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ALLIANCE ORIENTATION, TOTAL QUALITY MANAGEMENT AND PERFORMANCE OF NIGERIAN PUBLIC UNIVERSITIES: THE ROLE OF CORPORATE ENTREPRENEURSHIP

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MASTER OF SCIENCE MANAGEMENT
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By

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Thesis Submitted to
School of Business Management, College of Business,
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in Partial Fulfillment of the Requirement for the Master of Science (Management)
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ABSTRACT

The study aims to investigate an association between alliance orientation and total quality management on the performance of Nigerian public universities, with the moderating variable of corporate entrepreneurship. Literature was reviewed in management and other related fields for better understanding of past, present and future needs in the study area. Higher education is a vital tool for the economic growth in Nigeria and it constitutes an important basis of producing high level manpower which significantly contributes towards the economic development of the country. As a result of a thorough review of literature, a model was proposed to examine these associations. A questionnaire survey design was used and the academic leaders of 13 public Northwestern Nigerian Universities were the respondents. The study employed systematic sampling technique in data collection, and 434 usable questionnaires were received from the respondents. A combination of descriptive and inferential statistics was used to analyze the data collected using SPSS statistical package version 20, and smart partial least squares (PLS) 2.0 M3. The findings of this study indicate that alliance orientation and total quality management have direct significant positive relationship with performance, whereas, corporate entrepreneurship was found to moderate on the relationship between alliance orientation, total quality management and performance among Nigerian public Universities. Finally, study implications for theory and practice, limitations, conclusions as well as direction for future research were provided and discussed.

Keywords: alliance orientation, total quality management, corporate entrepreneurship, performance
ABSTRAK


Kata kunci: orientasi perikatan, pengurusan kualiti menyeluruh, keusahawanan korporat, prestasi
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<td>ISO</td>
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<td>NUC</td>
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<td>OP</td>
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<td>PLS</td>
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<td>RBV</td>
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<td>SEM</td>
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<td>SME</td>
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<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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<td>Total Quality Management</td>
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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

University education serves as a means for producing individuals that possess academic and mental capability which will in turn help in the production of high level manpower to man the various sectors of the economy (Wolfensohn, 2000). Subiar (2014) asserted that the intellectual and professional life of a country depends on the sound higher education, especially university education that provides quality products of international standards. Research has shown that quality education could be determined by the following factors, among which is entrepreneurship training, academic qualification, financial, moral and many more. The problem of accessing higher education is due to the expected rise in demand for it and the subsequent need for implementing UNESCO (2000)’s goal of Education for all. Presently, Juman (2007) reported that there is a continuous fall in the enrollment rate in Sub-Saharan Africa, which is found to be less than five percent.

In particular, the National Policy on Education (NPE), (2004) highlighted the aims of university education which includes the following: contribution to national development through high-level relevant manpower training; developing and inculcate proper values for the survival of the individual and the society; developing
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