

Empirical Study on Global Marketing Flows and Nigerian Economic Growth Perspective

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Abstract

This study examined global export flows from 2009 to 2013 with fourteen segments compressed into nine key sectors as identified by WTO International Trade Statistics. It identified dominant powers, players, sectors, drivers and natural criteria to key into those profitable sectors. The study further spread its ambience to cover local population to garner from the field the degree of knowledge and their likely contributions to global market. It split Nigeria into six geo-political zones with 11 towns and cities judgmentally and purposively sampled from a population of 4,400 made up of 400 subjects from each since these towns mean population exceeded 250,000 with intent to cover 1,650 respondents. Questionnaires retrieved from 1,650 totalled 1,481 about 89% correlated positively. The psychometric properties were tested using exploratory, confirmatory factor analysis. Internal consistency, Cronbach alpha (α) and reliability tests were used. Eight qualitative business models were built and supported by empirical data from WTO, OECD, BRICS, and others which showcased strategies to adopt when Nigeria is transforming and globally positioning.

Keywords: Global flows, economic blocs, MDGs, competitiveness map

1. Introduction

As the obstacle walls that bar advance to multilateral internationalisation irresistibly give way, powerful and influential globalization of production and marketing activities continue to vigorously flourish all over the world, coming especially from formation heels of NAFTA, EU, BRICS, ASEAN, Mercosur, GCC, ACC, SADCC, AMU, and other economic blocs.

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Firms collaborating with countries or nations from these blocs understood that competing globally is no longer a mere wish or option but an economic law with no appeal. This is peremptorily further reinforced by the fact that governments all over the world, dream big and plan for economic prosperity, growth, unemployment reduction, poverty curtailment, crime checkmating and above all, targets directed at attaining Millennium Development Goals (MDGs) of 2015 (Matenge 2011.103; Zou and Cavusgil 1996.52, and Cavusgil and Yeniyurt 2004.711). Market openness associated with globalization by all intents and purposes, meteorically fast tracked the speed, frequency, and magnitude of access to all national markets, including all tangible and intangible aspects of mercantile. Wolf (2000.6) reiterates that corporations are evolving in direct response to environmental and competitive pressures in manufacturing, sourcing and other value adding activities are being coordinated, rationalized, redundancy eliminated, organization-wide standards and benchmarks adopted on a worldwide basis. And primary drivers of firm globalization are the comparative and competitive advantages that are gained by activities integration.

Global marketing, according to Keegan (2002.45) is any business enterprise that pursues global (worldwide) business objectives by linking world's resources to world market opportunity. It is the organization that has responded to market in the driving, restraining the underlying forces in the world. Driving forces include culture, technology, market needs, costs, free market, peace, economic integration, management vision, strategic intent, global strategy and action, while restraining forces encompasses culture, costs, market differences, national controls (law), war, nationalism, management myopia, organization history and domestic focus.

Gomes (2011.4) posit that the emerging markets are on a growth escalator. Countries like China, Russia and India have stepped up domestic and overseas investments. And other developing nations are regrouping and positioning as attractive future markets.

This growth escalation seem set to route out the status quo multinational corporations (MNCs), transnational corporations (TNCs), conglomerates and transform to global companies (GCs) (Cavusgil, Yeniyurt and Townsend 2004.711). The internet, contemporary, information communication technology, the satellite revolution and other advanced hi-tech are combining to expose the vulnerability of MNCs, TNCs and others unless they stay holistically connected.

Defining a global market flows can be likened to the old Indian tale of the six blind philosophers, the elephant and the Rajah Lord interpretation (Meehan 2012). Etzel, Walker and Stanton (2001.56) see it as an international market which takes place when an organization actively markets its products in two or more countries. Kotler and Keller (2009.638) see global marketing as where marketing strategies, programmes, and processes are essentially the same around the whole world. Wilson and Gillingham (1997.30) agrees that a global market operates in more than one country and captures R&D, production, logistical, marketing and financial advantages not available to purely domestic competitors. But according to Peter Drucker, the purpose of business (the reason for marketing) is to create and keep a customer using strategy mix such as product differentiation and pricing competition.

Douglas and Craig (2011.82) observed that market globalization is not confined to dominant large multinational corporations (MNCs or TNCs) as it were in the past. Globalization encompasses firms of all sizes (countries of all sizes) from medium-sized to large entrepreneurial companies or nations may develop with advanced hi-tech and satisfy identified niche markets throughout the world (Knight and Cavusgil 2009.19). It is observed that global marketing is hinged on a worldwide interconnectivity, interdependence, reconciling and taking commercial, comparative, and competitive advantages of global operational differences, similarities, and opportunities in order to meet global objectives and profitability. The increasing intensity of competition in global markets is the irreducible challenge facing firms and countries of the world at all stages of markets internationalization, processes, and practice. As the markets open up, become increasingly integrated, more firms from all parts of the world expand operations globally.

This pace of radical paradigms, accelerates, technology shrinks distances between markets, reduces the scale advantages of large MNCs, TNCs, Conglomerates, and firms, ushers in new sources of competition, and competitive pressures from rivals mounting at the organization, firms or nations at all levels of the organization responding to the wheels of retailing theories (Lamb, Hair and McDaniel 1994) and buttressed by Kalu et al (2011.177). Global marketing evolutionary rise apply to most companies and countries which dominate the domestic markets restricting it to its political territorial boundaries.

To do this, is to immolate self interests to threats and stiff competitions from the BRICS, NAFTA, EU, ASEAN plus 8; i.e. South Korea, Hong Kong, Thailand, Vietnam, etc. (Ghemawat 2003.143; Ghoshal 1987.432 and Gupta, Govindaranja and Wang 2008.141). Growing as profitable firm or prosperous nation, countries must open up their domestic markets, stimulate the middle class income earners, juggle creativity, innovations and snappy decisions for the benefits of all. China, Russia and other command economies are opening up. India, Brazil, Malaysia and the tiger economies; Turkey, South Africa and the South Sahara Africa (SSA) groups are redoubling, snowballing their economic prosperity and infrastructure roadmap efforts. Nigeria need economic binoculars to see her future market potentials in all of these and position competitively in specific sectors, first fall in line and grow others.

The synergies of identifying global marketing components or flows are to reach consumers with similar tastes and preferences for products. Identifying segments, effective media channel stimulation and specific market context (Douglas and Craig 2011.88). According to WTO international Trade Statistics of 2010, 2011, 2012 and 2013, respectively; World exports (flows) for 2010, totals were merchandise US\$14.851 trillion, total commercial services US\$3.695 trillion, fuel and mining products US\$3.026 trillion, manufactures US\$9.962 trillion, agriculture US\$1.362 trillion, food US\$1.119 trillion, other commercial US\$1.970 trillion, machinery and transport equipment US\$5.082 trillion, chemical US\$1.705 trillion, other commercial services US\$1.970 trillion, travel US\$94 billion, other semi-manufactures US\$941 billion, transport US\$785 billion, and clothing US\$351 billion. And the global (world) exports flows for 2011 for merchandise US\$17.816 trillion, manufacture US\$11.511 trillion machinery and transport equipment US\$5.753 trillion, commercial services US\$4.170 trillion, fuel and mining products US\$4.008 trillion, other commercial service US\$2.240 trillion, chemicals US\$1.997 trillion. Agriculture US\$1.660 trillion, food US\$1.356 trillion, other manufactures US\$1.410 trillion, clothing US\$412 billion other semi-manufactures US\$1.118 trillion, travel US\$1.065 trillion and transport US\$860 billion.

Global marketing offers economies of scale in production, distribution and promotion. Lowers marketing costs, powers and enlarges or expands scope of product coverage, project brand image consistency, leverage good ideas efficiently, ushers uniformity of marketing practices, establish relationship beyond domestic territorial conjugation, multiple ancillary industries, introduce e-marketing over traditional marketing, keeping with the spirit of global technology enveloping the world (WTO 2013, CIA factbook 2013 ITC 2013 and world economic outlook 2013).

Based on these facts, the world economy is broken into thirteen components or segments. It is instructive as a developing nation to properly screen these segments, evaluate her capabilities and potentials and key in and capture two or three sectors before the tails are docked in between the legs. As a matter of fact, the approach to global marketing specifics and positioning requires a clear cut vision by the authorities (Kogut 1985). Key global marketing challenges include disruptive or hacked technologies, keeping connected consumers abreast, curbing growing tensions between local and global consumer, huge investments in multichannel consumers with digital mindset and experience and global environmental scanning, bridging the digital and traditional market divide, mastering and coordinating these marketing teams to evolve global marketing mindset is enormous challenge (Anderson and Laker 2012.4). Global market flows as identified by WTO (2013) include:

- i. Merchandise
- ii. Manufactures
- iii. Machinery & transport Equipment
- iv. Commercial services
- v. Fuel & Mining Products
- vi. Other commercial services
- vii. Chemicals
- viii. Agriculture and Food
- ix. Other Manufactures
- x. Clothing
- xi. Other Manufactures
- xii. Other Semi-manufactures
- xiii. Transport and Travel

1.1 Statement of the Problem

From the world trade organization (WTO) International Trade Statistics (2012), ideally, the world is very rich and naturally endowed, such that, if there were to be a supernatural being with absolute sense of equity, justice, and fairness as air is daily distributed; the citizens of this world would have nothing to bother so much about what to eat, drink and shelter.

The worlds' estimates, aggregate exports, imports and internal domestic marketing processing, transfers, and flows came to, USD72 trillion with an estimated 7.02 billion people. IMF world economic outlook report substantiated this claims in 2012, world's per capital income hypothetically was seamlessly at USD10,214.72. Regrettably poverty has prevailed and knuckled down majority of this 7.02 billion human race to their knees for factors beyond this study. A few of these factors that need mentioning includes differences in natural endowment, disparity in income distribution, lack of education, over population, epidemic diseases, such as malaria, HIV/AIDS, wars, famines, droughts, hurricanes, wobbling economic structures, divorces, prejudices, frauds, natural disasters, unemployment, lack of land resources, poor technologies, high taxation, low wages, poor industrialization, slow pace of creativity, lack of innovations and inventions and so on (Harrison 1993.20, Zou and Cavusgil 1995.54 Sutchiffe 1999.8 Douglas and Craig 2011. 84 and Matenge 2011.103).

If world's resources were equitably distributed, internal strife, political upheaval, poverty, unemployment, sickness and other devastating factors such as agitations, frustrations, strike, skirmishes or wars may not arise after all. Everybody will be in utopian state of bliss where everybody is at peace to themselves first, and to one another in the entire universe.

But observations over the years under review inferred that a select few are trading public interests for minor selfish interests (global 1%) is practically the situation in vogue. This narcissist egocentric approach offers no opportunity for other people views or opinions to be heard because income disparity and deep-rooted elite class acquisitive instincts even at a beastly expense nozzle of a gun-prevailed and held sway in the system fabrics.

Bridging this gap should therefore imply that Nigeria exhaust all available means to competitively position herself in global specific sectoral flows identification, key in, encapsulated, exploring and exploiting her optimal potential to the maximum.

1.2 Study Objectives

Holistically, this investigation escalated global marketing flows, key market products and services segments and attempt:

- i. To identify specific sector(s) a developing nation like Nigeria should position herself.
- ii. To identify growth strategies to adopt to elicit her attainable potentials
- iii. To identify resources that can be mobilized to actualise economic prosperity, profitability while keeping costs low.

In this regard, the survey measures three fundamental global marketing flows components of competitiveness map and strategic positioning as:

- What transactions constitute global flows?
- What are the identifiable factors of competitiveness readiness of sectoral specifics, and
- Positioning, growth, development and prosperity of Nigeria's global marketing roadmap.

1.3 Research Questions

1. What specific sector of global marketing flows will suit Nigeria entry aspirations?
2. What competitiveness strategies or models will the Nigerian economy be able to undertake?
3. What resources will be mobilised to address growth drivers to attain economic prosperity and profitability.

1.4 Research Hypotheses

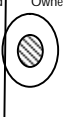
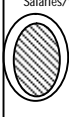
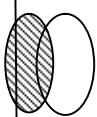
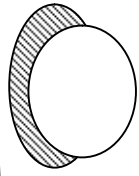
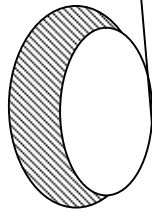
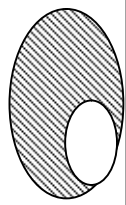
- Ho₁: There is no significant relationship between global marketing specific sector flows and the Nigerian entry aspirations.
- Ho₂: There is no difference between Nigerian sectoral economic performance and global marketing growth strategies.
- Ho₃: There is no significant difference between firm's resources mobilization, stimulating growth drivers and firm's economic prosperity, profitability and performance.

2. Literature Review

2.1 Growth Strategies, Paradigm Models and Paradoxes

This Nigerian growth model retrospectively re-couple Nigeria's past and diagrammatically profiles her to the present. In the paradigm model, the paradoxes of the evolutions and chain revolutions axiomatically treat Nigeria as a firm or organization for lucid reasons of financialization. The model was an adaptation of Churchill and Lewis Business Growth model (1983).

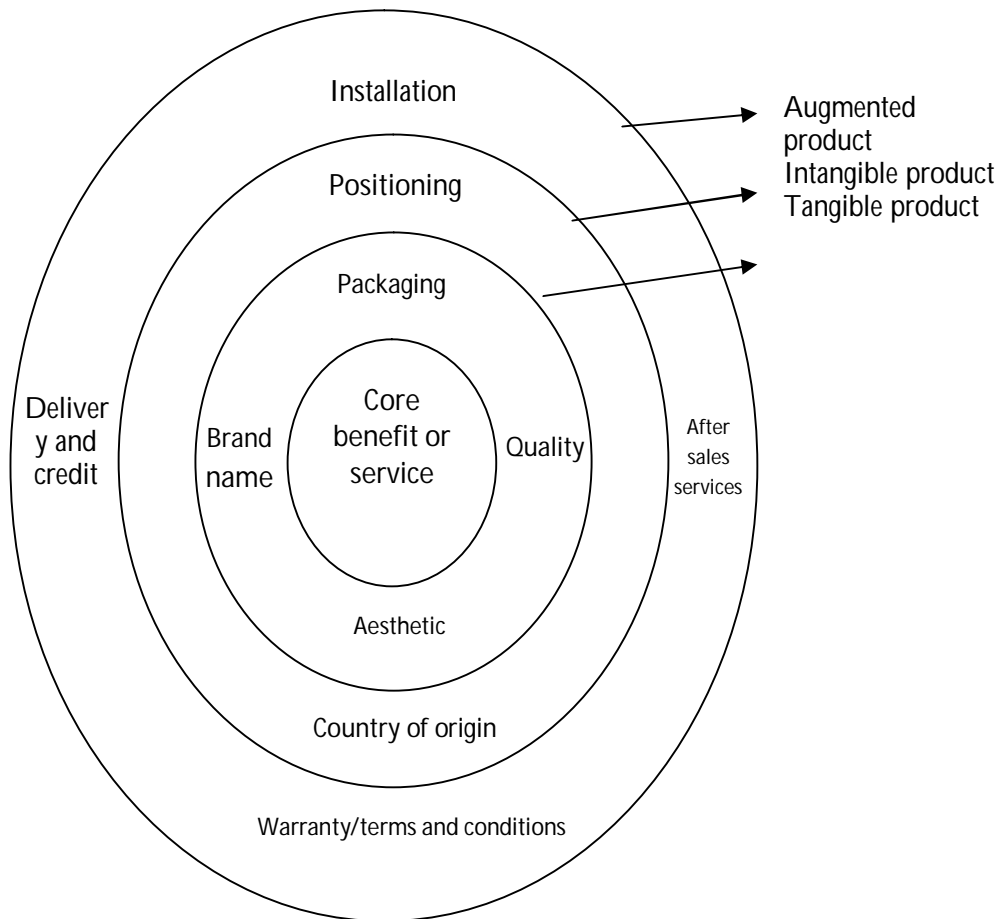
FIG. 1: Nigerian Paradigm Market Growth Model

	Stage I Existence	Stage II Survival	Stage III Success Disengagement	Stage IV Success/Growth	Stage V Take off	Stage VI Resources maturity
Marketing orientation / philosophy and style	Direct supervision by colonialists. Direct superintendence	Freed but tied to HRM. Supervised by a supervisor Appointed by HRM.	Functional but Republican (i.e. staff line relationship)	Functional but military Junta in-charge functional/ Advisory	Identifying and repositioning growth drivers.	Positioned and Targeting Niche Markets.
Extent of formal systems and strategy	Minimal nonexistence. to Extractive industry dominance.	Minimal conception / existence. Receiving Directives/orders.	Basic survival. No focus. No direction. Subsistence only.	Developing growth / success. Change of Guards/Coup de grace.	Maturing expansion. Reengineering.	Extensive maturity. Highly focused.
Business and owners	Ownership 	Salaries/wages 			Problem solving and creativity. 	Guerrilla/aggressive Marketing. 

Smaller circles represent ownership and larger circle representing firms or motions.

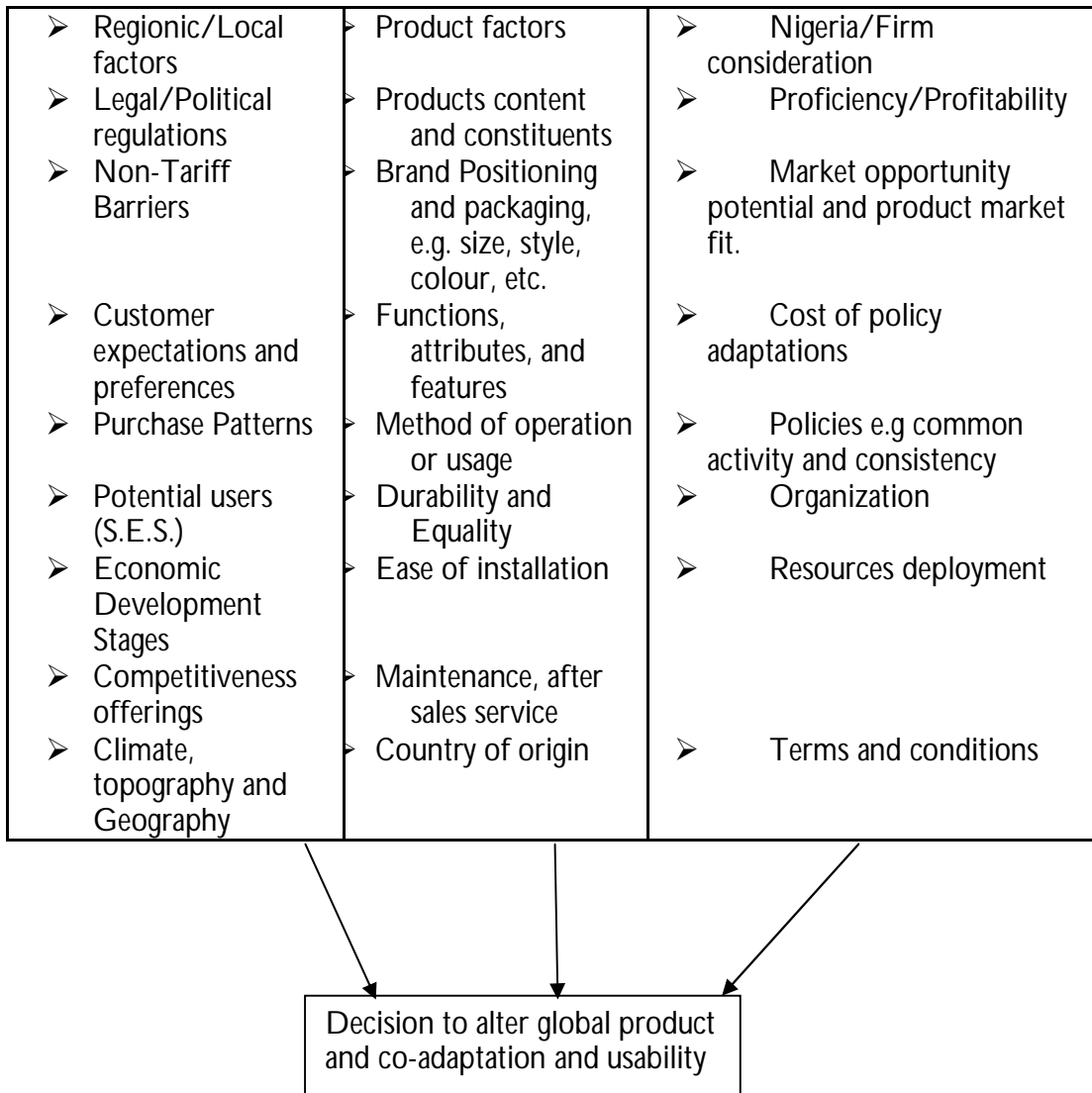
Source: Adapted and modified from Churchill, N.C. and Lewis, V.L. (1983) The Five Stages of Small Business Growth. Harvard Business Review.

FIG. 2: Marketing Mix Model



Source: Adapted from Kotler, P. (2003.408).
Marketing Management. 11th edition. New Jersey: Pearson Education Inc.

FIG. 3: Global Products Adaptation Paradox



Source: Adapted and modified from Yorio, V. C. (1983.7) Adopting Products for Export. New York: Conference Board.

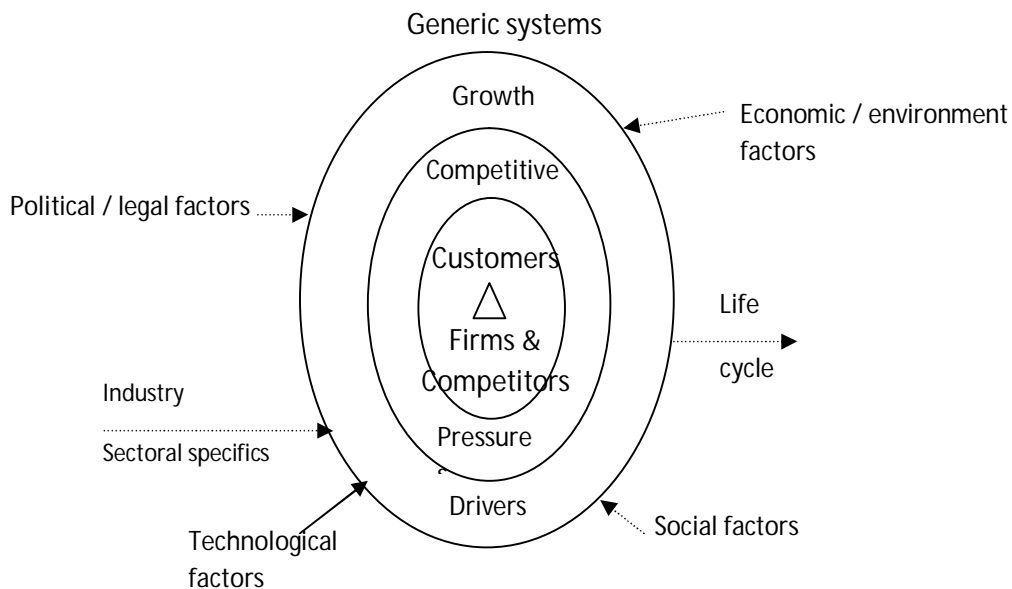
Political agendas and government regulations precondition an dictate government regulation. Economic integration narrows discretionary government directives Nontariff preclude customer characteristics, expectations and preferences baselines.

Patterns of consumption, psychosocial characteristics, country profiling and general cultural criteria determine psychological specificity to products, services, technologies (ideas) firms and countries offers.

The level of economic development is a function of demand and determines potentials for selling certain kinds of products and services. Products features offering are also determined by brand appearance, quality and country of origin effect.

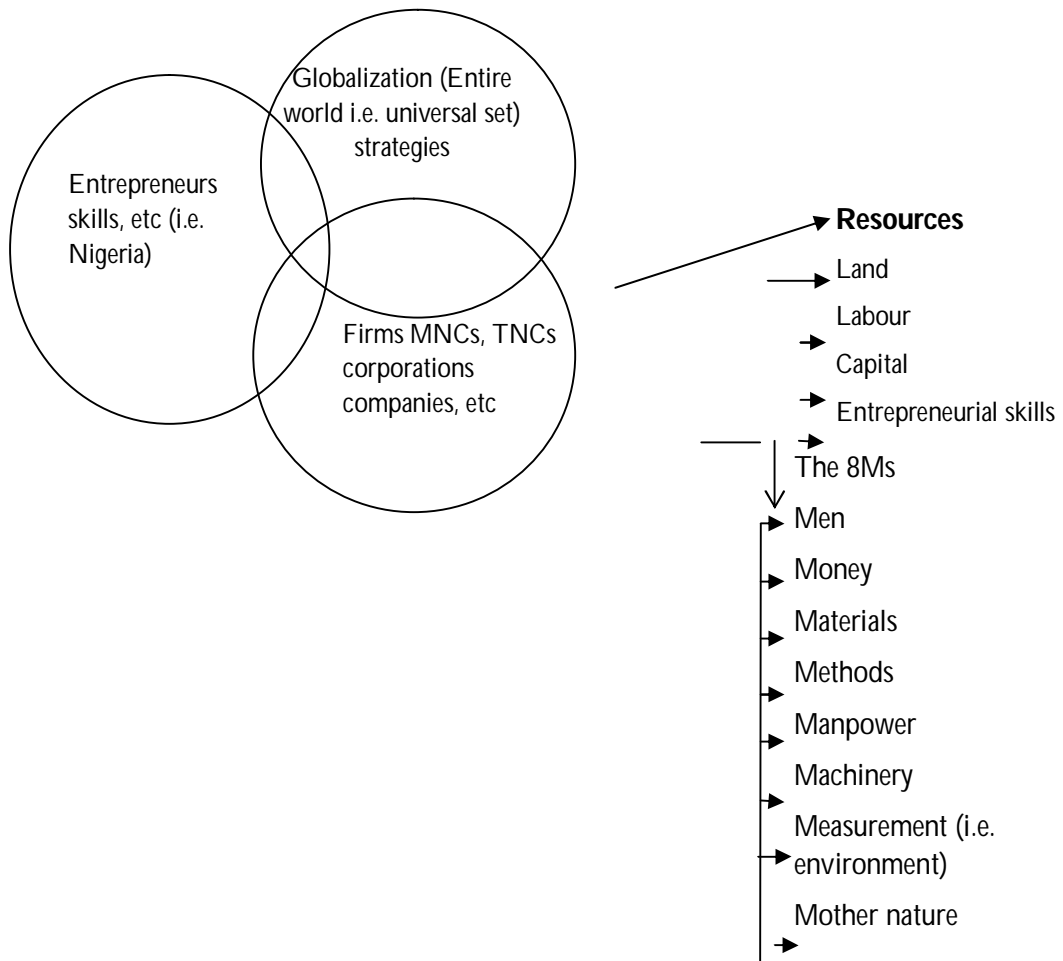
This can be attained by applying multinational activity version theory the **“OLI” paradigm**, (Ownership, Localization and Internalization of marketing activities). An ownership advantage encompasses the development and ownership of proprietary technology or possessing unique brands than competitors. According to Contessi and El-Ghazaly (2010.16), empirically, multinationals as technological leaders invest heavily in new product development, processes and brands protected by intellectual proprietary rights and kept confidential. Localization advantages are derived from locating nearer or closer to the final buyers or cheap and abundant production factors of labour, i.e. land, labour, capital and entrepreneurial skills (such as engineering expertise, raw materials, design machines, methods, processes, access to finance and government roles). The other is the multinationals internalizing benefits from owning a specific technology, brand, expertise, patent which may risk or be unprofitable to rent license or franchise out because of international contracts enforcement difficulties.

What is still in the black box is the inability of developing countries, firms, MNCs, TNCs and emerging markets or economies to possess strong global brands to be well known. Global marketing can be escalated to other frontiers by acquisitions for brands with proprietary technology like Canadian Research in motion (RIM), makers of blackberry smart phones just like Indian Tata Group acquired Jaguar and Landrovers with developed proprietary rights and turned it round.

FIG. 4: Firm's SLEPT Model

Global product adaptation should fit porter's five competitive forces model in the Nigerian SLEPT model. Slept model reflect global competitive factors meant early adopters are self-conscious using the product and escalating it to the colleagues in a niche (Grundy 2006. 217). What these models attempt to escalate is that model of growth possess rare usefulness for the study of growth management and nation's development. This is because the paradigms are built on deterministic rather than stochastic probabilities assumptions that all firms or nation's growth linearly through a predictable series of preordained stages. Growth stages are not discretely specific but fluid and non-sequential with developmental challenges often overlapping between different stages. Small firms or nations with inadequate access to financialization often reach a plateau in their development and sometimes prolonged stage stagnation until certain national factors identified ease the restrains (Storey 1994.17).

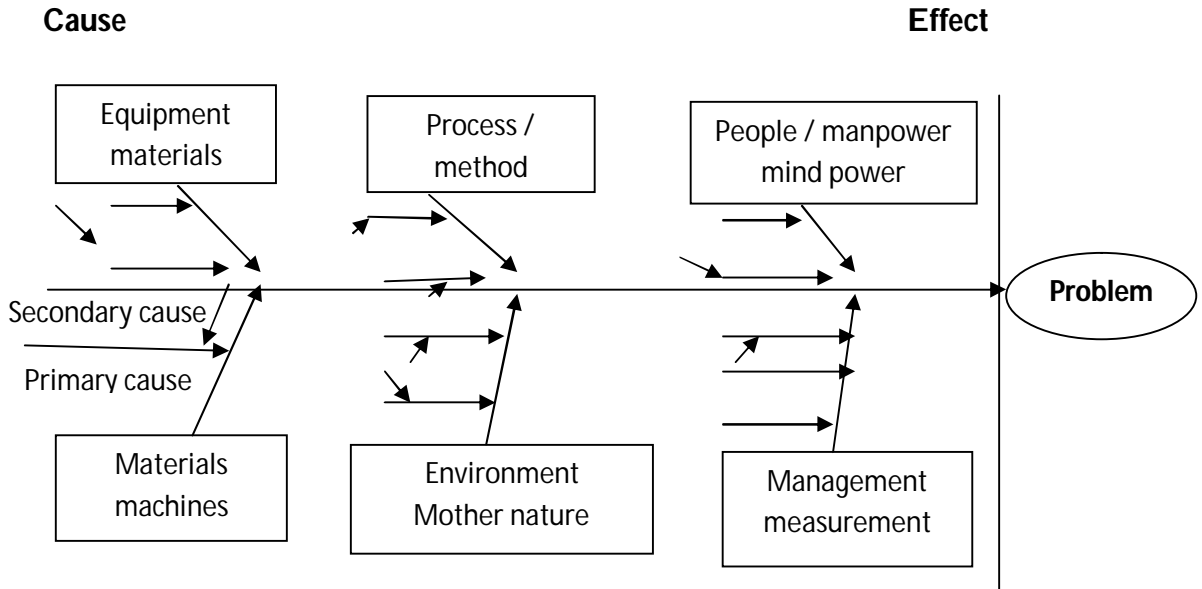
According to Storey (1994.17), influences in growth and development integrate these circles from set theories of Venn diagram as can be seen from Figure below

FIG. 5: Global Marketing Venn Diagram Model

This can be captured in Ishikawa (1990.98) fishbone diagram model with the 5whys techniques of cause-and-effect relationship. This model was developed by Sakichi Toyota in the 1950s and used as a critical component of problem-solving training and delivered as part of induction into the Toyota Motor System (TMS) by Toyota Motor Corporation to evolved its production methodologies.

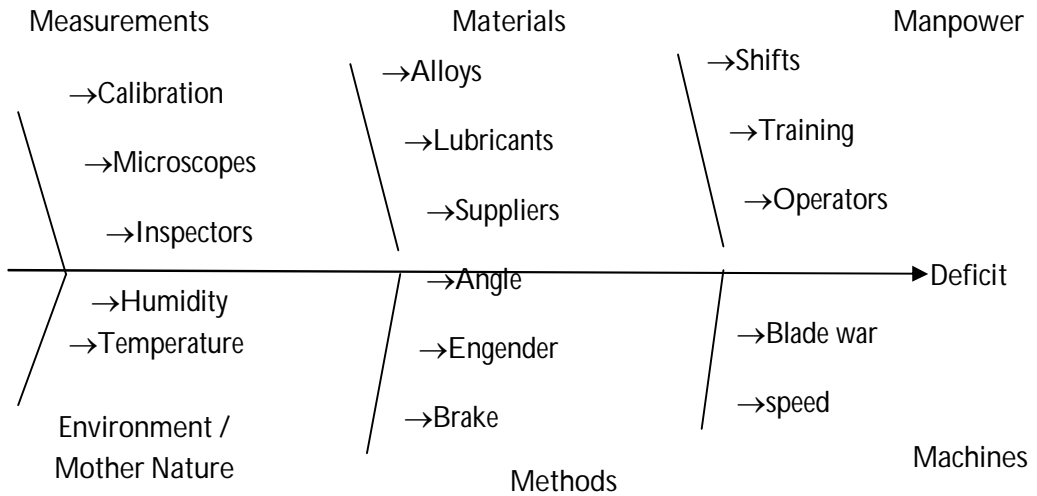
Fishikawa or herringbone often categorises causes as people, methods, (processes), machines (technology), materials (articles) manpower (mind power, brain work or physical exertion) measurements, and environment (mother nature) derived from brainstorming sessions resulting to 8ms so that effects can be traced back to the roots (causes).

FIG. 6(a) Fishikawa Global Marketing Model



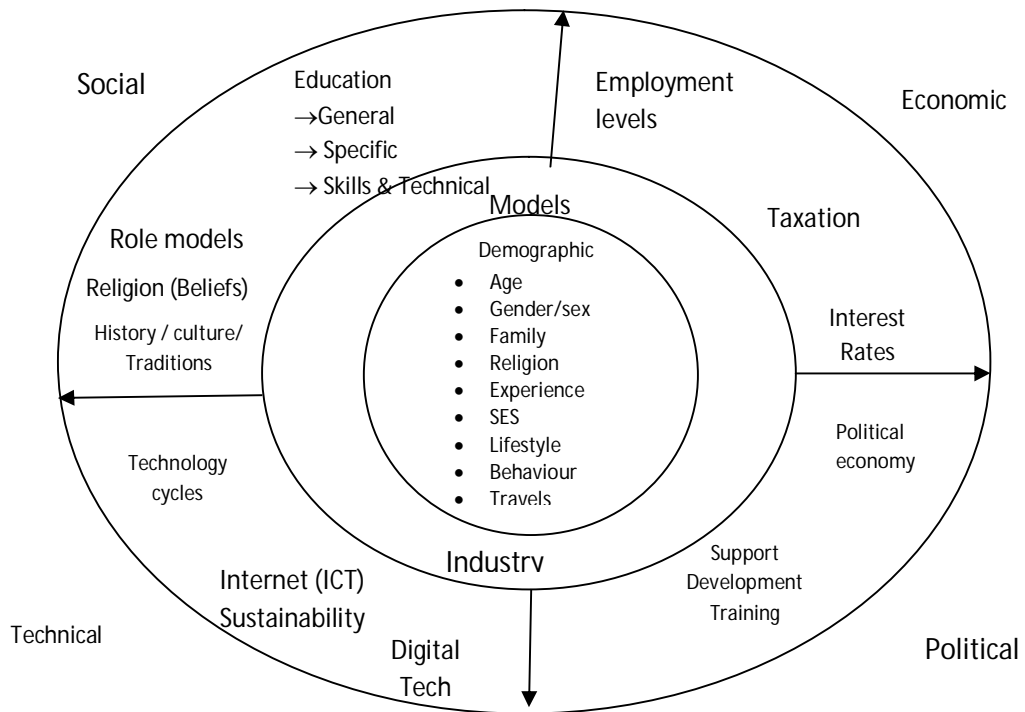
This is the breaking down of global marketing flows, gauge global cutting-edge competitiveness map, identify specific sectors to take benefits of comparative advantage and positioning Nigerian growth perspective for national prosperity. The Fishikawa fishbone model critically analyses in successive layers of detail, root causes that potentially contribute to a particular effect, i.e. where Nigeria composite natural endowments strengths contribute to the sum of the effects of the national growth, profitability, prosperity and all of that.

FIG. 6(b): Fishikawa Global Deficient Marketing Flows Model



Source: Levin, R.I. and Rubin, D.S. (2006). Statistics for Management. 7th Edition. New Delhi: Prentice-Hall of India Pvt Ltd p540

Factors contributing to deficient global marketing models produced business environment tri-layers cycles model as follows:

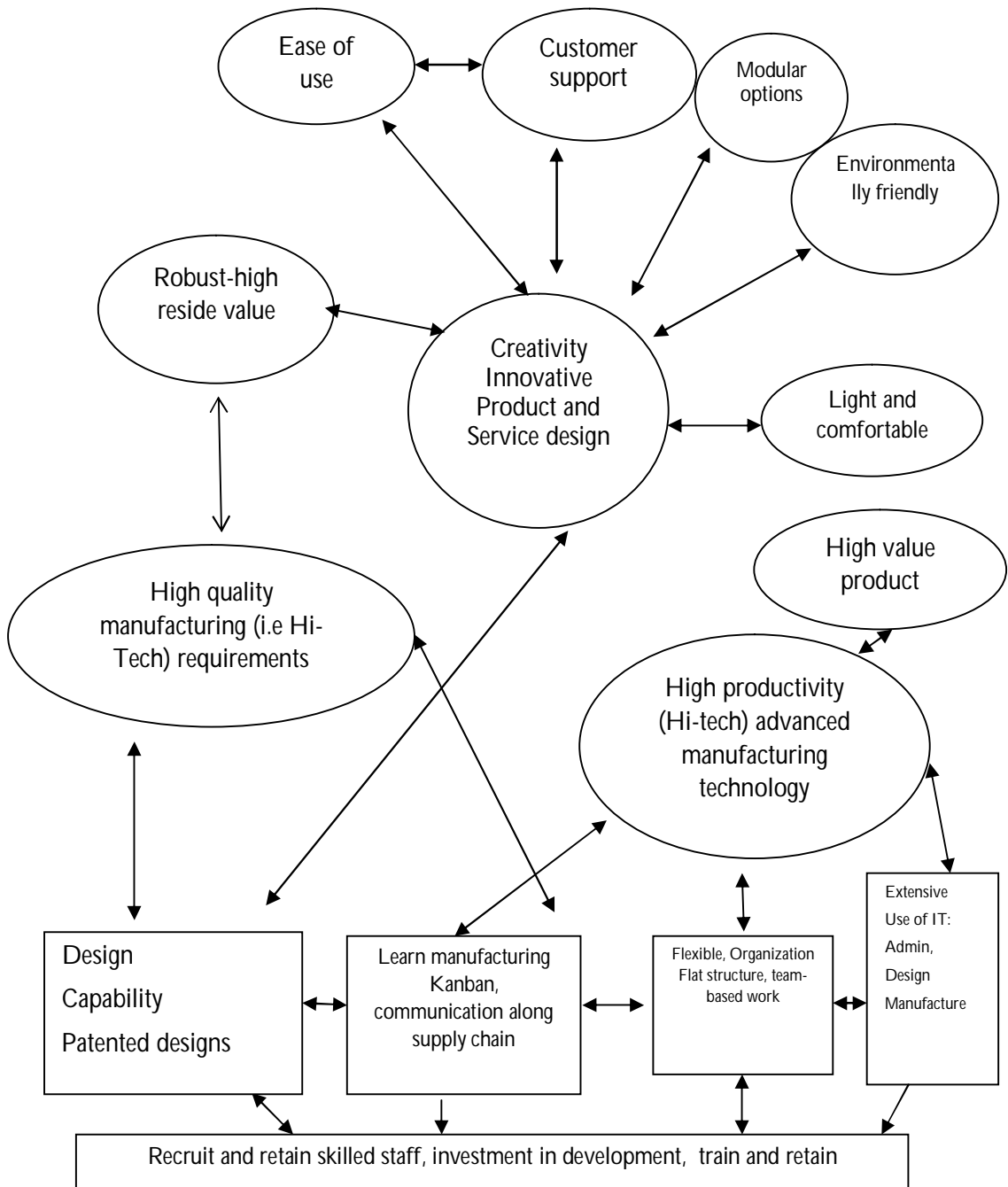
FIG. 7: Global Marketing Sociometric Model

Source: Adapted and remodelled from Etuk, E. J. (2009.4). Nigerian business environment. Calabar University of Calabar Printing Press.

Thus, tri-layer cycle model reflect the convergence and interrelatedness of the components fundamental to global marketing environment. The magnitudes of global marketing flows are a function of these components constituting this model. It explains three conditions precedent; socio-cultural, economic, political, legal and technical model, demographic in the inner layer and the socio-psychographics with models and industry specificity factors (Held, et al 2013.34, Lemaire n.d., Douglas and Craig 2011.91, Akkaya 2011.16 and Kenny 2003.96). Having placed all the global marketing cards, the forces, drivers and contenders specified, the question is 'how' does growth strategies emerges?

Grow or not to grow sectoral specifics? It is smarter, Kenny (2012.95) to drive additional profitability through rapid expansion or by slower but more possessive and assured organic growth. Kimberly Kampers, the work of Dillon (2009) attempt a model answer.

FIG. 8: Customer-focused, Design-led Supply Chain Strategic Model for Nigeria review



Source: Dillon, Jenny (2009) changes makes for Happy Kamper-Telstra Business Awards. Australia.

This model is a high pressure focus on product of high value, hi-tech, based on fit for purpose of ease of use, robustness, high weight, environmentally friendly, low lead energy use and renewable energy options. The quality of production lends credence to it. Extensive use of IT interfaces design, manufacturing, automation, procurement, accuracy, clear communication efficiency and specific software development. (Scott-Kemmis 2012.37). Business location contributes to the capacity to retain staff, supported by investments in training and retraining in a flat structure, team-based working, and recognition of achievements. Mobilization and organization for factory lean manufacturing with work greater level customer option with a product range.

2.2 Escalations of Empirical Global Marketing Flows

According to Reardon, Bailey and Harris (n.d.2), as firms and nations grew larger and larger; it is incumbent on top decision makers to overhaul strategies, paradigmatically remodel growth parameters. This raise the question of why market globally? Because this question redefines the models sketched in figures 2, 4, 5, and 6(a) and (b) and 7 respectively.

Falling in line, into the supranational trading arrangements, promote global and regional free trade, remove country barriers of market operations, provides global opportunities to firms and nations to derive economies of scale and consumers benefits of global products at lower prices (Sheth and Parvatiyar 2001.16; Kashani 1989.94, Kennedy 1987.64 and Douglas and Wind 1987.53).

It is on record that the discipline of marketing is universal, but marketing practices vary from country to country. It is natural that countries, peoples, lifestyles, likes, dislikes, cultures, traditions, way of life and beliefs are different. These differences meant that marketing models proven successful in one country suffer pitfalls in another country. Customer preferences, competitors, channels of distribution, communication media, legal, political and environment may differ (Craig and Douglas 1996.11 Keegan and Green 2011.9 and Zou and Cavusgil 2002.49). Keegan and Green (2011.10) supported Zou and Cavusgil (2002.44) postulations that global marketing model or strategy succinctly differentiate.

Global marketing model (GMM) and single-country marketing model

<ul style="list-style-type: none"> ➤ Global market participation and penetration ➤ Market mix development thus: <ul style="list-style-type: none"> Product adaptation and/or standardization Price adaptation and/or standardization Promotion adaptation and/or standardization ➤ Concentration of marketing activities ➤ Coordination of marketing activities ➤ Integration of competitive moves 	<ul style="list-style-type: none"> ➤ Target audience/market strategy ➤ Marketing mix development: <ul style="list-style-type: none"> Product Price Promotion Place People Process Physical environment
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These models define the baseline for top decision makers of firms or nations driven by burning desire to expand economic interests. For Nigeria, like every country of the world, but with unequal natural endowment, trade competitiveness map identified system exports and imports of over 99 items and WTO International Trade Statistics carefully sub-divided the world or global economy into 13 segments for 2010-2013 annual statistical bulletins as identified in the introductory part of this study.

According to 2012 IMF Report, World GDP (nominal) for 2009 was USD 59.920 trillion, Africa USD 1.476 trillion; 2010 world USD 62.909 trillion Africa USD 1.730 trillion; 2011 world USD 69.660 trillion, Africa USD 1.880 trillion and 2012 world USD 71.707 trillion and was Africa USD 2.016 trillion. In these four years, Nigeria came second to south African and Egypt followed with USD 168.846 billion 2009; USD 216.803 billion; USD 238.920 billion 2011 and USD 268. 780 billion in 2012 respectively. But according to CIA Factbook, (2013), Nigeria's GDP is USD 451 billion, PPP 30th, GDP growth is 7.1% mainly driven by non-oil production activities. GDP per capital by USD 2800, agriculture 40% services 30%, manufacturing 15%, oil 14%. Inflation rate (CPI) 11.9%, poverty level 45% estimated 80 million Nigerians of 174 million are below USD2 per day.

Another 24% of Nigerian about 42 million are unemployed. CIA Factbook identified Nigerian main industries to include crude oil, coal, tin, columbite, uranium, palm oil, peanuts, cotton, rubber, wood, hides and skins, textiles, cement, construction materials, food products, footwear, chemicals, fertilizers, printing, ceramic, steel, small commercial ship construction and repair, machinery, car assembly, entertainment and so on.

Nigeria's export for 2012 was estimated at USD97.46 billion while imports value under the same period of review was USD 70.58 billion. Goods exported include petroleum and petroleum products 95%, cocoa, rubber, machinery, processed foods and entertainment 5%. Ease of doing business is tight and riddled with corruption and double taxation, therefore, demands overhaul. Main trading partners (exports) include USA 29.1%, India 11.6%, Brazil 7.8%, Spain 7.1%, France 5% and Netherlands 4.3%. The country's import items are machinery, chemical, transport equipment, manufactured goods food and live animals. Imports partners include China 17.3%, USA 9.1%, India 5%, Netherlands 4.9% South Korea 4.7% with external debt of over USD 10.1 billion. Foreign resource stock drying to USD 44.62 billion against USD 71.59 billion in 2009. Public debt 18.8% of GDP and revenues of USD 23.48 billion, expenses USD 31.61 billion and credit rating of BB_ by S&P and Fitch (NBS 2012, World Bank 2013 and S&P 2011) growth strategies and output performance. The statistics above were corroborated by Usman(2011.21) overall output performance analysis of the economy. Its GDP current basic prices stood at N33.98 trillion, USD226.14 billion equivalent in 2010, N24.7 trillion or USD159.35 billion in 2009 and N24.29 trillion in 2008. It nominal terms increased 2008 to N33.98 trillion in 2010.

A disaggregation of 2010 GDP revealed non- oil and oil GDP amounting to N19.48 trillion or USD129.62 billion and N14.5 trillion or USD95.55 billion compared to N17.3 trillion or USD116.20 billion and N7.4 trillion or USD 49.70 billion in 2009. A further examination showed dominance of primary production activities. The 2010 GDP of N653.06 and N123.27 more item N601.86 and N117.12 in 2009 for value of non-oil and oil. Accordingly, growth analysis in real per-capital income steadily increased 2.7%, 3.7% and 4.78% in 2008, 2009 and 2010 respectively. At current basic prices, the per capital GDP was valued at N162,448.55 or USD1,370.06; N160,637.25 or USD1,078.97 and N213,353.57 or USD1419.71 for 2008, 2009 and 2010 respectively.

This figures explained the fact that Nigeria lower middle income status country was consistent with this period. Taking a comparative look at the sectoral development services sector was 34% and 36% for 2010 and 2011 respectively. Industry 25% and 24% for 2010 and 2011 and agriculture for the same period stood at 41% and 40% respectively.

A further empirical escalations revealed that cumulatively, primary activities (including agriculture, solid mineral, oil and gas, etc) grew by 7.64% agriculture wholesale retail trade, telecommunication and postal services grew by 5.7%, 11.3% and 35.1% in 2011 compared with 5.8% 11.2% and 34.8% in 2010. This growth contributed about N26,918.23 billion to total GDP from N24,862.14 in 2010. Secondary activities (i.e manufacturing, building and construction etc) grew by 9.11% in 2011. This sector, ie production, utilities (ie electricity), building, construction and real estate, transport are critical to economic expansion and growth. Whereas, services activities (i.e. banking, insurance, entertainment etc) grew by 13.11% in 2011 contributing N9,150.70 billion to total GDP up from N8,014.58 billion in 2010 dramatizing the compelling need to alleviate binding constraints to growth in these sectors (NBS 2013, Usman 2011. 65, Doguwa 2012. 35).

2.2.2 Global Marketing Flows Statistics

Growth in the volume of the world merchandise exports and production between 2005 – 2010 revealed merchandise export (i.e. buying selling both retail and wholesale) 3.5%, agriculture 5.5%, field mining products 2.0%, manufacture 4.0%, merchandise production 2.0%, (but export and production amounts to 6.5%) (WTO 2011 and Mbum, Nnabuko and Odama 2012.176). To service, swim and grow in any of these world's economy sectors (i.e. merchandise, agriculture, mining, manufacture dominated advanced worlds of Europe, US and the BRICS, there will be need to create strong elastic business models of financialization across board (Froud, Johal, Leaver and Withermes 2012.23, Scott-Kemmis 2012.37, Amit and Zott 2012.4 Kenny 2003. 96 and Berg 2011. 4).

3. Methodology

3.1 Materials

This empirical study collected and gleaned facts and materials from the internet, textbooks, journals including scooping data from World Trade Organization International Trade Statistics Annual Bulletins, CIA-World Factbook, Central Bank of Nigeria Annual reports, Nigeria National Bureau of Statistics Annual Summary Reports, Competitive Trade Map Reports, UNCTAD reports, BRICS Annual Report, OECD, G20 Leaders summit report at St. Petersburg, Russian Federation of September 2013 specifically. Global finance international data, 2011 Annual Performance report of Nigerian economy of National Planning Commission were analyzed for this study.

3.2 Sample and procedure

Data for this investigation were collected from 1,481 of the six geo-political zones of the Federal Republic of Nigeria. In the North Central: Ilorin, Lokoja and Abuja FCT were selected for study. North East: Yola. North-west: Kano. South East: Aba and Enugu. South-South: Calabar and Port Harcourt and in the South-West: Ibadan and Lagos were picked for study. The sample size in Ilorin (n=71), Lokoja (n=78) Abuja FCT (n=169), Yola (n=46), Kano (n=173), Aba (n=233), Ibadan (n=73) and Lagos (n=389) respectively. The authors enlisted the services of five research assistants. One, a lecturer in Police Academy, Kano, also covered Yola. South-South Port Harcourt was covered by a PhD course mate. Lagos and Ibadan (South West) and North Central (Abuja, Ilorin and Lokoja) were covered by the researchers LASPOTEC ex-students.

Questionnaires were e-mailed to them and completed questionnaires were mailed back. The researcher personally administered those of Calabar. The work threw it searchlight where multinationals, transnational's and global corporations were sited. It also targets world bodies, national agencies with international links such as Central Bank, National Bureau of Statistics and country representatives. The sample was simple judgmental and purposive. 1650 was selected from a population of 4,400 (i.e. 400 per town x 11 towns).

This means that out of one thousand six hundred and fifty (1,650) administered questionnaires, one thousand, four hundred and eighty one (1,481) questionnaires that is about 89.76% were retrieved from the respondents. The spread was Aba (n=117) 7.9%, Abuja FCT (n=169) 11.41%, Calabar (n=59) 3.9%, Enugu (n=73) 4.93%, Ibadan (n=73) 4.93%, Ilorin (n=71) 4.8%, Kano (n = 173) 11.68%, Lagos (n=389) 26.27%, Lokoja (n=78) 5.27%, Port Harcourt (n=233) 15.71% and Yola (n=46) 3.11% respectively.

Average age chronology of respondents from these towns and cities ranged between 33.48-50.64 (SD 2.97-8.73). Average full time work ranged from 5.44-14.12 (SD 4.07-9.24). The percentage respondents have been stated above and the study is not gender focused. Male and female respondents were not determine, but coterminously investigated.

3.3 Measurement

3.3.1 Global Marketing Flows

The study condensed 14 items into identified sectoral specifics of growth strategies in accordance with WTO International Trade Statistics 2012. The first model with Pearson Product Moment Correlation was regressed and tied round nine sectors (see tables 2 and 4 respectively). Merchandise, manufactures, machinery and transport equipment, commercial services, fuels and mining, agriculture and foods, chemicals, travels and transport and clothing.

3.3.2 Cutting-Edge Competitiveness Strategies

The second model deals with rate of competitiveness and economic increase in the mentioned areas. A 10-item instrument was developed using a 4-point Likert scale to measure microeconomic marketing variables quantum rise as a result of adoption of competitiveness growth strategies according to Porter (1980.362). These include demand and supply stimulations, access to bank loans, improved power supply, crude oil prices stability, reforms and transformations, market incentives, comparative and competitive advantages and response to rivals and competitors activities.

3.3.3 Nigeria Growth Perspective

The third model has 11-item questionnaire stems with a four-point Likert scale. The model raise question stems on growth drivers, size of consumer demand, level of industrialization, unemployment statistics, pro- poor economic policies, product-cum-service diversification, back-ups for offensive and defensive strategies, identifying attractive markets, market harvests, buy-back and buy-out.

4.1 Analysis of Results

This analysis tested

- Global marketing flows and Nigeria sectoral entry aspirations,
- Global marketing sectoral flows performance and marketing strategies,
- And efficient firms' resources mobilization and economic performance.

This is in order to enhance the psychometric properties of respondents' objectivity since the sectors were given. The second analysis of the study was designed to test the three hypotheses built from the topic and separated into three models thus:

Table 1: Confirmatory Factor Analysis of the 30 Glomafcog Items in Split Samples

Items	Variables	Analysis loading	Sample t	Holdout loading	Sample t
B₁: Global sectoral flows					
1	Merchandise	1.000	332.40	.71	270.10
2	Manufactures	.94	325.67	.69	261.18
3	Commercial services	.78	311.67	.61	271.10
4	Machinery and transport equipment	.79	310.38	.59	273.14
5	Fuels and mining	.84	271.28	.71	230.10
6	Agriculture and foods	.95	326.46	.79	300,12
7	Chemicals	.95	314.62	.41	294.11
8	Travels and transport	.96	341.52	.64	266.15
9	Clothing and textiles	.94	238.52	.71	276.16
B₂:Global competitiveness strategies/model drivers					
1	Increased consumer demand due to festivities	1.000	251.8	.73	24.21
2	Improved access to bank lending	.64	314.6	.80	233.10
3	Improved power supply	.60	273.31	.74	217.14

	(electricity)				
4	Improved crude oil prices (crude oil windfalls)	.62	338.21	.62	311.27
5	Ease of doing business	.64	278.40	.78	301.23
6	Ease of resolving business crises	.59	240.1	.59	312.11
7	Radical reforms/transformations (paradigm shift)		272.80	.75	245.11
8	Market attractiveness (incentives)	.71	381.83	.65	286.27
9	Response to rivals, opponents and competitors	.60	410.21	.53	282.12
10	How to achieve comparative and competitive advantage	.42	250.43	.42	292.17
B₃:Global positioning, resources and growth drivers					
1	Growth focus models, in-house or acquisitions	1.000	140.11	.74	272.117
2	Back-up for offensive marketing strategic positioning	.61	213.41	.62	200.15
3	Development of close substitute product/services	.60	229.21	.44	264.10
4	Diversify differentiate or invading attractive markets	.69	201.43	.52	257.72
5	Accept industry compelling competitive forces or defensive strategy	.51	175.13	.60	200.12
6	Harvesting, selling, buy out, buy back, merge or acquire when value falls	.72	243.25	.47	214.10
7	Identify attractive market segments and launch guerrillas strategies and take over global flows.	.65	320.16	.62	242.21
8	Inefficiencies in receiving, tracking and monitoring findings.	.50	141.17	.49	214.14
9	Emerging stakeholders donors, investors, counterpart funding partners and wealthy foundations or financier	.43	132.32	.39	197.01
10	Strong platform for technical support of MDGs and advanced world's borrowing clubs	.60	249.15	.61	208.17
11	Market programme and situation analysis	1.000	270.16	1.000	251.19

Table 2: Glomafcog Factor Correlations

S/N	Flows subscales /variables	1	2	3	4	5	6	7	8	9
1	Merchandise	.98(51.3)	.81(39.1)	.82(29.1)	.79(29.2)	.86(44.3)	.81(31.9)	1.000	.74(41.2)	.81(27.2)
2	Manufactures	.82(61.2)	.71(42.1)	.74(27.9)	.81(36.2)	.82(27.4)	.76(30.6)	.82(27.2)	.67(23.4)	.71(31.4)
3	Machinery and transport equipment	.77(59.4)	.64(30.2)	.66(31.1)	.72(29.1)	.64(33.3)	.67(29.1)	.82(34.5)	.83(29.3)	.64(22.4)
4	Commercial services	.75(60.3)	.73(41.1)	.75(22.3)	.68(31.4)	.94(21.4)	.67(33.4)	.81(26.3)	.74(41.1)	.61(22.1)
5	Fuels and mining	.66(42.4)	.64(39.2)	.61(28.1)	.62(27.2)	.69(31.3)	.78(27.2)	.75(31.2)	.60(27.2)	.72(27.3)
6	Agriculture and foods	.79(50.3)	.71(25.2)	.60(32.3)	.59(28.1)	.64(43.1)	.73(25.1)	.61(22.1)	.72(17.4)	.63(37.3)
7	Chemicals	.64(26.3)	.59(41.4)	.39(26.1)	.61(29.4)	.71(31.4)	.61(30.2)	.79(41.1)	.58(31.3)	.64(23.2)
8	Travels and transport	.76(32.4)	.62(22.3)	.72(33.1)	.67(37.3)	.62(29.7)	.71(31.1)	.81(21.1)	.78(32.1)	.71(35.3)
9	Clothing	.83(49.5)	.70(27.9)	.48(39.2)	.64(27.1)	.71(31.2)	.69(22.1)	.84(29.2)	.81(32.3)	.72(28.4)

Source: Derived from WTO International Trade Statistical Analysis

Table 3. Means, Standard Deviations, and Cronbach α Internal Consistency and Reliability in Six Geo-Political Zones in Nigeria

	Aba			Abuja FCT			Calabar			Enugu			Ibadan			Ilorin			Kano			Lagos			Lokoja			Port Harcourt			Yola		
	N=117			N=169			N=59			N=73			N=73			N=71			N=173			N=389			N=78			N=233			N=46		
V a r i a b l e s	M	S D	α	M	S D	α	M	S D	α	M	S D	α	M	S D	α	M	S D	α	M	S D	α	M	S D	α	M	S D	α	M	S D	α			
M e r c h a n d i s e	4.2	1.1	.98	5.1	1.2	.97	4.1	1.7	.94	4.2	1.4	.93	3.9	1.4	.94	4.1	1.4	.92	5.0	1.4	.91	3.9	1.4	.95	3.8	1.0	.96	5.2	1.9	.90	4.6	1.7	.95
M a n u f a c t u r e s	4.8	.9	.99	3.9	.9	.99	6.8	.8	.91	4.3	.4	.93	2.9	.0	.90	3.9	.8	.95	4.2	.4	.94	3.9	.6	.91	3.7	.9	.97	5.1	.8	.91	4.9	.2	.93
C o m m e r c i a l s e r v i	3.8	.7	.95	4.5	.5	.91	2.2	.7	.92	4.6	.4	.91	2.9	.2	.92	6.4	.9	.87	4.1	.8	.95	3.7	.3	.98	4.6	.8	.92	4.9	.7	.94	4.3	.6	.97

c e s																																				
M a c h i n e r y & E q u i p m e n t	2	.7	.9	4	.8	4	4	.7	.9	3	.4	.9	2	5	.1	.9	4	.1	.9	3	4	.8	3	.8	.7	4	.6	.8	4	.1	.6	.8	4	.1	.9	.2
F u e l s & M i n i n g	3	.1	.9	3	.8	3	.8	.9	.4	.4	.0	4	5	.1	.9	4	.2	.9	3	4	.7	4	.9	.9	3	.1	.1	.9	.9	.9	4	.2	.8	.9	.9	
A g r i c u l t u r a l / F o o d	4	.2	.9	4	.9	3	.6	.8	4	.4	4	5	.3	.9	3	.6	.9	5	5	.8	4	.8	.9	4	.9	4	.2	.9	.9	3	.1	.1	.3	.9	.4	
C h e m i c a l s	4	.2	.9	2	.7	3	.6	.9	4	.5	3	4	.5	.9	4	.8	.9	5	3	.9	3	.6	.9	.9	.9	.3	.9	.9	.9	4	.2	.9	.6	.9	.6	
T r a n s p o r t r a v e l	3	.1	.8	4	.7	4	.7	.9	3	.5	3	3	.6	.9	.9	4	.1	.9	6	3	.8	3	.6	.9	.9	5	.1	.9	.9	4	.2	.9	.7	.9	.7	
C l o	4	.2	.9	5	.8	5	.7	.8	3	.7	4	4	.5	.9	4	.2	.9	4	3	.9	5	.7	.9	.9	.9	5	.2	.8	3	.4	.9	.5	.9	.5		

e t o c o m p e t i t o r																																												
C o m p a r a t i v e a d v a n t a g e	4	.1	.1	3	.2	.9	3	.2	.8	3	.2	.9	3	.3	.9	4	.3	.9	2	.4	.9	5	.3	.9	4	.4	.9	4	.3	.4	4	.3	.4	4	.3	.4	4	.3	.4	4	.2	.9	5	
G r o w t h f o c u s m o d e l s	4	.1	.8	3	.2	.9	2	.1	.9	4	.3	.9	4	.4	.9	4	.2	.9	4	.4	.9	4	.4	.9	4	.5	.9	5	.4	.4	3	.9	.4	3	.9	.4	3	.9	.4	3	.7	.8	9	
B a c k - u p m a r k e t i n g s t r a t e g i e s	5	.1	.9	4	.2	.9	1	.3	.9	3	.2	.9	4	.3	.9	3	.3	.9	4	.3	.9	3	.2	.9	3	.3	.9	4	.4	.9	4	.4	.9	4	.4	.9	4	.4	.9	4	.3	.6	.8	0
C l o s e s	4	.1	.9	4	.2	.9	2	.1	.9	2	.1	.9	3	.2	.9	3	.2	.9	2	.2	.9	2	.1	.9	2	.2	.9	2	.2	.4	2	.2	.7	.4	3	.6	.3	.9	.9	0				

u b s t i t u t e p r o d u c t s																																									
S e g m e n t m a r k e t s	4 .1	2 .1	9 .6	3 .7	2 .9	9 .3	1 .1	2 .2	8 .8	3 .9	1 .3	8 .1	4 .1	4 .2	9 .7	2 .9	3 .9	9 .6	4 .2	3 .1	9 .5	3 .7	3 .1	9 .1	3 .2	4 .1	9 .4	3 .5	3 .9	9 .0	3 .7	6 .1	9 .6								
H a r v e s t i n g m a r k e t	4 .5	1 .6	9 .8	3 .9	3 .3	9 .0	3 .1	2 .7	9 .7	4 .1	3 .5	8 .0	5 .0	4 .1	9 .1	4 .1	9 .6	3 .8	5 .1	9 .7	3 .9	4 .4	9 .5	4 .1	4 .2	9 .5	4 .1	4 .1	9 .4	3 .2	6 .1	9 .0									
L a u n c h g u e n l a s t r a t e g i e s	4 .6	1 .7	9 .7	4 .4	3 .9	9 .1	4 .1	2 .9	9 .5	5 .1	2 .7	9 .2	4 .9	5 .1	9 .6	3 .3	3 .6	9 .7	3 .9	5 .4	9 .7	3 .6	4 .7	9 .6	4 .5	3 .9	9 .6	4 .6	4 .7	9 .5	9 .8	3 .1	3 .9	9 .5							

NOTE: Aba and Enugu (South East), Calabar and Port Harcourt (South South), Ibadan and Lagos (South West), Abuja FCT, Ilorin and Lokoja (North Central), Yola (North East), and Kano (North West) regions in Nigeria for ease of administration of questionnaires.

Table 4: Factors Correlations and Average R²

	Factors	1	2	3	4	5	6	7	8	9
1	Merchandise	1.00	.68	.42	.36	.65	.63	.71	.48	.49
2	Manufactures	.80	.36	.71	.73	.89	1.00	.37	.61	.31
3	Machinery	.40	.49	.81	.81	.64	.33	.36	.81	.49
4	Commercial services	.88	.44	.64	.36	.49	.24	.64	.81	.54
5	Fuels	.64	.55	.36	.29	.36	.72	.49	.71	.49
6	Agriculture	.89	.45	.72	.58	.72	.36	.98	.41	.64
7	Chemical	.36	.49	.16	.56	.64	.36	.81	.64	.41
8	Transport	.64	.81	.90	1.00	.92	.71	.64	.36	.64
9	Clothing	.81	.64	.36	.27	.39	.49	.36	.21	.37
	Average R ²	.71	.55	.56	.55	.63	.54	.60	.65	.49

NB: that the analysis and hold-out samples are below and above the diagonals and the correlations do not support the discriminate validity.

Table 5: Confirmatory model fit statistics for individual towns in Nigeria

Towns/cities	N	X(df=199)	RMSEA	NFI	NNFI	GFI	AGFI
Aba	11.7	130	0.09	.88	.96	.84	.94
Abuja FCT	169	190	0.0889	.90	.84	.88	.82
Calabar	59	75	0.0	.89	.79	.77	.64
Enugu	73	96	0.0760	.87	.69	.90	.84
Ibadan	73	92	0.0793	.99	.92	.82	.79
Ilorin	71	75	0.0947	.98	.94	.92	.71
Kano	173	190	0.0911	.78	.90	.92	.71
Lagos	389	400	0.0973	.68	.98	.90	.65
Lokoja	78	82	0.0951	.76	.87	.89	.73
Port Harcourt	233	250	0.0932	.57	.91	.88	.71
Yola	46	70	0.0657	.96	.67	.90	.82

NB: RMSEA = Root means square Error of Approximation. NFI = Normal Fit Index. NNFI = Non-Normal Fit Index. GFI = Goodness-of-fit-index. AGFI=Adjusted Goodness-of-fit-index. Good global marketing models record <.08 RMSEA and other fit indexes \geq .90. In this study, the fit indexes of individual towns/cities in Nigeria which mapped the six geopolitical regions of the country show clear strength. These suggest that Nigeria can locate, identify and grow her global segments from the global marketing flows.

A careful comparison of the samples one by one reveals that there is a significant difference in the factor structure among the towns and cities in the country, implying that the six geopolitical zones can favourably and competitively contribute to the overall growth of global marketing segmentation ambitions of Nigeria. The high degree of spread and compatibility revealed that the factor structure, factor correlations, loadings, and errors are invariance between the towns and cities in Nigeria. A further study shows that RMSEA looks positively reasonable for towns and cities of Aba, Ilorin, Kano, Lagos, Lokoja and Port Harcourt respectively. These elucidation show support for consistency of the model across the towns and cities in the country. The study extrapolated, stressed that global marketing flows model will perform in a predictable manner with other growth models identified especially in this work manifesting into causal models. This further support the strength of the validity of the GLOMAFCG instrumentation.

For testing the causal models, structural equations models (SEM) were applied. The observed variables such as agriculture and food, travel and transport, total commercial services and other commercial services, manufactures and other manufactures were aggregated uniform categories each and provided in Tables 2 and 4. (Bagozzi, Yi & Philips, 1999.429 and Rahim & Magner 1995.127).

4.2 Discussion

Attempts have been made in this investigation to overcome self-report of Glomafcog or global flow challenges using common method of variance, face convergent and discriminant validities of items and subscales of Glomafcog measures and metrics. In order to achieve that, these issues were catered for in the items response.

4.2.1 Misleading Estimation to Self-Reports

Observers and subjects were asked to predict sectoral specific flows for 2012 and 2013 in relative terms. In doing that, the study separated the measures of exogenous and endogenous variables to overcome time frame common method variance (Usman, 2011.166), hence, H_{01} was rejected and H_a accepted that global marketing sectoral flows differs from the Nigerian specific sectoral entry aspiration (i.e. mismatched).

Therefore, Nigerian specific sectors entry need to be redefined globally as a function or in the context of its economic prosperity, vibrancy and profitability, hence, H_{03} accepted and H_a rejected.

4.2.2 Retention of Convergent and Discriminant Validities of the Instrument Measurement

Exploratory and confirmatory factor analyses of 72-items were computed and 29-items were retained. The results showed reliability of the construct indicator and Cronbach α coefficient providing evidence of internal consistency and reliabilities of the subscales and variables. Minor differences between the towns and cities were observed. This observation suggests determined and clear-cut policies are positively associated to the transformation of infrastructures, ease of doing business, and growing the Nigeria economy using marketing aspirations, strategies and policies as the baseline. The H_{03} from factors correlations and average R^2 firms (countries) resource mobilization is the bedrock implies that positioning Nigeria globally in the sectoral flows is the function of restrategizing Nigeria global marketing flows. Nigeria must actively engage in problem solving strategies associated with proactive bargaining skills, strategies, and policies in all sectors and opt to sectors she has comparative advantage and competitively create a brand and household name.

The implication of this study is that by adopting global marketing strategy, the country can key into a sector that she has full potentials, grow her economy, stimulate job creation, be a force to be reckon with globally and enjoy economic prosperity (Verdin & Heck, 2007, Douglas & Craig, 2011.91, and Scott-Kemmis, 2012.32).

Innovating and improving on strategies superintendence involve education, training and retraining on specific job-related skills development, enhancing, self-learning, and focusing on sectoral specifics of job requirements in order to remain relevant in certain global sectors (Lemaire n.d., Wilson and Gillingham 1977.29, Sheth & Parvatiyar 2001.19, Akkaya 2011, Onuoha 2012.251 & Gomes, 2011).

Direction for Future Research

Further research should focus on Nigeria's active role in the BRICS, MINT, ECOWAS, SSA, COMESA, SAD and others to improve and build a broad based economy and usher in economic prosperity by way of job creation, provisions of social capital and infrastructure, improved standard of living and hold out as a country that is independent politically, economically and otherwise.

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