. I., ² Adefulu, A. D., ³ Nwankwere, I. A., & ⁴ Esator, G. O.	89
7	Crime, Insecurity and Violence in Nigeria Peace Ugochi Ibekwe	110
8	Body, Mind, and Business: The Health Status Effect, Entrepreneurial Leadership Styles and SMEs Performance ¹ Binuyo Adekunle Oluwole, ² Omojokun Temitope, & ³ Makinde Olubisi Grace	124
9	Impact of Health Expenditures on Adult Mortality Rates in Nigeria: 1992 - 2023 ¹ Adeola Adejumo, ² Ogwuche David, & ³ Marvelous Aigbedion	148

CONTENTS

	PAPER TITLE/ AUTHOR(S)	
10	The Impact of Entrepreneurial Strategies on the Growth of Manufacturing Small and Medium Enterprises in Ogun State, Nigeria ¹ Adebanjo, Victoria Abiola, ² Binuyo, Adekunle Oluwole & ³ Powel, Maxwell Worimegbe	171
11	An Exploration of the Problems of Du Fu's Spirit of Benevolence in the Cultural Construction of Military Academies Jin Zhou	203
12	E-Commerce Service Quality and Customers' Loyalty in Selected Businesses in Zaria Kaduna State Nigeria ¹ Enobun-Nwidi, Patience Enyiamaka, ² Awen, Benjamin Iorsue, & ³ Hannatu G, Danbature	208
13	Effects of Penetration Pricing Strategy on Consumption of Endogenous Product: A Study of Hypo Bleach ¹ Ohazulike, Leo Atuchukwu, ² Ikhazuagbe Nurudeen & ³ Emecheta Michael Brown Ugochukwu	225