

Journal of the Management Sciences, Vol. 61 (8) December, 2024



JOURNAL OF THE MANAGEMENT SCIENCES

Vol. 61 No. 8 December, 2024

ISSN 1118-6828

**Faculty of Management Sciences
Nnamdi Azikiwe University, Awka,
Anambra State, Nigeria.**

Email: fms@journals.unizik.edu.ng
<https://journals.unizik.edu.ng/index.php/jfms>

Copyright © Faculty of Management Sciences, Nnamdi Azikiwe

Published: December, 2024

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the copyright owner.

ISSN: 1118 - 6828

Printed by:

SCOA Heritage Nig. Ltd
No. 4 Onwurah Street, Awka,
Anambra State, Nigeria.
Mobile Contact: +2348037264795, +2348036699505
Email: scoaheritage@yahoo.com

Editorial Board

Editor in Chief

Prof. Francis O. Nwankwo

Deputy Editor in Chief

Prof. Theresa U. Anigbogu

Editor

Dr. Tonna David Edokobi

Editorial Board Members/Associate Editors

1. Dr. Purity Ndubuisi-Okolo
2. Rev. Sr. Dr. Patricia C. Oranefo
3. Dr. C. J. Igbokwe-Ibeto
4. Dr. Ifeanyichukwu Oranusi
5. Dr. Chizoba B. Okolocha
6. Dr. Ugochukwu J. Nwoye
7. Dr. Raymond A. Ezejiofor
8. Dr. Segun Idowu Adeniyi
9. Dr. Stella Nwagbara
10. Dr. Amaechi Fabian Anoke
11. Dr. Nestor Ndubuisi Amahalu
12. Dr. Maria N. Eze
13. Dr. Victoria Obi-Nwosu
14. Dr. Dr. Augustine Arachie
15. Dr. Dr. Nwamaka J. Okoye
16. Dr. George Ezeala
17. Dr. Nkiru Nwakoby
18. Dr. Njideka Onyekwelu
19. Dr. Taiwo O. Abdulahi
20. Dr. Amaka Agbata
21. Dr. Nkechi Onuzuluike
22. Dr. Solomon Uchenna Eze
23. Dr. Okoye Joy Ndidiama

24. Dr. Moses I. Okoli

25. Dr. Chijioke Iwubueze Ojiako

Consulting Editors

1. Prof. Innocent O. Chilokwu
2. Prof. Emmanuel I. Okoye
3. Ven. Prof. Anayo D. Nkamnebe
4. Prof. Hope N. Nzewi
5. Prof. Ifeanyi Nwanna
6. Prof Titus Okeke
7. Prof. B. C. Nwankwo
8. Prof. Emmanuel Chukwuemeka
9. Prof. Ogoo Okafor
10. Prof. Obianuju Chiekezie
11. Prof. Emma Dibua
- 12. Prof. Ebele Onwuka**

CONTENTS

Assessment of female married staff health literacy towards reproductive health behaviour at the University of Ibadan, Nigeria	
Taiwo Oluwaseyifunmi Olunubi; Udukhomose Suleiman Omokhabi; Abiola Adiat Omokhabi; Mofoluke Abidemi Omilani	1 - 25
Credit management and financial performance of cooperative thrift and credit societies (CTCS) in Njikoka Local Government Area, Anambra State	
Chilokwu Okechukwu; Egor, Hikarofem Ise; Chilokwu, Chioma Glory; Akubuilo; Cletus. J. C.	26 - 41
Artificial intelligence technologies and business process optimisation of commercial banks in Nasarawa State, Nigeria	
Musa David Edibo; Emmanuel Chijioke Dibua; Tonna David Edokobi	42 - 67
Board attributes and tax planning of listed consumer goods companies in Nigeria	
Babayo Esther Makka; Shatima Suleiman	68 - 86
Social inequalities and health: the role of social capital in mental well-being	
Patricia A. Adebayo; Osamuyi Aghasomwan Bello	87 - 101
Sustainable development goals (SDGs) and global inclusive development framework in Nigeria	
Ademola A. Aderogba; Opeyemi Arafat Aderogba	102 - 119
Forensic accounting in fraud detection and prevention: A literature review	
Ahmed Sabo; Hauwa Saidu; Nasiru Muhammed	120 - 134

Exploring work-life balance as a strategy for improving job performance among selected academic staff of Kwara State University, Malete

Ashiru, Olayemi Aliyu; Lawal, Yusuf Birisan

135 – 149

Integrated marketing communication and customer loyalty in carbonated soft drinks industry: Evidence from Lagos State, Nigeria

Gabriel, Olayinka Enoch; Sunmola, Babatunde Rasaki;
Afolayan, Michael Ayorinde

150 - 160

Electronic human resource management (e-HRM) and organizational commitment in a developing economy: the mediating effect of job satisfaction

Olufemi Epebinu; Mustapha Momoh; Nancy Chidiebere

161 - 176

Determinants of blockchain adoption in supply chain risk management in developing economies: Evidence from Nigeria

Ismail Lawal

177 - 197

Governance and accountability issues in the distribution of the properties of a deceased person: the case of Nigeria

Johnson O. Jeremiah Obera

198 - 212

Does entrepreneurial spirit matter for job creation in Kaduna State?

Helen Afang Andow; Mohammed Bello Idris; Sabo Sunday

213 - 227

Market penetration techniques for small businesses in Nigeria: a case study approach

Abude Peter; Nwankwo Christian

228 - 247

Co-operative insurance in lagos state, Nigeria: challenges and issues Obinna Chilekezi	248 - 268
Effect of socio-psychological factors on voluntary tax compliance in Gombe State Lukman Ojedele Lawal; Shehu Mohammed Hashidu; Tajudeen Lawal; Shitu Abdul Muftah	269 - 283
The nexus between criticisms and ethical issues in advertising practice Emmanuel Omula; Comfort Williams	284 - 301
Efficacy of trauma-focused therapy for human trafficking survivors Helen Ehi Eweka; Osamuyi Aghasomwan Bello	302 – 313
Supply chain management strategies and customers' value in skyrun international, Cross River State, Nigeria Pepple, Grace Jamie; George Oben-Etchi	314 - 337
Capital mix and financial performance of deposit money banks in Nigeria Shekoni, N. A.; Eke*, O. P.; Yunisa, S. A.	338 - 357