

IMPACT OF GLOBALISATION ON NIGERIA MANUFACTURING SECTOR: A STUDY OF SELECTED MANUFACTURING FIRMS IN ENUGU

Agu Okoro Agu

Management: College of Management Sciences; Evangel University Okpoto, Ebonyi State

Email: don_okojoboagu@yahoo.com

Nnaemeka Augustine Anichebe

*Business Administration, College of Management Sciences, Michael Okpara University of
Agriculture, Umudike*

Nneka E. Maduagwu

Business Administration; Enugu State University of Science and Technology(ESUT)Enugu

ABSTRACT

The purpose of this paper is to highlight the impact of globalization on Nigeria manufacturing sector. Specifically, the study aimed to pursue the following objectives: to evaluate the impact of trade liberalization on the consumption of Nigeria made products, to determine the impact of technology on product quality in the Nigeria manufacturing industry, to ascertain the effect of globalization on employee job relations in the Nigeria manufacturing industry. The study had a population size of 640, out of which a sample size of 246 was realized using Taro Yamane Formula at 5% error to tolerance and 95% level of confidence. The instrument used for data collection was primarily questionnaire and interview. The total numbers of 246 copies of the questionnaire were distributed while 230 copies were returned. The descriptive research design was adopted for the study. Three hypotheses were tested using linear regression statistical tool. The findings indicate that trade liberalization has significant negative impact on the consumption of Nigeria made products($r = 0.893 > r = 0.544$; $t_c = 29.976 > t_t = 4.321$; $p < .05$). Technology has a positive impact on product quality in the Nigeria manufacturing industry($r = 0.718 > r = 0.544$; $t_c = 5.591 > t_t = 4.321$; $p < .05$). Globalization has significant positive effect on employee job relations in the manufacturing industry($r = 0.909 > r = 0.544$; $t_c = 33.223 > t_t = 4.321$; $p < .05$). The study concluded that globalization is a sword of double edge that promotes and demote economic activities of any developing nation. The study recommends that government should reposition its policies in order to monitor the activities of these agents of globalization as it affects our manufacturing sector.

KEYWORDS

Globalisation, Nigeria Manufacturing sector.

INTRODUCTION

Globalization is a child of necessity that brings opportunities and pressures for manufacturing firms in emerging markets to innovate and improve their competitive position (Obi: 2000). Firms competitive advantage depends not only on its productivity but also on the quality of its product, which may be seen as a by product of globalization but at long, run it will collapse the domestic firms (Uche, 2001).

It is a common held new trend that globalization holds the key to rapid international marketing growth and development. Yet Nigeria is undoubtedly facing a number of challenges that have to do with the consolidation of the gains of globalization. Therefore Nigeria does not benefit much from globalization. This is so because most developing countries have very weak capacities to take advantage of global markets as they are still grappling with the provision of basic necessities such as road, railways, food and water among others. In the absence and inadequacy of these basic necessities, it becomes difficult to fully utilize the opportunities and benefits of globalization in the developing countries even in Nigeria.

It was observed, however, that as from the 1980s manufacturing firms in Nigeria experienced relative stagnation as the sector's value added per capital lagged behind that of many comparator countries. Presently, the manufacturing sector is experiencing collapse with an average capacity utilization hovering around 40 percent. The Manufacturers Association of Nigeria (MAN) 2011 in a survey carried out as part of its membership operational audit in January 2010, recorded that of the 2780 registered members, a total of 839 (30.2%) manufacturing firms closed their factories in 2009. This is due to their inability to cope with the challenges posed by the harsh operating environment in Nigeria; which include the negative effect of globalization and infrastructural decay. In the annual report of MAN for 2006, it was also claimed that the job loss in the sector between 1983 and January 2006 was estimated at 4.2 million. In addition, in the Newsletter edition of the Association for March 2010, it was reported that one million jobs have been lost in the sector between 2006 and 2010.

Abubakar (2001) argues that an issue, object, value(s), institutions or practices are globalized if either through commerce, production, consumption, politics and the information technology it is visible or considered relevant in global centers. In this sense, therefore, globalization entails universalization whereby the object, practices or even values transcends geopolitical boundaries, penetrating the hitherto sovereign nation state and impacting the orientation and value system of the people. According to the world development indicators (2007) "globalization has created opportunities and challenges for developing countries while the experience of China, India, Indonesia, Thailand and some other countries have shown interest in the global economy is necessary for long-term growth and poverty reduction while feelings have shown unequal distribution of benefits.

Globalization suggests that greater openness yields unambiguously better manufacturing firms performance in terms of the higher level of output or income. This is because removal of trade barriers expands the feasible set of consumption possibilities by providing a more efficient technology to transform domestic resource into good and services (Martin 2002).

Globalization is one of the most important factors of today's economic development fundamentally influencing all fields business of business, including production. Globalization and liberalization of trade hindered Economic growth and sustainable development. Some scholars have adopted the year 1986 as when Nigeria probably first integrated into the globalization process with a trail of the structural adjustment program. (Adamu 2003). Shenkar and Luo (2004) refer to globalization as "the growing economy interdependencies of countries worldwide through the increase volume and variety of cross-border transactions in goods and services and service and of international capital flows, as well as through the rapid and widespread diffusion of technology and information. It has helped to liberalize national economics by creating a global marketplace in which all nations must participate directly or indirectly.

Statement of the problem

Globalization has posed a threat to Nigeria manufacturing sector, through the pronouncement of economic policies and programs, which metamorphoses into liberalization of trade that hinders economic growth and sustainable development. This policy led to the exposure of infant local industries in Nigeria to unfavorable competition with an international corporation, which local firms cannot compete with those developed Nations that have a stronger financial base, cheaper raw material, high capacity. On this ground, Nigeria became a dumping ground for all kinds of foreign product and this had to caused Nigeria manufacturing sector to be on the edge of collapsing, which result in massive unemployment, widespread industrial closures, and a massive drop in capacity utilization, which in totality affect our GDP. Pertinent to the above the study seeks to investigate the impact of globalization on Nigeria manufacturing sector.

Objectives of the Study

The specific objectives of the study are:

- To evaluate the impacts of trade liberalization on the consumption of Nigeria made product.
- To determine the impacts of technology on product quality in the Nigeria manufacturing industry
- To ascertain the effect of globalization on employee job relations in the Nigeria manufacturing industry

Research Questions

- This study will focus on answering the following research questions.
- What are the impacts of trade liberalization on the consumption of Nigeria made product?
- What are the impacts of technology on product quality in the manufacturing sectors
- What are the effects of globalization on employee job relations in the Nigeria manufacturing sector?

Research Hypotheses

The following hypotheses will be tested for the purpose of the study.

1 Ho: Trade liberalization has no significant impact on consumption of Nigeria made product.

Hi: Trade liberalization has a significant impact on the consumption of Nigeria made product

2 Ho: Technology has no positive impact on product quality in the Nigeria manufacturing industry.

Hi: Technology has a positive impact on product quality in the Nigeria manufacturing industry

3 Ho: Globalization has no significant effect on employee job relations in the Nigeria manufacturing industry.

Hi: Globalization has a significant effect on employee job relations in the manufacturing industry.

Theoretical framework/literature review

Globalization is a complex and multidimensional phenomenon which means different thing to different people across countries, regions and times. According to United National Development Programme (2001), globalization is seen as a multidimensional process of unprecedented rapid and revolutionary growth in extensiveness and intensity of interconnection on a purely global scale. Tony and Jan (2003), "globalization is a process

integrating not just the economy but, culture, technology and governance” line with Giddens’ (1990: 64) definition of the concept as “the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa”, things that happen on one side of the planet may likely affect those on the other side of the planet, while those things an individual does in his own community can have a worldwide impact.

Globalization is a trend that impacts everyone more and more each day. For centuries, globalization has progressively knitted together the world and created unity out of great diversity. Kwanashie (1998: 34) shares this view and asserts specifically that globalization is a process of creating a global marketplace in which all nations are increasingly forced to participate. The key elements of this process include the interconnection of sovereign nations through trade and capital flows; harmonization of the economic rules that govern the relationship between the sovereign nations, and the creation of structures to support and facilitate dependence as well as the creation of a global marketplace. Among the features that characterize globalization include interconnection of sovereign countries through trade and capital flow; harmonization of the economic rules that govern the interaction or relationship between these sovereign nations; creating structures to support and facilitate dependence and interconnection; and the creation of a global marketplace (David 1997).

Globalization is a process that affects firms, industries, economies, and nations. (Bayo,2000). Although „Globalization“ is a well known and widely used term for a long time and continues to affect businesses in all aspects, there are only a few types of research that address the impact of globalization on firm performance. Globalization as a consequence of openness has many dimensions: transfer of technology, the flow of foreign direct investment and export liberalization through expansion of market opportunities. These aspects of globalization may

have distinct effects on growth of firms as discussed below. The openness measures in terms of elimination of import restrictions on imported technology either disembodied or embodied in intermediate and capital goods, reduction in tariffs has led to greater access to improved technology, machinery, and inputs. The import of technology changes the environment in which the firms operate. Thus apart from product improvement and cost reduction, products of firms that utilize advanced technology, may command greater demand and are thus expected to have higher growth. Several studies, such as Evenson (1995) and Keller (1997), have found that technology plays an important role in the growth of firms. It is hypothesized that technology acquisition has a positive impact on the growth of firms. Nigeria was qualified as a country experiencing de-industrialization. There is thus the inevitable need to determine whether a manufacturing sector operating in the type of Nigerian economy is equipped and can operate favorably as well as cope with the rigors and dictates of globalization. Nigeria and many other developing nations blindly joined the global race and the experience has not been too good or palatable. The situation became aggravated by the fact that most Nigerians have a preference for foreign goods or anything imported. The consequence of this is that domestic manufactured products became unsaleable thus entrenching and institutionalizing the problem of capacity utilization.

Scientific globalization is the medium through which the science research front is now universally accessible, so that the practice of science now has hardly any geographical boundaries, while technological globalization leads to the creation of uniform technical specifications and standards in the industry. It is driven by the need to create wider markets, especially for hi-tech goods. It leads to the operational compatibility of equipment from different manufacturers. It also simplifies engineering design (Maduemezia, 2002: 2).However, though science and technology are meant to transform and improve the quality

of life of people as well as help in providing solutions to many of the problems being faced in the world, Nigeria is beset with a number of challenges in this regard.

Trade liberalization, a major policy thrust in the Structural Adjustment Programme (SAP) in 1986 in Nigeria led to the exposure of infant local industries in Nigeria to unfavorable competition with Multi-National Corporation (MNCs). The local industries do not have what it takes to compete with these multi-national corporations which have a stronger financial base, produce better and cheaper products and have a strong and efficient managerial capacity. Trade liberalization focused exclusively on import liberalization without sufficient attention to improving export markets access and establishing a competitive exchange rate to ensure that the resources freed up in the import-competing sector are deployed into the export sector. This, however, led to increasing importation of consumer goods without a significant increase in manufactured export, making the local industries especially the manufacturing sub-sector suffer. The free inflow of cheaper goods has hindered the growth of local industries, leaving the protection of these industries shattered as most consumers prefer cheap and better products to an expensive locally produced goods due to the high cost of production and high technological deficiencies in their production processes.

Manufacturing Association of Nigeria

MAN is in business to create a climate of opinion in this country in which manufacturers can operate efficiently and profitably for the benefit of all. As the collective voice project manufacturers' collective interests. In this regard, the objectives of the Association are as follows:

Objectives

- To provide for manufacturers throughout Nigeria, the means of formulating making known and influencing, general policy in regard to industrial, labor, technical, social, legal and training matters;
- To develop and promote the contributions of manufacturers to the national economy through representation on all reputable bodies, government, and others whose work may affect directly or indirectly, the interest of manufacturers;
- To encourage a high standard of quality of members products through the collection and circulation of useful information and the provision of advice;
- To encourage the patronage of members' products by Nigerians and by consumers in foreign countries;
- To communicate and liaise with kindred and other bodies in the accomplishment of the objectives of the Association and on subjects of common interest;

The Performance of the Manufacturing Sector

The contribution of manufacturing sector to the GDP has over time dropped from a peak of 13% in the early 1980s to an average of 4% from 2008 to 2011.

The inherent problems which the manufacturing sector suffered as enunciated below were responsible for its low contribution to the nation's GDP.

- Weak infrastructure particularly in the area of the power supply.
- Inconsistency in fiscal, monetary and trade policies.
- Multiplicity of taxes/levies
- Dearth of long-term fund/high cost of fund
- Smuggling and faking of Nigerian products
- Insecurity of lives and property
- Persistent congestion at the sea ports.
- Low patronage of locally made products.

Despite these problems, the sector recorded a mixed performance during the year 2011 as reflected by the following manufacturing indicators as revealed by the 2011 MAN Economic Survey:

- Average capacity utilization grew slightly from 47.5% in December 2010 to 48.9% in December 2011.

S/No	Sector	Capacity Utilization (Dec. 2010)	Capacity Utilization (Dec. 2011)
1	Food, Beverage, and Tobacco	40.3	53.96
2	Textile Apparel & Footwear	20	54.22
3	Wood & Wood Products	63.3	49.3
4	Pulp, Paper, Publishing	63.8	52.93
5	Chemical & Pharmaceutical	45.05	45.62
6	Non-Metallic Products	47.9	50.38
7	Domestic/Industrial Plastic & Rubber	59	51.36
8	Electricity & Electronics	29.3	46.02
9	Basic Metal, Iron & Steel	50.3	41.53
10	Motor Vehicle & Misc. Assembly	55.7	43.98
	Grand Total	47.47	48.93

SOURCE: Manufacturing association of Nigeria annual report and account, 2015

- Employment generates by the sector grew marginally from 966,395 in 2010 to 1,105,448 in 2011.
- Average electricity supplied by PHCN to industrial consumers per day in hours dropped from 9.7 hours in 2010 to 6.7 hours in 2011.
- Average interest rate increased from 18.7% in 2010 to 22.03% in 2011 (excluding few manufacturers that benefited from the Central Bank (CBN)/Bank of Industry (BoI) Intervention Fund Scheme at 7%) in 2011.

EMPIRICAL REVIEW

Jonathan, Kehinde, Oladapo and Adedolapo(2015) examined the impact of globalization on the manufacturing sector of Nigeria. In line with the objectives of the study, secondary data were obtained from World Bank Development Indicators (WDI) database covering the period of 1980 to 2013. The degree of openness, foreign direct investment, exchange rate and inflation rate were used to capture the causal relationship between globalization and the manufacturing sector of Nigeria, the impact of globalization on the manufacturing sector of Nigeria as well as the opportunities, challenges, and risks of globalization and their implications for sustainable development in Nigeria. The study employs Vector Auto-Regression (VAR) model for this purpose. Findings showed that the results of the study significantly support the theoretical expectation that when a country interacts more with others, it raises the general production level and hence, manufacturing output. This implies that a positive relationship exists between globalization and the manufacturing sector of Nigeria. The study recommends that the Nigerian government should ensure continuous openness of its economy in a beneficial way and as well put up measures to stem up the confidence of investors in the activities of the manufacturing output. Also, it should ensure that the rate of inflation and exchange are steady in a manner that would encourage people to involve in the activities of the manufacturing sector.

Akinmulegun and Oluwole (2014) carried out a study on assessment of the Nigerian manufacturing sector in the era of globalization . This study attempts the assessment of the contribution of manufacturing sector to economic growth in Nigeria in the era of globalization . Ordinary Least Square (OLS) econometric technique was used on time series data of relevant variables of manufacturing Output, Trade openness and Current Account Balance. The *apriori* expectation is that manufacturing output would increase as globalization strives. The study found that though Nigeria manufacturing sector benefited from globalization process, the level of the development in the sector was found to be highly negligible. Meaning that globalization exerts little impact on economic growth via manufacturing sector of the economy. The study recommended that efforts should be geared toward strengthening the macroeconomic, socio-infrastructural and institutional environment of the nation, thus bringing a good linkage between domestic and external institutions with the ultimate aim of properly harnessing funds so mobilized towards productive manufacturing sector of the economy.

METHOD AND MATERIALS

The study was carried out using descriptive survey design. Primary data was obtained through the use of interviews, questionnaire and observations while Secondary data were obtained from books, journals, and the internet. The population of the study was 640 drawn from twenty manufacturing firms in the Enugu State of Nigeria. A sample size of 246 was determined from the population using Taro Yamane's sample size determination method . The instrument used for data collection was questionnaire structured in a Likert 5 point scale and validated with the content validity of face to face approach. The reliability test was done using test-retest method. The result gave a reliability coefficient of 0.92, indicating a high degree of consistency. The three hypotheses formulated were tested at 0.05 level of significance. Linear regression was used for the three hypotheses. A computer aided Microsoft special package for social science (SPSS) was used to aid analysis.

DATA ANALYSIS AND DISCUSSION

The data obtained from the field were presented and analyzed with descriptive statistics to provide answers to the research questions while the corresponding hypotheses were tested with Linear regression at 0.05 alpha level.

To What extent does trade liberalization impacts on the consumption of Nigeria made products

Table 1: Coded Responses on trade liberalization and consumption of Nigeria made products.

s/no	Questionnaire items	S.Agree /Agree		Disagree /S.Disagree		Undecided		Total (Freq)
		Freq	%	Freq	%	Freq	%	
1	Trade liberation encourages more consumption of foreign product than Nigeria made products.?	210	91	13	6	7	3	230
2	Trade liberalization leads to a devaluing of made in Nigeria product which results to low patronage ?	216	94	9	4	5	2	230
3	Trade liberalization does not enhance the optimal performance of Nigeria manufacturing industries due to stiff	220	96	2	1	8	3	230

	competition?						
	TOTAL	646		24		20	690

Source: fieldwork 2016

According to the table (1) based on aggregate response 646(94%) indicated strongly agree, 24(3%) indicated disagree while 19(3%) indicated undecided. This implies that there is a significant impact of trade liberalization on the consumption of Nigeria made products.

H₀₁: Trade liberalization has no significant impact on consumption of Nigeria made products in Enugu state.

TABLE 2 SPSS result of the impact of trade liberalization on consumption of Nigeria made products

Particulars	R	R ²	Adj.R ²	DW	Standard Coefficients		F	Sig.
					Beta	T- Value		
firms	0.893 ^(a)	0.798	0.797	.569	0.893	29.976	898.558	0.000

SOURCE: SPSS

NOTE:

R = Correlation Coefficient or Beta

R² = Coefficient of Determination

Adj. R² = Adjusted Coefficient of Determination

DW = Durbin-Watson (d) test statistic

T-value = Student t- test Statistic

F = F- test statistic

Model Equation TL = 0.233 + 0.760 NMP

The result indicates that there was a positive significant impact on trade liberalization on consumption of Nigeria made product as t = 29.976 and which is above the rule of thumb positivity of 2 and the coefficient of trade liberalization is (0.233). The variations from the model are explained by the model as indicated by the coefficient of the determination (r²) value of 79.8%.

Also, the result indicates that there is a positive relationship between trade liberalization and the consumption of Nigeria made product as indicated by r value of 0.893 which is positive as shown by the beta value of 0.893.

What are the impacts of technology on product quality in Nigeria manufacturing firms?

Table 3: Coded Responses on technology and product quality

s/no	Questionnaire items	S.Agree /Agree		Disagree /S.Disagree		Undecided		
		Freq	%	Freq	%	Freq	%	Total(Freq)
4	Does technology enhance work procedure in the Nigeria manufacturing industry?	200	87	9	4	21	9	230

5	Technology leads to good product innovation and creativity in the Nigeria manufacturing.	208	90	13	6	9	4	230
6	Technology enhances good product packaging and increases product values?	216	94	6	3	8	3	230
Total		624		28		38		690

Source: fieldwork 2016

According to the table (3) based on aggregate response 624(90%) indicated strongly agree, 28(4%) indicated disagree while 38(6%) indicated undecided. This implies that technology has a significant impact on products quality in Nigeria manufacturing firms.

Ho₂: Technology has no positive impact on product quality in the Nigeria manufacturing firms in Enugu state.

TABLE 4: SPSS result of the impact of technology on product quality in Nigeria manufacturing firms

Particulars	R	R ²	Adj.R ²	DW	Standard Coefficients		F	Sig.
					Beta	T- Value		
firms	0.718 ^(a)	0.516	0.514	.113	0.718	5.591	243.079	0.000

SOURCE: SPSS

NOTE:

R = Correlation Coefficient or Beta
 R² = Coefficient of Determination
 Adj. R² = Adjusted Coefficient of Determination
 DW = Durbin-Watson (d) test statistic
 T-value = Student t- test Statistic
 F = F- test statistic

Model Equation T = 0.010 + 1.129 **PQ**

The result indicates that there was a positive significant impact of technology on product quality in Nigeria manufacturing firms as t = 5.591 and which is above the rule of thumb positivity of 2 and the coefficient of technology is (0.010). the variations from the model are explained by the model as indicated by the coefficient of the determination (r²) value of 51.6%.

Also, the result indicates that there is a positive relationship between technology and product quality in Nigeria manufacturing firms as indicated by r value of 0.718 which is positive as shown by the beta value of 0.718.

What are the effects of globalization on employee job relations in the Nigeria manufacturing firms?

Table 5: Coded Responses on globalization and employee job relations in the Nigeria manufacturing firms.

s/no	Questionnaire items	S.Agree /Agree		Disagree /S.Disagree		Undecided		
		Freq	%	Freq	%	Freq	%	Total(Freq)
4	Globalization facilitates and encourages teamwork?	215	93	9	4	6	3	230
5	Globalization leads to increase in employee productivity?.	220	96	5	2	5	2	230
6	Globalization enable workers to understand their job content and responsibility?	213	93	7	3	10	4	230
Total		648		21		21		690

Source: fieldwork 2016

According to the table (5) based on aggregate response 648(94%) indicated strongly agree, 21(3%) indicated disagree while 21 (3%) indicated undecided. This implies that globalization has a significant effect on employee job relations in manufacturing firms in Enugu state.

Ho₃: Globalization has no significant effect on employees job relations in the manufacturing firms in Enugu state .

TABLE 6 SPSS result of the effect of globalization on employee job relations

Particulars	R	R ²	Adj.R ²	DW	Standard Coefficients		F	Sig.
					Beta	T- Value		
firms	0.909 ^(a)	0.827	0.826	1.177	0.909	33.223	1090.527	0.000

SOURCE: SPSS

NOTE:

R = Correlation Coefficient or Beta
 R² = Coefficient of Determination
 Adj. R² = Adjusted Coefficient of Determination
 DW = Durbin-Watson (d) test statistic
 T-value = Student t- test Statistic
 F = F- test statistic

Model Equation $G = 0.154 + 0.838 \text{ EMR}$

The result indicates that there was a positive significant effect of globalization on employee job relations in the manufacturing firms as $t = 33.223$ and which is above the rule of thumb positivity of 2 and the coefficient of globalization is (0.154). the variations from the model are explained by the model as indicated by the coefficient of the determination (r^2) value of 82.7%.

Also, the result indicates that there is a positive relationship between globalization and employee job relations in Nigeria manufacturing firms as indicated by r value of 0.909 which is positive as shown by the beta value of 0.909.

Summary of findings

At the end of the study, the following findings were made:

- i. Trade liberalization has significant negative impact on the consumption of Nigeria made products ($r = 0.893 > r = 0.544$; $t_c = 29.976 > t_t = 4.321$.; $p < .05$).
- ii. Technology has positive impact on product quality in the Nigeria manufacturing industry ($r = 0.718 > r = 0.544$; $t_c = 5.591 > t_t = 4.321$.; $p < .05$).
- iii. Globalization has significant positive effect on employee job relations in the manufacturing industry ($r = 0.909 > r = 0.544$; $t_c = 33.223 > t_t = 4.321$.; $p < .05$).

CONCLUSION

The study concluded that globalization is a sword of double edges that promote and demote economic activities of the developing nations, which Nigeria happens to be one them, in our manufacturing sector globalization had brought innovation, creativity, and diffusion and in the other hand contributed to the collapses of our infant industries.

RECOMMENDATIONS

Based on the findings, the following recommendations were made

- i. Government should provide all basic infrastructural facilities, in order to empower manufacturing firms to operate effectively and efficiently at the global level
- ii. Manufacturing industries should drastically improve their product quality, through the adoption of modern technology so that they can compete favorably with the international marketing.
- iii. Government should not allow all products to be imported into our nation because some of the imported products are of high quality and standardized if allowed the infant's industries would not see the light of the day
- iv. The government should provide subsidization to infant industries through the removal of import duties and taxes that are imposed on the small and medium scale this will go a long way to empower and equip them to compete at global market favorably.
- v. Nigeria government should consistently introduce further deregulations or reform measures aimed at eliminating an anti-trade bias through reductions in import protection removals of export restriction and increases in domestic competition

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