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Table of Contents

Content Details:

Henry Owusu Afriyie (Author) *Abeh Informatics Consult Ltd* **Abel Yaw Tetteh (Co-Author)** *Abeh Informatics Consult Ltd*	**Waste to Energy Technology Management, the most sustainable and efficient Waste Management approach towards reducing water and airborne diseases in the Sub-Saharan Africa: Case Study of Cosmopolitan Regions.**

Background:

The clarion call for Waste to Energy Technology is gaining momentum in Sub-Saharan Africa as it is gradually becoming the surest bet for reducing water and airborne diseases. According to the Alliance of Medical Associations in Sub-Saharan Africa (2018 Medical Report) close to 980,000MT of both Solid and Liquid wastes are generated per each Cosmopolitan region half yearly. These wastes are left to the dictates of nature which add up to the ongoing climatic changes in the form of rise in sea levels as 70% of these waste materials find their route into sea bodies. Waste (also known as rubbish, refuse, garbage) is unwanted or useless materials. Solid wastes are from municipal, industrial, and agricultural activities. However, any refuse or waste can be an economic resource to others depending on the application of the rightful technologies with Waste to Energy Technology (WTE) as the most tried and tested in the Asian Regions. ***Waste is just value that we are too stupid not to use (Albert Einstein).*** Solid waste (SW) is an environmental and public health problem. There is a sustainable management method for Solid Waste. Uncontrolled landfill gases have negative health impacts on the local populace. Sorting Solid Waste increases its ability to be repurposed. Solid Waste is a cost-effective renewable energy source. Examples of Solid Waste includes Wood residuals from lumber mills (off-cuts, sawdust), Expired trees, Agricultural waste and Sorted municipal wastes (plastic, paper). Project assumptions of setting up a successful Waste to Energy Technology is estimated at an Installed capacity cost of: $4,500,000 Includes equipment, shipping, customs and installation, Annual Operations and Administrative cost of $250,000. The Project useful lifetime is 20 years, Electricity generation: 7,560 MWh, Price of 1kWh to national grid = USD 0.15 and the Cost of acquiring 1kWh worth of waste = USD 0.01. These facts make Waste to Energy Technologies not only reliable but cost effective and efficient.

Methods:

Data from the Directorates of 17 Sanitation Ministries in Africa for the years 2012-2017 were used. Chi-square test and Logistic Regression Model were used to evaluate the relationship between usage of technologies and waste management.

Results:
94.6% of Cosmopolitan Government Structures still ready to resort to waste to Energy Technologies only 5.4% has instituted appropriate advanced technologies on waste to energy. This is mostly called the Waste to Energy Projects (WTE Projects). The upscale of these waste to energy technologies has the propensity of creating sustainable wealth, reducing more filth-induced sicknesses and mostly importantly create worth. Estimately, close to 23% of Health budgets of most Governments in the Sub-Saharan Africa goes into filth induced sickness. This implies that adopting the needful technologies in waste management will end not only creating wealth but undeniably create a more healthy Sub-Saharan Africa. Most Cities have become a confused web of disorganized human activities where the life somehow moves within squalid, filthy and shabby urban envelop caused by overcrowding, insanitary environment, the heterogeneous mixture of non-conforming functions.

Conclusion: Waste to Energy must be embraced by many Sub-Saharan African Countries not only as creating a clean energy but riding our Cosmopolitan areas of needless filth. This has impact on urban sustainability.

Keywords: Airborne & Water Diseases, Agricultural waste and Sorted municipal wastes; Clean Energy; Climatic Changes; Logistic Regression, Urban sustainability

Gang Seog Ryu (Author) *Korea University*	**Regulatory Focus and Consumer Preference for New Products**

Abstract

We propose a novel way to classify new products and examine how regulatory focus will affect consumer preferences for them. Based on product attribute configuration, the level of existing attributes changes (*modified* product) or new attributes are added in new products (*added* product). In addition, based on consumer perceptions of products, inferior attributes are improved (*improved* product) or superior attributes are enhanced (*fortified* product). We expect that consumers will show different preferences for the types depending on their regulatory orientations. Regulatory focus theory suggests two types of self-regulation systems: individuals with a promotion focus value advancement-related goals, strive to attain positive outcomes and gains, and show risk-seeking propensities. In contrast, prevention-focused individuals pursue safety-related goals, avoid negative outcomes and losses, and tend to be risk-averse.

We hypothesize that prevention-focused individuals will prefer the modified or improved product, while promotion-focused individuals will prefer the added or fortified product for the following reasons. First, compared to a modified product, an added product is expected to offer greater pleasure because of the newness of the added attribute(s). However, to take advantage of the new attributes, people may have to make efforts in learning about them (i.e., learning costs). In addition, since individuals have not experienced the new attributes yet, they will perceive greater risks for the added product than a modified product whose attributes they are accustomed to. Second, individuals are likely to perceive the strengths/advantages of a product as potential gains that they will obtain because they are superior to the reference. On the other hand, the weaknesses/disadvantages of a product will be considered as potential losses because they are inferior to the reference. Thus, a fortified product will be considered as having increased potential gains, whereas an improved product will be perceived as having reduced potential losses. Since people tend to be more sensitive to losses than gains, improving weaknesses is expected to generate more favorable evaluations than enhancing strengths. Moreover, prevention-focused individuals are more loss-averse than promotion-focused ones.

We conducted two laboratory-based experiments in which one hundred eighty college students from Korea University participated. The study results demonstrated that participants' preferences for new product differed depending on their regulatory orientations. In Experiment 1, prevention-focused participants preferred modified product to added product, but promotion-focused participants showed little difference in their preferences. In Experiment 2, prevention-focused participants more frequently switched to new product when its weaknesses

were improved compared to when its strengths were fortified, whereas promotion-focused participants revealed little difference in their switching behavior. The findings will assist firms in deciding which types of new product to introduce depending on their target customers' self-regulatory orientations, so that the product will have a greater chance to be adopted by customers. Alternatively, new products should be framed differently depending on whether they target promotion-focused or prevention-focused consumers.

Keywords: regulatory focus, consumer preference, new product typology, product strategy.

Jeffrey David Anstine (Author) *North Central College*	**Graduation Rates at Colleges and Universities: a Lagged Regression Analysis.**

Abstract

Many colleges and universities are seeing declining enrollments due to changes in demographics and more people questioning the value of a college degree. It is increasingly important for institutions of higher education to have a high percentage of incoming students graduate from their school. Regression analysis has been used to predict graduation rates at institutions of higher learning. While this approach has many advantages over other methods of explaining differences in completion rates previous research has some limitations. One problem is the regressions use all variables from the same time period. Graduation rates are a function of variables, such as standardized test scores of when the students started school. This research adds to the literature by estimating regressions predicting graduation rates as a function of significant variables from four and six years previously.

Keywords: Business Management, Business Statistics, Graduation rates, Colleges, Universities, Higher Education, Regression Analysis

Ogunkolade Ola Sunday (Author) *Newcastle College University*	**Examining Millennial Perspectives on Corporate Social Responsibility in the United Kingdom Fast Fashion.**

Abstract

Corporate social responsibility (CSR) is growing as firms must address sustainability challenges. However, engaging key consumer groups like millennials is necessary to make an influence. Millennials are more aware of CSR, yet limiting conceptualizations assume consistency. Therefore, this paper investigates millennial fashion consumer relationships with corporate social responsibility (CSR) initiatives in the United Kingdom fast fashion context. The quantitative, cross-sectional study examined CSR awareness, buying intent, loyalty, and emphasis areas in 102 different UK millennials aged 18–38. Non-probability sampling was utilised for social media recruitment. Hypothesis testing was possible with descriptive, correlational, regression, and dominance analysis. Findings shows that Minimal variability was found between retailers' CSR perceptions. However, CSR attitudes significantly predicted key outcomes like purchase intent and loyalty, explaining over 49% of variance. Interestingly, supply chain ethics upholding labor rights emerged as the most influential CSR area over environmental factors. Reliance on self-reports, absence of qualitative data, and lack of probability sampling constrain generalizability and explanatory power are limitations of the work. Advancing contextualized understanding that warrants incorporating mixed methods and critical paradigms that analyze identity plurality and systemic contradictions are recommended. Rather than exaggerating consumer "choice," solutions that should enable joint structural and individual action

Keywords: *Fast Fashion, Corporate Social Responsibility, Millennial Consumers, United Kingdom, Apparel Retail*

1.1 Introduction

1.2 Background and Problem Statement

Corporate social responsibility (CSR) has gained substantial traction amid growing societal expectations for companies to address environmental, social and ethical issues within their business practices. However, realising meaningful impact requires engaging vital consumer groups. As the largest generational cohort wielding over £200 billion in spending power, millennial consumers have become pivotal catalysts for responsible brands (Smith, 2010; Whelan & Fink, 2016)Compared to previous generations, millennials display heightened consciousness regarding labor exploitation, climate change, and sustainability challenges associated with globalised production systems (Zarwi et al., 2022). For instance, surveys indicate that 73% of millennials are willing to pay more for environmentally friendly or ethically produced goods, providing incentives for fashion firms' CSR commitments (NIQ, 2018). However, current academic comprehension of diverse millennials' awareness, interpretations and responses to corporate sustainability initiatives remains limited in concerning ways. Extant literature focused on apparel retail contexts relies heavily on student samples centered around privileged Western perspectives (Lu et al., 2013; Sudbury-Riley & Kohlbacher, 2016). Such narrow conceptualisations ignore marginalised voices and fail to capture identity-based, socio-cultural variations within the cohort. As Rudolph et al. (2020) argue, prevailing approaches presume all millennials share uniform social concerns and behaviors regardless of systemic inequities tied to race, class, gender, disability or sexual orientation. Problematically, the erasure of intersectionality obscures contingencies in access, salience and skepticism shaping CSR connections.

1.3 Research Questions and Objectives

This paper aims to address underexplored consumer angles by investigating three key research questions regarding millennials and fast fashion CSR:

RQ1. What awareness and perceptual patterns characterize millennials' consciousness of fashion retailers' CSR agendas and activities?

RQ2. How and to what extent do apparel CSR perceptions influence important millennial consumer behavioral outcomes including purchase intent and brand loyalty?

RQ3. Which spheres of CSR focus such as environment, community relations or labor rights do millennials view as most important when evaluating fashion brands' responsible positioning and impacts?

The study also aims to test the following hypothesis:

H1: UK millennial consumers have greater awareness and positive perceptions of H&M's CSR initiatives compared to Primark and ASOS.

1.4 Significance of Research

Examining these questions through an inclusive empirical study can provide more critically informed, nuanced insights to advance theory and practice. The results have the potential to enhance scholarly understanding of millennials as diverse individuals negotiating intricate connections between brands and consumers that are influenced by systemic power and ethical interpretations (Ortiz-Pimentel et al., 2020). Culturally broad data and segmentation can help fashion companies and marketers better execute CSR programmes that resonate with a varied range of emerging generational consumers. All things considered, encouraging diverse research that questions stereotypes holds hope for progress toward a real ethical revolution in the clothing sector. Three main contributions are the focus of this paper. First off, research exposes underreported variables, conflicts, and variances related to social settings, which helps challenge stereotypes of millennials as being universally pro-corporate social responsibility. Secondly, the explanation of consumers' ethical buying ambitions in the face of contextual restrictions is provided by validating and refuting prevalent cognitive theories. Lastly, contrasts between the effects of several CSR emphasis areas clarify the goals for reforming the fashion sector, with a focus on the experiences of marginalised stakeholders rather than presumptions. This important consumer-grounded viewpoint can address structural obstacles to sustainability while enhancing responsiveness to consumer values.

1 Theoretical Framework

Several theories have been utilised to investigate the relationships among customer knowledge, perceptions, and actions concerning corporate social responsibility (CSR) endeavours. The prevalent viewpoints narrowly concentrate on how psychological characteristics of the individual influence CSR processing and moral decision-making. For example, the theory of planned behaviour (TPB) shown in Figure 1 suggests that in order to determine ethical consumption intents and behaviours, consumer attitudes toward sustainability interact with subjective standards and perceived behavioural control (Dean et al., 2008).Based on TPB, Tarkiainen & Sundqvist, (2009) found attitudes towards apparel companies' CSR and subjective norms predicted sustainable purchase intentions. However, such cognitive models concentrating on internal factors like information processing are limited in accounting for external societal drivers that configure consumer spaces for action. As Auger and Devinney (2007) critically highlight, the overreliance on attitude-behavior models obscures the complex, context-dependent nature of ethical consumption.

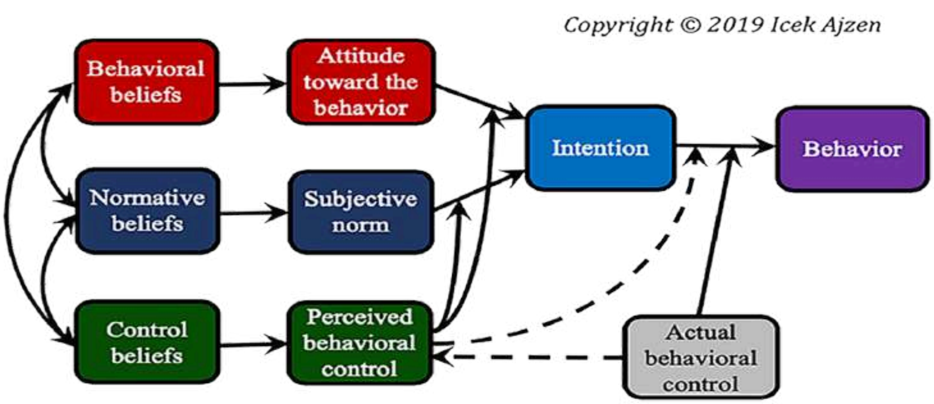

Figure 1. Theory of planned behavior (Ajzen, 1991)

Bridging paradigms, this paper adapts the stimulus-organism-response (S-O-R) framework alongside critical theory lenses. The S-O-R model represented in Figure 2 conceptualizes CSR information and activities as stimuli that influence cognitive and affective reactions, shaping attitudinal and behavioral outcomes (Du et al., 2007). This lens enriches internal decision-making perspectives by incorporating the role of external sociocultural forces in shaping interpretations of CSR communications. However, S-O-R remains limited as a deterministic model fixated on individual consumer responses. Critical theory perspectives contend that prevalent discourses obscure institutional drivers of unsustainability while assigning ethical responsibility wholly to consumers (Öberseder et al., 2014). As Banerjee (2008) argues, corporate CSR rhetoric promotes the illusion that purchase decisions can rectify systemic injustices when production logics generating ecological crises remain unquestioned. Hence, this study adapts the S-O-R model while analyzing how contexts of identity, power and privilege intersect with cognitive processes to explain consumers' aspirational yet constrained ethical agency.

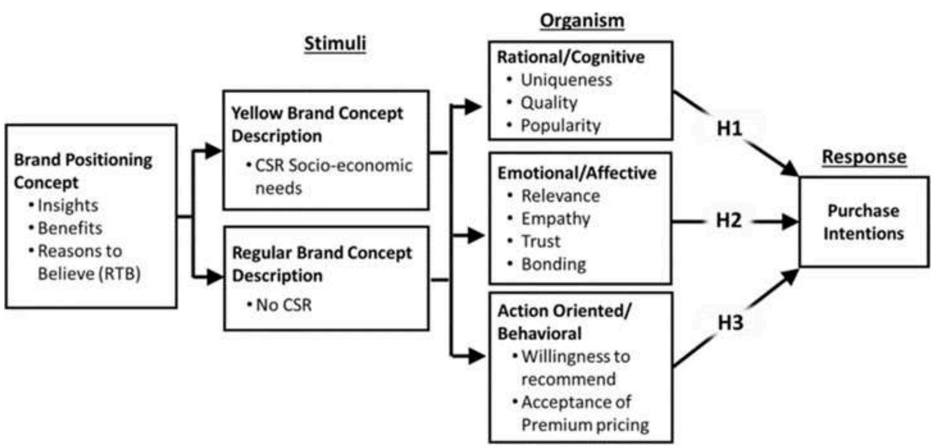

Figure 2. Stimulus-organism-response model (Mehrabian & Russell, 1974)

Critical theory application reveals how institutional expansions of fast fashion regimes that are damaging yet very profitable, and that are based on the exploitation of cheap labour worldwide, are hidden under the prevailing emphasis on consumer education and nudging (Leticia Gabriela Galatti, 2022). Governments continue to subsidise this status quo, allowing businesses to avoid accountability and leaving it up to consumers to make sense of the contradictions by engaging in ethical purchasing. But because these sovereign spaces are dependent on excess income, they are inaccessible to underprivileged millennials who must overcome austerity constraints and institutional injustices. Analyzing consumption patterns critically would highlight difficult trade-offs between practical concerns and moral goals based on social positions. In order to advance theoretical understanding, it is necessary to analyse the ways in which complicated clothing CSR connections are shaped by the interactions between internal decision drives, identities, rhetoric, and systemic contexts.

2 Methodology

2.1 Research Design

This study adopted a quantitative, cross-sectional survey-based research design to investigate relationships between corporate social responsibility (CSR) and consumer behavior among millennial fashion shoppers. Aligning with the deductive hypothesis-testing purpose, a self-administered online questionnaire enabled large-scale data collection for statistical modelling of CSR impacts proposed by existing literature. As Ponterotto (2005) notes, the quantitative approach aligned with the researcher's positivist orientation prioritising objective measurement generalisability over constructivist idiographic meaning. However, critical scholars argue such designs privilege detached theory testing over participatory transformation (Lather, 1989). Integrating qualitative dialogues with marginalised communities could enrich future investigations.

2.2 Sample

The target population encompassed millennials in the United Kingdom aged 18 to 38 years old. Non-probability quota and convenience sampling was utilised given prohibitive costs and absence of probability sampling frames for this cohort (Bryman, 2016). Participants were recruited by placing advertisements on social media platforms popular among millennial demographic groups such as Facebook, Twitter and Instagram. The advertisements invited millennials to partake voluntarily in the research study through a linked online survey. A diverse sample of 102 millennials was ultimately obtained over a 6-week timeline from July to September 2023. While probability methods would have increased generalisability, resource constraints necessitated pragmatic non-probability techniques (Bartlett et al., 2001). However, the recruitment of an inclusive, demographically varied sample of millennials for hypothesis testing enabled valuable theory advancement.

2.3 Instrumentation

A structured self-completion questionnaire was developed as the measurement instrument based on established scales from prior academic studies demonstrating strong reliability and validity in apparel research contexts. The survey comprised Likert-scale measures of the independent variables regarding consciousness of and favorability towards Primark, H&M and ASOS's CSR initiatives. Outcome variables including purchase intent and brand loyalty were adapted from scales validated by Sudbury-Riley & Kohlbacher (2016) and Hubacek et al. (2011). Pre-testing and piloting refined the survey to optimise coherence. However, the lack of open-ended qualitative items or observational triangulation represents a methodological limitation necessitating future mixed-methods enrichment.

2.4 Analytic Strategy

Statistical analysis was conducted using SPSS Version 26 software. Descriptive statistics enabled sample profiling. Reliability analysis using Cronbach's alpha tested internal consistency for each multi-item scale as shown in table 1. Correlational analysis examined CSR perception interrelationships with purchase intent and loyalty. Hypothesis testing involved multiple regression modelling to assess the predictive capacity of CSR attitudes on behavioral outcomes when controlling for sociodemographic factors. Testing for assumption violations guided valid explanatory inferences (Field, 2013). Dominance analysis supplemented regressions to determine the relative importance of diverse CSR focus areas. However, the reliance on cross-sectional self-reports raises validity concerns which longitudinal tracking of actual behaviors could address. Critical scholars also contend such descriptive models promote acontextual reductionism when consumption constraints warrant examination (Auger & Devinney, 2007). Qualitative mapping of identity struggles would illuminate tensions between ethical aspirations and pragmatic barriers.

Table 1: Reliability Analysis

Scale	Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
Consumer Perceptions of CSR	0.963	0.963	5
Purchase Intention	0.966	0.966	7
Brand Loyalty	0.971	0.971	7

2.5 Ethics

The research design obtained university ethics approvalprioritising informed consent, anonymity through secure data handling, confidentiality and voluntary participation without coercion. As part of the ethical reflexivity process, the researcher acknowledges the privilege embedded within academic extraction of knowledge and need for community participatory paradigms.

3 Results and Discussion

3.1 Millennial CSR Perceptions

Quantitative analyses revealed minimal variations between apparel retailers regarding consumer awareness and perceptions of corporate social responsibility (CSR) initiatives. The results showed that the CSR factor did not significantly influence participants' perceptions, as evidenced by the statistical test Pillai's Trace ($p > 0.05$). Mauchly's Test indicated that the assumption of sphericity was met for the CSR factor. However, tests of within-subjects effects showed that CSR significantly impacted consumer perceptions after applying the Greenhouse-Geisser correction ($p < 0.05$). ANOVA findings revealed no considerable brand differences, contrasting assumptions that market leaders have stronger attribution from CSR efforts. However, mean ratings demonstrated moderately positive consumer consciousness toward CSR across a value fashion chain (Primark), fast fashion leader (H&M), and online-first brand (ASOS). This implies CSR currently neither meaningfully advantages market leaders nor hampers lagging brands.

Table 2: Repeated measures ANOVA multivariate tests

Effect		Value	F	Hypothesis df	Error df	Sig.
CSR	Pillai's Trace	.051	2.702	2.000	100.000	.072
	Wilks' Lambda	.949	2.702	2.000	100.000	.072
	Hotelling's Trace	.054	2.702	2.000	100.000	.072
	Roy's Largest Root	.054	2.702	2.000	100.000	.072

Table 3: Awareness and Perceptions of CSR Initiatives

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Consumer Perceptions of CSR Primark	102	1.00	5.00	3.0627	1.24725	1.556
Consumer Perceptions of CSR H&M	102	1.00	5.00	2.9275	1.15348	1.331
Consumer Perceptions of CSR ASOS	102	1.00	5.00	2.8745	1.12185	1.259
Valid N (listwise)	102					

According to institutional theory, managerial conformity to socio-political expectations rationalizes legitimacy (Deegan, 2002). The lack of reputational hierarchies implies CSR adoption has potentially become an industry-level 'hygiene' factor amid growing stakeholder pressures. Nonetheless, modest scores indicate room for development as opposed to saturation. Prior research indicates that, in comparison to electronics, clothes CSR knowledge is still low, implying that fashion lags behind in terms of transparency (Pomering & Dolnicar, 2009). Additionally, detractors contend that corporate disclosures only create identities of "responsibility" that are detached from unsustainable practises (Boiral, 2013). It might be necessary to shift from performative CSR signalling to changing the underlying business models and institutions that support waste in order to bring about meaningful change.

The lack of variance, however, probably partly reflects growing scepticism among millennials in the UK, overriding the literature-proposed cognitive signalling effects. Mistrust has grown as a result of highly visible failures to develop ethical supply chains despite well-publicized CSR messages, particularly for well-known incumbents like H&M. (M. Taplin, 2014). Other studies also show a significant degree of mistrust about CSR messages, which our additional data with few brands actively investigating their claims confirmed (Skarmeas & Leonidou, 2013). A critical analysis of the results reveals intricate legitimacy factors related to context and identity. It is important to investigate marginalisation and heterogeneity. Explanations could be improved by using structural equation modelling that takes into account latent variables like media exposures.

3.2 CSR Impacts on Purchase and Loyalty

Regressions validated positive relationships proposed in literature between favorable CSR perceptions and key commercial outcomes including millennials' purchase intent and attitudinal brand loyalty across all apparel retailers. As Table 4 shows, 55.4% of the variability in purchase intentions was attributable to CSR attitudes, aligning with theory of planned behavior predictions of strong links (Dean et al., 2008). Additionally, 49.2% of variance in brand loyalty was explained by CSR favorability evaluations as per Table 5, reinforcing identity frameworks emphasizing emotional connections (Martínez & Rodríguez del Bosque, 2013).

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744	.554	.541	.81	1.89

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.702	.492	.477	.90151	1.771

The strong predictive power supports studies on planned behaviour and identity frameworks, showing CSR shapes consumer-brand identification and behavioural preferences (Sen & Bhattacharya, 2001; Dean et al., 2008).This reinforces arguments on integrating social responsibility within branding and business strategies. However, variations in effects magnitudes merit examination. The online native brand ASOS exhibited the greatest lift in purchase intent and loyalty based on CSR favorability perceptions. Purposive integration of sustainability into ASOS's platform functioning and brand identity appears to have an impact on millennials, making it a digital disruptor. This strengthens claims that, when positioned genuinely, strategic CSR-brand alignment amplifies behavioural impacts (Becker-Olsen et al., 2006).

Nonetheless, a few issues merit consideration. First of all, there are validity concerns when self-reported purchase intentions are used in place of observation. Extensive research on intention-behavior gaps indicates that relying too much on moral self-concepts runs the risk of distorting reality, which is full of difficult practical tradeoffs related to social (Auger & Devinney, 2007). According to critical thinkers, these disparities arise because consuming is a social construct rather than a personal decision. Secondly, the large variance explained may be due to social desirability biases, which cause respondents to overstate their virtuous desires in response to survey circumstances. Despite ethical messages, buried contradictions between the use of fast fashion and its effects on the climate probably still exist. The positivist modelling method runs the risk of making consumers more responsible and decontextualized than organisations that uphold harmful systems.

3.3 CSR Focus Area Importance

Modeling various CSR focus areas' relative impacts on purchase intent revealed unexpected yet contextually understandable findings. Dominance analysis of Table 6 indicated positive supply chain ethics upholding labor rights most strongly predicted apparel buying intentions instead of environmental sustainability. This deviates from portions of literature on the primacy of "green" CSR (Tian et al., 2011). However, apparel production practices characterized by sweatshop conditions and livelihood precarity explain UK millennials' prioritization of social equity initiatives over recycled materials usage or lower emissions. Academics have argued human rights in global supply chains represent the most urgent moral issues facing fashion (Jung & Jin, 2014). Critically reflecting structurally, fast fashion regimes premised on disposability and constant novelty rely on abundant cheap labor without employment security – a contradiction unlikely resolved solely through consumer circularity or market mechanisms (Leticia Gabriela Galatti, 2022). However, interpreting self-reported behavioral intentions warrants caution given validity gaps. Partnering with brands to track sales against CSR messaging would strengthen claims.

Table 6: Dominance scores

CSR Area	Dominance Score
Environmental Sustainability	0.0898
Community Involvement and Philanthropy	0.1094
Ethical Sourcing and Fair-Trade Practices	0.1247
Transparency in Reporting CSR Efforts	0.1177
Positive Impact on Employees and Working Conditions	0.1207

4 Conclusions and Implications

4.1 Theoretical Contributions

Three main theoretical contributions are made by the findings. First off, the signalling theory's presumptions that well-known companies have an inherent cognitive advantage when it comes to imputed social responsibility are challenged by the lack of discernible variations in CSR judgments between value and well-known clothes stores (Connelly et al., 2011). The observed discrepancies draw attention to the necessity for a more critical, contextualised application that looks at the ways that systemic influences influence attribution, scepticism, and access. Second, confirming proposed CSP-behavioral connections based on planned behaviour is consistent with the body of existing literature; nonetheless, the magnitudes of impacts differing according to brand identity and channel indicate circumstances that require more research (Dean et al., 2008). Understanding could be improved by moderator analysis using structural equation modelling. Lastly, comparisons showing supply chain ethics to be more important than sustainability programmes point to areas that should be prioritised for industry change and consumer-informed CSR. Critical scholars argue that multidimensional assessments like this are still restricted if they don't examine how economic systems link with waste and exploitation that persists (Öberseder et al., 2014). Research directions therefore include using mixed qualitative methodologies and paradigm pluralism to produce a contextualised and nuanced understanding of corporate social responsibility (CSR) in the setting of consumption restrictions and identity tensions.

4.2 Managerial Implications

Research shows that in order to effectively leverage CSR in fashion marketing, communication strategies must be balanced with reliable transparency. Since past mistakes have led to distrust, companies need to go beyond performative messaging and engage in a participatory reform of the underlying production logics. Another best practise that comes to me is customising platforms and messaging for identity-based customer segments. Showing off supply chain worker empowerment, for instance, could successfully attract millennial demographics that are interested in justice. Securing legitimacy, however, necessitates resolving competing demands for development, speed, novelty, and sustainability at the same time. Companies should recognise systemic limitations on moral agency and jointly build solutions that incorporate both structural and individual action, rather than exaggerating consumer "choice."

4.3 Concluding Remarks

Through an empirical analysis of millennial consumers' associations with garment businesses' CSR initiatives, this study tackled uncharted area. Quantitative findings demonstrated consequences and awareness difficulties that need for more critically informed scholarship. Prospects for further investigation encompass utilising interpretive, discursive, and observational techniques to place CSR relationships in the framework of identity plurality. In order to involve various consumer voices in participatory paradigm shifts, it is necessary to move beyond reductionist measurements of attitudes and self-reported actions in order to enable responsible transformation of the fashion industry.

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How does globalization affect employment, Law and International Trade globally: A comparative analysis to overcome the negative impacts.

Abstract

Introduction: The dramatic expansion of globalization has caused both advantages and disadvantage to the entire world. This document primarily focuses on the negative impacts of globalization to employment, law and international trade while it has increased economic growth, cultural exchange, new business markets, spread of ideas, technology and innovations, created jobs, improved people's living standard, and increased choices. Globalization has resulted several disadvantages such as job displacement, loss of jobs, lower wage, cultural homogenization which leads to loss of diversity and identity, various negative environmental effects like increased pollution and deforestation, loss of biodiversity caused by economic specialization and infrastructure development, greenhouse gas emission, global expansion difficulties, marketing and global communication challenges, increased competition, immigration challenges and many more.

Literature Review: Several states are reluctant to implement laws against the violations of globalization as they financially benefit to a greater extent. Corruption and bribe are commonly known fact amongst the political leaders, high officials and the designated authorities, as a result the negative impacts of globalization continue and cause number of adverse effects to the nations from around the world. The existing laws and regulations are not governed to protect people from the damages generated by globalization. For example, environmental pollution and global warming have become burning issues to the entire globe. There are difficulties that pose a threat due to globalization and we have become treacherously exposed to systemic hazards that exceed borders.

Research methodology: The researcher used a combination of qualitative and quantitative methods, open-ended and closed- ended questions to achieve the objectives of the research, scholarly literatures, Google Scholars, References and comprised data focusing on exposures concerning the issues and challenges of globalization and the possible solutions to limit the disadvantages of globalization.

Findings and Recommendations: Countries should put forward appropriate policies and practices in place that limit the disadvantages of globalization and the businesses need to prepare to face the challenges caused by globalization and they should learn about how to make benefits by globalization. The business owners need to identify opportunities related to globalization and the risks it brings can empower them to be more effective and offer more value to their businesses. The business owners should gain understanding of the macroeconomic, political, and social conditions that have an impact on modern globalization. The issues need to be shifted from global governance to national governance. Businesses should focus on where the biggest economic gains can be made, and navigate the difficulties to reach their global expansion goals.

Conclusion: Even though globalization is an established part of the modern world, it brings challenges as companies start to grow and expand across borders. Countries must accept shared responsibility for managing the risks that it has created. Companies encounter many characteristics of their businesses change once they enter the global marketplace. For example, globalization makes the workforce more diverse. This diversity is an overall positive change, but it creates some challenges. Therefore, globalization requires a truly global response and coordinated action to address the issues effectively.

Key words: Globalization, Trade, Law

Menasie Yitbarek Mengistu (Author) *Dire Dawa University Institute of Technology*	**Development and Characterization of a Composite Material for Construction Applications: Eastern Ethiopia.**

Abstract

This study focuses on the development and characterization of a composite material for ceiling board construction in the Ethiopian context, utilizing waste paper, sawdust, and pineapple leaf fibers to address environmental concerns through waste material recycling. The manufacturing process involves manual mechanical bonding techniques with dissolved polystyrene films serving as a binding agent. The investigated composite exhibited water absorption values ranging from 6% to 8.1% and density values between 500 kg/mm3 and 611.1 kg/mm3. Optimized properties were achieved with a composition of 25% pineapple leaf fiber, 40% sawdust, 25% binder, and 10% waste paper. Furthermore, the composite ceiling boards demonstrated satisfactory nail-holding capacity and performed comparably to conventional ceiling boards, indicating their suitability for internal low-cost construction projects. Additionally, these composite materials offer insulation benefits in both acoustic and thermal aspects. This research suggests promising opportunities for the effective utilization of such composites in Ethiopian construction practices, thereby contributing to sustainable development and environmental conservation efforts.

Keywords: Composite Material, Construction Applications, Textile, Ethiopia

Akinpelu Sunday Oluwaseun (Author) *University of Ibadan*	**Influence of Transformational Leadership on Staff Motivation and Job Satisfaction at the University of Ibadan, Nigeria.**

Abstract

The study investigated the impact of transformational leadership on staff motivation and job satisfaction at the University of Ibadan. The study adopted a cross-sectional survey research design and gathered data from 231 non-academic/administrative staff in the University of Ibadan. Data were gathered using standardized scales of measurement. Frequency distribution revealed that more of the respondents 43.3% were between 31 and 40 years old. Findings revealed that there exists a significant relationship between job satisfaction and transformational leadership ($r = .56$; $p < .01$). Also, there exists a significant relationship between motivation and transformational leadership ($r = .56$; $p < .01$). Based on the findings, it was concluded that transformational leadership is vital to the overall satisfaction and motivation of non-academic staff. It was therefore recommended that University management should make it a point of duty to organize leadership training for their executive and administrative heads. Emphasis should be laid on developing skills that align with being a transformational leader.

Keywords: Transformational leadership, Motivation, Job satisfaction, Non academic staff, Nigeria.

INTRODUCTION

Every organisation exists for one reason or the other. Some organisations exist for profit-making purposes, while some others are registered and have been run by Non-For-Profit. However, the fact remains that all organisations exist to achieve a set vision, mission, or objectives. It is important to note that there is virtually no organisation that exists without human resources. Invariably, employees are needed to drive the course of the organisation. Without employees, there is a greater tendency for the essence of the organisation to be defeated.

It is important to state that organisations do not just need employees, but they need employees who are happy, motivated, and satisfied to discharge their duties (Awada, Johar, and Ismail, 2019). For organisations to report a high level of productivity, they must keep their employees motivated and satisfied.

As a definition, while employee job satisfaction refers to the contentment an employee fills on the job (Saif, Nawaz, and Jan 2012), motivation is recognised among scholars as the psychological process that drives the arousal, direction, intensity, and persistence of behaviour (Locke and

Letham, 2004). Job satisfaction further refers to the feeling of fulfilment that an employee experiences in connection with their job (Yoon, and Foroudi, 2020). Hauff et al., (2015) indicated in their study that job satisfaction remains one of the most important and crucial factor in human resources as it stands out to be a major employee force that drives an organisation to success or otherwise. It was affirmed that a happy and satisfied employee would give their best to the organisation, display some level of sense of belonging, and subsequently increase overall performance (Jalagat and Aquino, 2021). Some researchers refer to employee job satisfaction as a subjective feeling that an employee experiences (Hee et al., 2020).

Motivation on the other hand serves as the impetus that invigorates and directs an individual's endeavours in pursuit of a specific objective (Meirinhos et al., 2023). Hence, motivation emerges as a pivotal concern that exerts a substantial influence on job performance and plays a fundamental role in directing personnel toward essential objectives (Meirinhos et al., 2023).

A series of factors have been investigated as potential predictors of employee job satisfaction and motivation in organisations. For instance, Salazar and Diego-Medrano (2021) investigated the role of work-life conflict on employee satisfaction among Information Technology (IT) professionals. The study adopted a quantitative method and gathered data from 2,892 IT professionals. It was discovered that certain dimensions of work-family factors such as family-supportive supervisory behavior, citizenship behavior as well as favorable

workplace climate were positive predictors of employee satisfaction. Also, Hee, et al., (2020) investigated factors that predict job satisfaction among academic staff in Malaysia. The study adopted a quantitative research method and gathered data from eighty-two (n = 82) academic staff in Malaysia. It was discovered that factors contributing to job satisfaction among academic staff include the following; pay and benefits, work environment, and management leadership styles

Theoretically, previous studies have been carried out to understand the application of Herberg's two-factor theory in employee job satisfaction and motivation. According to Herzberg et al., (1959), it is propounded that every employee has triggers that make them happy and willing to exert their effort at work. This was categorized into motivator and hygiene factors. Motivator factors, according to Herzberg (1959) refer to factors that are internally driven and make employees to be satisfied. This could mean a sense of achievement, responsibility, career advancement, and opportunities, among others. Majorly, motivator factors are internally driven. However, the hygiene factors are those conditions that are external to the employee. This cuts across pay and salary, benefits, among others. A study by Singh (2013) on the application of the two-factor theory affirmed that motivator factors contribute more to employee job satisfaction. On the other hand, Dobre et al., (2017) reported that hygiene factors such as pay and benefit have more influence on employee satisfaction.

The bottom line of the Herzberg two-factor theory remains that there are factors that contribute to employee satisfaction and motivation. While there exist loads of research on predictors of employee satisfaction and motivation, this study identified a gap in knowledge regarding the impact of transformational leadership style on employee job satisfaction and motivation, especially among University of Ibadan employees.

Based on this, the following hypotheses will be tested in this study;

1. Transformational leadership style will have a significant and positive relationship with employee job satisfaction.
2. Transformational leadership style will have a significant and positive relationship with employee motivation.

METHOD

Research Design

The study adopted a cross-sectional survey research design. The variables investigated were transformational leadership style (Independent variable), job satisfaction (Dependent variable), and motivation (Dependent variable). Other variables were demographic factors: Age, gender, level of education, years in employment, and average monthly income.

Population

The target population for the study was University of Ibadan employees. This includes executive administrative staff and core administrative staff. There are a total of five hundred and seventy (570) administrative staff (499 executive administrative staff and 71 core administrative staff).

Table 1: Population of Study

Departments	Executive Administrative staff	Core administrative staff
137	499	74

Sources: Computer Room, Human Resource and Development/Non-Academic, U.I. 2019

Sample and Sampling Technique

A multi-stage sampling procedure was used to select administrative staff at the University of Ibadan, Oyo State. In the first stage, the purposive sampling technique was used to select eight faculties with the highest number of administrative staff. In the second stage, a simple random sampling technique was used to select 40% of all administrative staff in the eight faculties. In the third stage, a purposive sampling technique was used to select a total of 234 administrative staff in the University of Ibadan.

Participants

The study was conducted among the non-academic/administrative staff of the University of Ibadan, Ibadan, Oyo State.

Instruments

A single paper and pencil questionnaire was adopted for data collection in this study. The structured questionnaire will be divided into four sections these are as follows;
SECTION A: Demographic Variable
This is the first section of the questionnaire. The questionnaire comprised the following demographic information; Age, gender, educational qualification, and work experience.
SECTION B: Job Satisfaction scale
This section comprised of job satisfaction scale developed by Nanjundeswaraswamy (2019). The scale measures the extent to which employees are satisfied with their jobs in the following domains; satisfaction with working conditions, work environment, and co-workers. Specific dimensions in the scale are as follows; organizational culture, job clarity, participative management, job security, work-life balance, teamwork, work stress, career advancement opportunities, training and development, communication, relation and cooperation at work, leadership styles, benefits, welfare facilities and training and development. This study did not consider these dimensions, however, adapted 15 items to suit the purpose of the study. Response format to the scale items ranged as follows; SD - Strongly Disagree (1), D - Disagree (2), U - Undecided, (3), A - Agree (4), and SA - Strongly Agree (5). The scale developer reported an internal consistency that ranged between 0.773 and 0.986.
SECTION C: Employee Motivation Scale

This section measures motivation, using a scale developed by Nawab et al. (2011). Related items will be selected to measure motivation (7 items). Response to the items ranged between SD - Strongly Disagree, SLD - Slightly Disagree, D - Disagree, A - Agree, SLA - Slightly Agree, and SA - Strongly Agree. The scale developers reported an internal consistency of ($\alpha = .70$).
SECTION D: Transformational Leadership Scale

This section comprised a 26-item scale developed by Chaoping and Kan (2008). The scale was developed to measure the extent to which employees perceive that transformational leadership style is utilised. Response to the items ranged between SD - Strongly Disagree, SLD - Slightly Disagree, D - Disagree, A - Agree, SLA - Slightly Agree, and SA - Strongly Agree. The scale developers reported an internal consistency of 0.834.

Procedure

The researcher sought permission to conduct the study by writing a letter to the school registrar. Before the administration of questionnaire copies, the respondents were informed of the exercise and the main objectives of the study. Participants were selected for the research using the cross-sectional survey research design. An author1 sampling technique was adopted to recruit the participants to the study. About two hundred and seventy (270) questionnaires were administered, at each administration, the consent of the respondent was informed coupled with proper information, and the purpose of the study, and their queries were addressed. However, only 231 were retrieved and utilised for data analysis, yielding a response index of 86%. The names and personal details of the respondent were not included in the questionnaire in an attempt to ensure anonymity and confidentiality of their response. Each section of the questionnaire was in Likert point format response except for a few questions among

demographic variables (in which some will be the open end) the filled questionnaires were retrieved at their completion for analysis.

Statistical Analysis

Gathered data were subjected to analysis using Statistical Package for Social Sciences version 24.0. Based on the stated hypotheses, hypotheses were tested using Pearson r correlation.

RESULT

This chapter presents results on gathered data from two hundred and thirty-one (231) University of Ibadan administrative staff. This includes contract, casual, and permanent staff. Although two hundred and seventy (270) questionnaires were distributed, only two hundred and thirty-one (231) were retrieved and utilized for data analysis.

4.1 Socio-Demographic Information of Respondents

This section consists of data analysis as regards the demographic distribution of sampled University of Ibadan staff. Demographic factors analysed include; age, sex, marital status, educational qualification, religion, occupational status, years spent on the job, training type, and frequency of undergoing training.

Table 2: Demographic Distribution of Respondents

SN	Variables	Response	Frequency	Percentage
1	Age	20-30 years	54	23.4
		31-40 years	100	43.3
		41-50 years	53	22.9
		50 years above	24	10.4
2	Sex	Male	115	49.8
		Female	116	50.2
4	Educational qualification	O'level	7	3
		ND	16	6.9
		NCE	23	10
		HND	65	28.1
		First degree	106	45.9
		Postgraduate	14	6.1
4	Years already spent on the job	0-5 years	52	22.5
		6-10 years	98	42.4
		11-15 years	41	17.7
		16-20 years	18	7.8
		21 years above	22	9.5
	Total		**231**	**100**

Table 2 presents results on the demographic distribution of respondents. It is shown that more of the respondents 100 (43.3%) were between 31 and 40 years old, 54 (23.4%) were between 20 and 30 years old, 53 (22.9%) were between 41 and 50 years old, while the other 24 (10.4%) were 50 years old and above. As regards sex distribution, more of the respondents 116 (50.2%) were females, while the other 115 (49.8%) were males. According to educational qualification, more of the respondents 106 (45.9%) indicated to be first degree holders, 65 (28.1%) were HND certificate holders, 23 (10%) were NCE holders, 16 (6.9%) were ND certificate holders, 14 (6.1%) were postgraduate certificate holders, while the other 7 (3%) were O'level certificate holders.

According to years spent on the job, more of the respondents 98 (42.4%) have between 6 and 10 years of work experience, 52 (22.5%) have between 0 and 5 years of work experience, 41 (17.7%) were between 11-15 years
of work experience, 18 (7.8%) have between 16 and 20 years of work experience, and the other 22 (9.5%) have 21 years and above work experience.

Hypotheses Testing

Hypothesis one states that there will be a significant and positive relationship between transformational leadership style and employee job satisfaction. This was tested using Pearson r correlation and the result is presented in Table 3;

Table 3: Pearson r correlation summary table showing results on the relationship between transformational leadership style and job satisfaction

Variable	Mean	SD	r	df	p
Job satisfaction	41.23	13.32			
			.56	230	$< .01$
Transformational leadership	68.42	16.98			

Table 3 presents results on the relationship between job satisfaction and transformational leadership style among University of Ibadan non-academic staff. It is shown that there exists a significant relationship between job satisfaction and transformational leadership ($r = .56$; $p < .01$). The direction of the relationship is positive, hence, means that the higher the perceived transformational leadership in the University, the higher the job satisfaction reported by the employees. This confirms the stated hypothesis and, hence was retained in this study.

Hypothesis two states that there will be a significant and positive relationship between transformational leadership style and employee motivation. This was tested using Pearson r correlation and the result is presented in Table 4;

Table 4: Pearson r correlation summary table showing results on the relationship between transformational leadership style and motivation

Variable	Mean	SD	r	df	p
Motivation	19.87	5.87			
			.38	230	$< .01$
Transformational leadership	68.42	16.98			

Table 4 presents results on the relationship between motivation and transformational leadership style among University of Ibadan non-academic staff. It is shown that there exists a significant relationship between motivation and transformational leadership (r =

.56; $p < .01$). The direction of the relationship is positive, hence, means that the higher the perceived transformational leadership in the University, the higher the motivation reported by the employees. This confirms the stated hypothesis and, hence was retained in this study.

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

The study investigated the influence of transformational leadership on job satisfaction and motivation among non-academic staff at the University of Ibadan. It was discovered that there exists a significant relationship between transformational leadership style and job satisfaction. The direction was positive, therefore means that the higher the perceived transformational leadership style, the higher the job satisfaction reported by the non-academic staff. Similarly, Chen et al., (2022) examined the relationship between transformational leadership and employee job satisfaction among frontline workers. Through the survey research method, data was gathered from 211 frontline workers and it was discovered that there exists a significant and positive relationship between transformational leadership style and job satisfaction. Also, Choi et al., (2016) reported in their study that transformational leadership style has a significant influence on job satisfaction.

Also, it was discovered that there exists a significant relationship between transformational leadership style and employee motivation. The direction was positive, therefore means that the higher the perceived transformational leadership style, the higher the motivation reported by the non-academic staff. With the findings, Xu et al., (2023) carried out a study on the relationship between transformational leadership and motivation among family doctors in China. Through survey research design, it was discovered that there exists a significant and positive relationship between transformational leadership and motivation. Also, Meirinhos et al., (2023) examined the link between leadership styles and motivation among employees in Portugal. It was discovered that there exists a significant and positive relationship between leadership style and motivation. Tian et al., (2020) also confirmed that transformational leadership has a significant influence on employee motivation.

Based on the findings, it was concluded from this study that transformational leadership is germane to employee motivation and overall satisfaction, especially among non-academic/administrative staff of the University of Ibadan. Based on the findings, the following recommendations were made;

1. Firstly, it is recommended that University management should make it a point of duty to organise leadership training for their executive and administrative head. Emphasis should be laid on developing skills that align with being a transformational leader. This will in no small amount contribute to the overall

performance and elicitation of satisfaction and motivation of their subordinates.

2. Also, it is recommended that the university management conduct intermittent screening for their non- academic staff to identify their level of satisfaction and motivation. This will further help to identify the exact needs of employees to provide and subsequently motivate them to perform.
3. Further, it is recommended that more studies should be carried out on other factors that could contribute to the job satisfaction and motivation of non-academic staff of the University of Ibadan. This will help to make more practical recommendations for the overall productivity of the organisation.

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