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Editor's message

I feel really pleased and honored and with great pleasure to publish volume 3 issue 1 of this journal. I once again welcome you to the Journal of Strategic and Internet Business (JSIB). The JSIB is a peer reviewed, open access, online and print journal for the enhancement of research in different areas of strategy and e-businesses. The Journal aims at publishing highly readable and valuable researched papers.

The Journal of Strategic and Internet Business is an international journal dedicated to:

- improving the existing knowledge and understanding of strategic decision and implementation globally in private and public organizations
- encouraging new thinking and innovative approaches to the study of strategy
- encouraging new thinking in internet and e-business
- offering executives strategic insights based on outcomes of original scholarly research; and
- establishing effective communication between researchers and executives managing public and private organizations.

Coverage

The journal covers all facets area of strategic management, marketing, accounting, finance, and related topical issues in both private and public organizations including:

- strategic decision making
- competition
- alliances and partnering
- networks
- innovation
- entrepreneurship
- creativity
- environment and sustainability
- e-commerce
- e-marketing
- e-office management
- cloud technologies
- e-business
- e-financing
- e-banking
- e-trading
- corporate social responsibility
- technology and its impact
- future foresights and
- strategy implementation.

We encourage papers that draw on behavioural theories, political sciences and sociology as well as papers that draw on the economic discipline. The journal also encourages submission of innovative articles based on unusual methodologies; and sound but diverse methodological approaches. The journal will publish original theoretical and empirical papers; state-of-art literature reviews and critiques that include a guide for improving theory or practice; case studies that illustrate how strategy is formulated or implemented; appropriate economic and policy reviews; interviews with key senior executives; book reviews; and notes.

Readership

The journal is intended for researchers, faculty and other academics involved in the growing field of strategy and e-based business as practice that embraces emerging academics and international ideas. Practising managers will also find this content of value when formulating and implementing new strategic initiatives, particularly the consultant market.

We are more than happy to receive contributions for our next issue from academics, professionals, practitioners and postgraduate students to ensure the consistency and the success of the Journal. We welcome comments and suggestions that would advance the objectives of the Journal.

As the Editor of the Journal, I take this opportunity to express my sincere gratitude to authors who have chosen the JSIB to disseminate their research. Further, I would like to thank members of editorial advisory board, members of editorial board.

Prof. N. Gladson Nwokah (Professor of Strategic and Internet Marketing)

Editor

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Editorial criteria

The aim of this journal is to publish articles that enrich the practice of marketing development particularly in Sub-Sahara Africa while simultaneously making significant contributions to the advancement of the discipline. Preference is given to manuscripts that relate across strategy development in both bricks & mortar and click & mortar business, service industries, nations and economies. All articles appearing in the journal are double-blind refereed.

It should be noted that research is not the only basis for an acceptable article. Case analyses, creative concepts and applications, book reviews, industry reviews, commentaries, and other thought-provoking manuscripts are encouraged. Particularly welcome are future-oriented manuscripts that offer businesses' visions of development in the twenty-first century and practical road maps for getting there. Also encouraged are manuscripts that address interdisciplinary topics or approach "traditional" topics from an interdisciplinary perspective. Authors with papers intended for publication are expected to conform to the following guideline:

- 1 should be submitted electronically to the editor's email address nwokah.gladson@ust.edu.ng
- 2 must have not been published or under consideration with any other Journal.
- 3 must have a structured abstract of not more than 200 words. Abstract should define the purpose of the study, approach/methodology, findings, implications and originality.
- 4 should have at least four keywords
- 5 not exceed 3000 words or 25 pages of double line spacing on A-4 paper. All margins should be 1 each or 2.5cm
- 6 words cited in the paper should follow the Harvard system of author's last name and year, and to be mentioned in appropriate places, for instance Josh (2009) for summarized sources, and Josh (2009, P.2) for direct quotation. At the end of the paper, the list of authors
- 7 all Tables and figures should be placed at the appropriate and not as index

Notes on contributors

Mr. Okechukwu Agburum and Dr. J.U.D. Didia paper is on cultural distance and international marketing effectiveness of fast moving consumer goods multinational companies in Nigeria was conducted to investigate the effect of cultural distance on international marketing effectiveness of fast moving consumer goods multinational companies in Nigeria. Their study found that cultural distance significantly influences international marketing effectiveness. Therefore, they concludes that cultural distance has a significant effect on international marketing effectiveness of FMCG multinational companies in Nigeria. while Mr. Okechukwu Agburum is a Graduate Assistant, Dr. J. U. D. Didia is a Senior Lecturer and Ag. Head of Marketing Department al of Rivers State University.

Geraldine E. Ugwuonah and Raphael V. Okonkwo jointly worked on a critical analysis of the application of public relations tools in crisis management by major international oil companies in Nigeria. Results from their study indicate that: the international oil corporations operating in Nigeria, have a wide array of public relations tools and strategies for checkmating and managing crises and conflict with their host community publics. They further found that the public relations crisis management tools employed by the IOCs do not have significant effect in maintaining mutual understanding between them and majority of their host community publics. Dr. **Ugwuonah** is a Lecturer in the Department of Marketing, University of Nigeria, Enugu Campus while, Dr. Okonkwo is a lecturer in the Marketing Department, Michael Okpara University of Agriculture, Umudike.

Beatrice C. Acee-Eke holds a PhD in marketing and works at the Bursary unit in Ignatious Ajuru University of Education, Port Hacourt. Mrs. Juliet Gladson-Nwokah is a senior Lecturer at Kenule Saro-Wiwa Polytechnic, Bori. Both authors study was focused on unravelling the dynamics of eco-product labelling in ascertaining marketing success of food and beverages firms in Nigeria. Their study results indicated that eco-product labelling has positive and highly significant influence on market share but has negative and insignificant influence on sales growth of food and beverages firms. On basis of this therefore, their study concluded that eco-product labelling is a dynamic strategy that ensures marketing success of food and beverage firms in Nigeria.

Ify Harcourt Wokocha and Michael Ngei Mpia centred their study on investigating the impact of domestic debt and interest rate on Nigeria's sustainable development from 1981 to 2016. They recommend that domestic debt should be properly spent on investment that will yield positive result on the Nigerian economy. Wokocha is a Lecturer in the Federal University, Otuoke while Mpia is a lecturer at the Elechi-Amadi Polytechnic.

Emilia T. Hart and Azunwo A. Anyahie investigated the association between proactive strategy and marketing effectiveness in quoted consumer goods firms in Nigeria. Their study found that there are different degree of positive and statistically significant association between proactive strategy and the metrics of marketing effectiveness used in this study (customer loyalty and market share). Hence the study concludes that proactive strategy is vitally important in achieving marketing effectiveness. Hart is an MSc student while Anyahie is a Doctoral student and Ag. Dean, School of Management Sciences, Federal Polytechnic of Oil and Gas, Bonny.

Augustine E. N. Oko and Chidiadi Esi-Ubani are of the Michael Okpara University of Agriculture, Umudike. Their paper discussed the ability of Systems selling to bring about Economic development in Nigeria.. Findings from their study include that Systems selling as practiced in Nigeria does not have significant impact in product logistics and distribution efficiency in Nigeria, Systems selling is not a common feature among organizations in both the public and private sectors in Nigeria and corrupt political practices caves in for non-

professionals and non-specialists to manage marketing based governmental investments to the detriment of economic development.

Kingsley A. Nwogu and Anthonia E. Bestman investigated document password and organizational efficiency in deposit money banks in Rivers State and found that there is a strong association between document password and organizational efficiency in deposit money banks in Rivers State. Based on the findings, it was recommended that deposit money banks in Rivers State should encourage document password techniques in order to create consistency as well as ensure and enhance the control of the versions of these techniques. Dr. Bestman is a senior Lecturer and Ag. Head, Department of Office and Information Management.

Idochi C. Sunnyjoe is an MSc student and **Ebikibina Tantua (Jr.)** is a Senior Lecturer all in the Department of Office and Information Management. Their paper reports an investigation on the relationship between talent retention and organizational sustainability in deposit money banks in Port Harcourt. The findings from their study reveal that there is a strong positive relationship between talent retention and organizational sustainability in deposit money banks in Port Harcourt. Based on the findings, this study recommends that talent retention should be encouraged in organizations because it gives opportunities to develop competent, capable and productive employees who will enhance organizational sustainability after the incapacitation or demise of a key stakeholder.

Rita E. Okoye and Gibson C. Ogonu are affiliated to the Department of Marketing, Rivers State University. Their study investigated the relationship between social media interactivity and marketing content creation in the context of quoted banks in Nigeria. The result of their study indicates that there is positive and significant relationship between social media individualization and marketing content creation of quoted banks in Nigeria. They concluded that implementing the integration of social media individualization will create marketing contents; messages and brands that are consistent, coherent in meeting the expectation of the business stakeholders.

Peter A. Olannye and Godslove Yengizifa are affiliated to the Department of Marketing, Delta State University, Asaba campus. Their study investigated how value-added strategies were discovered as the tools or the engine that drives consumer's preference for local rice. The general objective of their study was to determine the effect of value added strategies on consumer's preference for locally produced rice in Nigeria. The findings from their study showed that all variables examined such as form value-added strategy, brand value-added strategy, and place value-added strategy were significant and positive factors that affect consumer's preference for rice production in Nigeria.

Henry W. Akani and Lucky Anyike Lucky are of the Department of Banking and Finance, Rivers State University. Their study examined the effects of electronic payment instruments on commercial banks dynamics in Nigeria. Time series data were sourced from Central Bank of Nigeria Statistical Bulletin, Stock exchange factbook and financial statement of the quoted commercial banks. Their results found that the electronic payment instruments modeled in study explained 68 percent variations on return on equity and 88 percent variations on liquidity of Nigerian commercial banks.

Iziegbe Igbiosa and Horsfall Harcourt are affiliated to the Department of Marketing, Rivers State University. Their study focused on determining the nexus between market sensitivity and corporate sustainability of quoted deposit money banks in Port Harcourt, using economic viability, social responsiveness and environmental friendliness as measures of corporate sustainability.

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