

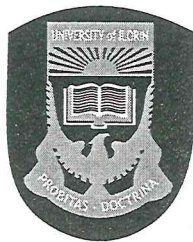


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E-mail: ijm@unilorin.edu.ng

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Faculty of Management Sciences,
University of Ilorin,
Ilorin, Nigeria.
E-mail: ijm@unilorin.edu.ng
mustapha.yi@unilorin.edu.ng
ismyoriss@gamil.com

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Editorial

The editorial board of Ilorin Journal Marketing (IJM) is pleased to present its Volume 8 number 1 2022 edition. The edition contains ten empirical articles with resourceful findings that addressed emerging problem areas in the field of marketing and general management.

The first article investigated the effects of the Covid-19 pandemic on business performance in the South-west of Nigeria. The study findings showed that covid-19 pandemic significantly affected customer patronage and profitability of MSMEs' owners in the geo-political zone.

The second article examined the effects of creativity and innovation on the sustainable business performance of manufacturing firms in Kwara State, Nigeria. The study found an established positive relationship among creativity and innovation dimensions and sustainable business performance.

The influence of consumer response on the adoption and usage of energy-saving lights among residents of Abia State, Nigeria, was the third article's focus. The article discovered that electricity bills and the cost of energy-saving bulbs had a negative and considerable impact on energy bulb uptake and usage in the study research area.

The fourth article examined the effect of marketers' socio-economic factors on agricultural produces marketed in the Edu Local Government Area of Kwara State, Nigeria. The findings demonstrated a positive nexus between marketers' socio-economic characteristics and the farm produce they marketed.

The fifth article explored the impact of adaptive organizational culture on organisational survival. The study results showed that adaptive organisational culture significantly impacted organisational survival.

The sixth article investigated the perception of young graduate entrepreneurs on academia-industry linkages and innovative capacity of technological enterprises in North-central, Nigeria. The study's findings revealed that the extent of collaboration between academia-industry for sustainable innovation is relatively inadequate.

The seventh article examined the effect of marketing strategy on the growth of entrepreneurial development in Ilorin West Local Government Area of Kwara State. The study's findings exposed that promotional marketing strategies have a significant effect on the growth of entrepreneurial development.

The focus of the eighth article is on the impact of organisational ethics on organisational performance of First Bank Nigeria Plc, Ilorin, Kwara State. The results revealed that both discipline and integrity dimensions were relevant to organisational performance.

The ninth article addressed the issue of agricultural products' physical distribution design and economic development in North-central Nigeria. The study found that transportation, warehousing, and inventory control as proxies of physical distribution significantly affected economic development in North-central Nigeria.

Lastly, the tenth article examined the Covid-19 spike, organizational proactivity, and SME's survival. The findings from the study revealed that organizational proactiveness has a positive influence on SME's performance and innovation has a strong influence on SME's survival.

We appreciate our Editorial Advisory Board and Editorial Team for the supports provided, making it possible for the journal's volume and issue to be published as scheduled. We are grateful to our anonymous peer reviewers for the diligent reviewing process, which improved the quality of the articles in this edition. We also appreciate our contributors for their patronage despite the journal's rigorous review procedure. The editorial team is poised to keep working to ensure that IJM issues/editions are published as at when due.

Thank you.

Dr. Y. I. Mustapha

Editor-in-Chief,
Ilorin Journal of Marketing,
Department of Marketing,
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January, 2022.

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Instruction to Contributors

Ilorin Journal of Marketing (IJM) is double blind peer-reviewed journal published bi-annually by the Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria. Ilorin Journal of Marketing is dedicated to increase the depth of knowledge about marketing and related disciplines with the ultimate aim of adding value to knowledge. The Journal gives focus to all (but not restricted) areas of marketing management

Guide lines for paper submission

All submissions should be original papers that have not been accepted for publication or undergoing review process from other journal outlets.

Organization of Manuscript

Manuscripts should be arranged in the following sequence:

Title Page - This should contain the following information: A concise title of the paper, Name (s) of Author (s), Institutional Address, e-mail and GSM Nos of all the authors. Please indicate the corresponding author in case of multiple authors. All these should be in the first page of the manuscript. The next page should begin with the title of the paper followed by an **Abstract** (The abstract should be written in English and must not exceed 200 words and a maximum of 7 key words). The latest edition of American Psychological Association (APA) 6th reference format should be followed.

Submission of Manuscripts

All papers should be clear and concise (MicroSoft Word), double space on A4-size paper (210mm x 297mm) on one side of the paper only; allowing 1 inch margin on all sides. The font size should be 12 point and the font style is Times New Roman. No paper should exceed 15 pages (5,000 words) including references, tables and illustrations.

Ilorin Journal of Marketing welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence.

Authors are invited to submit electronic copy of their manuscripts as attachment to: ijm@unilorin.edu.ng, ismyoriss@gmail.com, and drgbadeyan@hotmail.com

The journal accepts papers throughout the years. Our objective is to inform authors of the decision on their manuscript(s) within four weeks of submission. All accepted articles become the copyright of Ilorin Journal of Marketing. Authors however, will be held responsible in case, copyright of others are violated.

LIST OF CONTRIBUTORS

- Ikotun, S.I.** is a senior research fellow at Centre for Environment and Management, Ikeja, Lagos, and adjunct lecturer at Department of Business Administration, College of Social and Management Sciences, McPherson University, Seriki-Sotayo, Ogun State, Nigeria.
- Ibrahim, O.L.** is a lecturer at the Department of Business and Entrepreneurship, Kwara State University, Malete, Kwara State, Nigeria.
- Oteh, O. U.** is a lecturer at the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Oloveze, A. O.** is with the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Nduka, C.** lectures at the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Obasi, R. O.** also lectures at the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Asaga, G.** is a staff of the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Osumba, B.** is similarly a staff of the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Ahaiwe, E. O.** is also a lecturer at the Department of Marketing, Michael Okpara University of Agriculture, Umudike, Nigeria.
- Mustapha, Y.I.** lectures at the Department of Marketing, University of Ilorin, Ilorin, Kwara state, Nigeria.
- Adefalu, L.L.** is the current Head of Department of Agricultural Extension and & Rural Development, University of Ilorin, Ilorin, Nigeria.
- Atoyebe, B.** is a student at the Department of Agricultural Extension and & Rural Development, University of Ilorin, Ilorin, Nigeria.
- Isiaka, A.A.** is also a Postgraduate Student at the Department of the Business Administration University of Ilorin, Ilorin, Nigeria.
- Abdulquadri, A.O.** is a lecturer at the Department of Marketing, University of Ilorin, Nigeria.
- Suleiman, A.A.** is an academic staff with the Department of Business Administration, University of Ilorin, Nigeria.
- Nasiru, L.Z.** works with Department of Business Administration, Usmanu Danfodiyo University Sokoto, Nigeria.
- Jenyo, M.B.** lectures at Department of Entrepreneurship, Joseph Ayo Babalola University, Ikeji Arakeji, Osun State, Nigeria.
- Awoniyi, S. O. M.** is a staff of the Department of Agricultural Economics and Extension, Joseph Ayo Babalola University, Ikeji Arakeji, Osun State, Nigeria.

- Zekeri, A.** is the current Head of Department of Business Administration and Entrepreneurship, Kwara State University, Malete, Kwara State, Nigeria.
- Salman, A.** is a senior academic staff with the Department of Business Administration, University of Ilorin, Ilorin, Nigeria.
- Olawale, Y.A.** is a lecturer with the Department of Business Administration, University of Ilorin, Ilorin, Nigeria.
- Yusuf, I.** is an academic staff with Department of Business Administration and Entrepreneurship, Kwara State University, Malete, Kwara State, Nigeria.
- Ogah, A.V.** is an academic staff with the Department of Marketing, Federal Polytechnic, Ado-Ekiti, Ekiti State.
- Ajayi, D.O.** currently lectures at the Department of Art and Industrial Design, Federal Polytechnic, Ado-Ekiti, Ekiti State
- Nwachukwu, C.** lectures at the Department of Marketing, Federal Polytechnic, Ado-Ekiti, Ekiti State.

IMPACT OF ORGANIZATIONAL ETHICS ON ORGANIZATIONAL PERFORMANCE (A STUDY OF FIRST BANK NIGERIA PLC, ILORIN)

Dr. Y.A. Olawale¹ and Dr. A. Salman²

^{1,2}Department of Business Administration, Faculty of Management Sciences, University of Ilorin, Ilorin, Nigeria.
.E-mail: Salman.az@unilorin.edu.ng olayinus4sure@yahoo.com

Abstract

The study seeks to examine the impact of organisational ethics on organisational performance of First Bank Nigeria plc, Ilorin, Kwara State. A sample size of 127 respondents comprising of First Bank staff from 3 different branches in Ilorin metropolis was examined. The sampling technique employed in the study was simple random sampling technique and a likert scale of 5 points. Multiple regression was used for data analysis. The results revealed that both discipline and integrity were relevant for organisational performance. The hypothesis tested showed that all variables were significant. The study therefore, recommends that certain ethics need to be adopted and practiced regularly to maintain orderliness and progress within the organization and also improve the overall organizational performance.

Keyword: Ethics, Organisational Ethics, Performance, Ethical Standard, Baking Ethic.

INTRODUCTION

There is a wide agreement that as a matter of company policy, every company ought to make every effort to be committed in a manner that is morally transparent (Ebitu & Beredugo, 2015). An organization's capability to evoke ethical practices that goes above and also beyond the call of responsibility can be an essential possession as well as one that is tough for competitors to mimic. Ethical behavior is characterized by sincerity, fairness and equity in interpersonal and also specialist relationship as well as it appreciates the dignity, variety as well as the right of specific as well as groups of people. Therefore, for a company to progress in the facet of efficiency, it is essential to have a good understanding of principles as well as likewise take it seriously as this can undermine the affordable stamina of the organization as well as the culture at large (Harrington, 1991).

However, few enterprises are conscious of the fact that the implementation of ethical methods can offer the make-or-break aspect in decreasing or even getting rid of the effect of crisis that may occur in their work environment and in turn affect the general performance of their company (Ebitu & Beredugo, 2015). This research therefore, seeks to investigate the impact of organizational principles on business efficiency of selected initial bank branches in Ilorin metropolitan area, Nigeria. This is due to the fact that organizational ethics threatens the competitive stamina of organizations.

Statement of the Problem

Organizations in Nigeria are facing a myriad of challenges in achieving their goals and objectives. These challenges range from lack of accurate account practices, good labor practices, environmental stewardship, corporate governance and reputation management. The desperation for the productive enterprise, which is to achieve corporate goals and workers desire, for equity has naturally affected etiquette, integrity, self-discipline and by extension the level of performance and productivity within the framework of employment relationship.

The goal of being result oriented and disciplined, which is geared towards sustainable organizational performance is a menace that is needed to be impacted in workplace. This has thus left a vacuum that begs the reasoning for the harmony between organizational ethics and organizational performance. This study thus seeks to balance this need. In addition to this, Nigerian workers were ranked among the best in the world, given a conducive work situation. Today, the rating has developed far below average as Nigerian workers only care about what he can benefited from employment relationship (Adeyeye, Adeniji, Osinbanjo, & Oludayo, 2015).

The absence of passion for work is another problem, people sometimes are not even happy about their job; the work is being handled sometimes as if they are forced to do it. Thus, the study examines the impact of organization ethics on organizational performance.

Objective of the Study

- i. examines the effect of discipline and integrity on organizational performance.

Research Hypothesis

- I. discipline and integrity does not have a significant effect on organizational performance.

LITERATURE REVIEW

Concept of Ethics

Ethics is not practically developing a set of guidelines or standard procedure but yet are a recurring administration process that underpins the job of federal government (Hondeghe, 1998). In the intricate world of public administration, standards as well as worths hardly ever give clear-out solution to difficult problems.

Ethics need to be considered aiding to mount appropriate questions regarding what government ought to be doing and just how public administration ought to deal with attaining those functions" (Denhardt as pointed out in Hondeghe, 1998). Ethical behaviour is that which is morally accepted as "great" and also "right" instead of "poor" or wrong in a specific setting.

Concept of Organizational Ethics

Traditionally the words ethics describes the traditional values as well as regulations of conduct, it could also be stated as an understanding concerning what counts as human excellence and also thriving. The Word Ethics as well as morality are often used in an intertwined way, however, ethics as the word is means values. In this sense, ethics is a discipline of very carefully or methodically analyzing the significance and also reason of ethical beliefs (Zaman 2010).

Ethics and also morality cooperatively with legislation as well as etiquette are basically descriptive, that is, they suggest human habits as necessary, prohibited or permitted. There is significantly an overlap between ethics and law, ethics as well as etiquette.

The reasoning behind Ethics and also etiquette can-not be overstated, ethics surpasses etiquette, be that as it may, it consists of matters that nearly every human culture take into consideration: perform actions like lying, not fulfilling a promise or eliminating a person are much more severe than social gaffe (Ndolo & Njagi 2014).

Organizational ethics has an association to supervisory choices entailing individual values, organizational aspects like organizational society, conformity, and also codes of ethics (Burgess, Singh & Koroglu, 2006). It is essential to keep in mind that there is a requirement for deliberate control of ethical making a decision within the supply chain is developing, and as a result the significance of ethical concerns in SCM grows from several elements. The magnitude of cross-functional combination within, in between, and also amongst organizations needed to efficiently handle

supply chains. This type of integration demands that every participant of the readily available chain have an equal goals as well as be positioned to provide client worth; the forfeiture of control by typical useful areas; in addition to a raised focus on partnership management (Van Hoek, Harrison & Christopher, 2001), which can be much less official and also a lot more reliant on trust as well as readliness to interact.

Ethical Standards: Discipline and Integrity

A criterion is something developed by authority or basic permission as a model or something developed and likewise established by authority as a rule for the procedure of amount, weight, degree, value, or high quality (Merriam Webster's on the internet thesaurus, 2009). Ethics are themselves thought about ethical requirements utilized to evaluate right from wrong (Stralser, 2004).

The ethical requirement of a business is a function of typical values, as well as the relatives' durability of those separately appreciated worths (Fairholm, 1994), and individuals may be lured to act outside the business ethical requirements when their worths clash with those of the company. Due to the fact that principles are subjective in nature, which shows that businesses ought to specify their ethical requirements through code of principles or organization worths (Stralser, 2004).

Techniques to Promote Organizational Ethics

Improving the ethical environment of a business improves and also protects its reliability, inspires commitment and promotes that it has ethics message. Hence Robbins (1993) assessments and strategies to promote ethical behaviour include the following:

Assessing Ethical Habits: It is necessary for companies to go through internal principles audits regularly as this will include great worth to the company. There is need to engage and design behavioural requirements from the best levels of a business down to the entry-level positions (Hence 1993). This ensures that there is no area in between ethical requirements and the genuine behaviour of employees.

Informing Workers: One method to enhance the ethical behaviour of a company is to continuously inform the employees on ethical values as this equips them with the understanding of what sort of behaviour is expected of the employees. This can be done through workshops, conferences or routine training (Hence 1993).

Safeguarding Workers: Worker requires to be ensured that they will be safe from retaliation from other employees or managers who might be kipped down for taking part in questionable activities (Hence 1993).

Ethical Banking

Goyal and Joshi (2011) observed some emerging issues like employees' understanding, branch size, customer understanding, communication, change management methods, and personnel management. These problems can be settled when a bank carries out specific social and ethical policies. Weber and Remer (2011) explained Social Banking as a technique of value-driven banking that has a favorable social and eco-friendly effect at its heart, in addition to its own monetary sustainability. The majority of the Social Banks came out of the crisis much more powerful and larger than they were previously.

Organization Ethics and Discipline

Company Ethics becomes part of applied principles, the branch of ethics that has a look at ethical standards and concepts within an industrial context and the many ethical or ethical issues that can emerge in a service setting. Crane and Matten (2004) state that business principles are the research study of company scenarios, activities, and choices where issues of right and inaccurate are dealt with. It likewise covers any unique tasks or obligations that apply to persons who are participated in commerce. General company ethics overlap with the philosophy of the company, which determines the necessary functions of a business.

Basically, we can say that company ethics are the habits that a company follows in its daily deals with the world. Company principles are not just about how business connects with the world at large, however also to them separately transacts with a single consumer and activities within the company itself. Excellent company ethics ought to come from every organization (Zaman 2010).

Integrity and Productivity

The goal of any company is to have employees act in a manner consistent with the company's mission and objectives i.e aligning absolutely with the core worths, sticking to a code of ethics and matching actions with beliefs throughout a range of situations (Pattison & Edgar, 2011). On the other hand, stability plays an essential function in employee pattern of positioning, sound moral, ethical principles, and organization performance (Cleary, Walter, Horsfall, & Jackson, 2013); Simons (2002). Furthermore, absence, unwarranted breaks, taking of organization residential or commercial property, converting office devices for personal usage, gossiping etc are characteristics of unethical conduct and are liable to impact organization efficiency (Muafi, 2011; Qiu & Peschek 2013; Robbins & Judge, 2007).

Work Attitude and Productivity

Some research studies Aluko (2007); Kenrick, Neuberg, and Ciadini, (2005) Salau, Faiola, and Akinbode, (2014), argued that employees work attitude tends to be beneficial when companies facilitate industrial harmony, affection, acknowledgment, friendliness, flexibility that are essential for improving organizational performance Ogunbameru (2004). However, where these are neglected, objective leave, sabotage, absenteeism, labour turnover, low morale and productivity becomes a typical phenomenon. Argued that damaging work mindset could come as an outcome of poor relationship with a leaders/manager, lack of acknowledgment and flexitime, inequality, inconsistent promo and payment of income, lack of training, advancement and career chances.

Organizational Ethics and Organizational Performance

A strong company ethical environment has been recognized among several management researchers as a tool for boosting the accomplishment of financial and non-financial objectives in an organization (Yatich & Musebe, 2017).

Ethical behaviour if not practiced has the ability of minimizing company efficiency; it might cause arguments, suits, customer dissatisfaction, poor service delivery, bad time management, and corruption to name a few. Some of the dishonest behaviors observable that might affect organizational efficiency consist of arrogance, ignorance, overlook, absenteeism, alcohol consumption, smoking cigarettes, and overlook among others. An organization's capability to come up with ethical behaviour that exceeds and beyond the call of task can be a key possession and one that is difficult for competitors to imitate (Yatich & Musebe, 2017). Arnold & Randall, (2010) kept in mind that organizational culture has a substantial influence on the success of an organization.

Theoretical review

Consequentialism Theory

Consequentialist theory is among the normative ethical theories that try to respond to the ethical concerns about right or wrong and how we come to this answer. Consequentialist theory identifies whether to do or not do something based upon the expected result of the action. If the expected result is great then it's morally best to do, if it's bad then it is wrong (Internet Encyclopedia, 2013).

Consequentialist theory depends upon whether the anticipated result is great or bad. The theory is additional sub-divided into 3 types particularly:

- (i) Ethical Egoism: as long as the action is great to the person who brings the action out, it's right.
- (ii) Ethical Altruism: as long as the action is great to everybody else, it's.
- (iii) Utilitarianism: as long as the action is good to everybody including the individual who carries the action out, it's right.

Empirical Review

Marlatt (2003) searched the role of business in helping the public and their employees to understand the deceitful behavior and to satisfy their ethical and legal duties. He intended to identify the aspects of the most necessary concept to think about by Social obligation, Investigatory Response, environmental psychological obligation, financial deceptiveness, Faulty or misleading Products/Services/Practices, Board of Directors, and so on.

He recommended the necessary policies to be followed in ethics. He found out that company can have a substantial influence on individual lives and health and recommended company avoiding service with service providers or partners who perform unjust labor practices such as slave labor or kid labor, low payment, dangerous workplace, or ethnic, racial, gender, or sexual discrimination. He additionally suggested that companies have ethical and legal dedications for environmental management and ought to ensure that their and supply chain members' operations are environ mentally safe. He concluded that business needs to develop rules of principles and present them to employers.

Michael and Russell (2007) argue that setting up a standard operating procedure could be based on efficiency, with codes being binding appropriate for an occupation, in the interest of the general public, constant with logical self-interest, and a reliable tool towards self-regulation. Effective interaction of accepted practices and standard procedures can be recognizing and be preventing indications of procurement scams like; severe provider hospitality to picked staff, brand-new companies continuously facing entry challenges, budget strategy holders pushing buyers to put work with called suppliers, buyers' way of lives changing dramatically, costs schedules being finished in pencil, providers, and specialists being very familiarized with senior personnel and specs choosing a particular supplier.

Levin (2008) studied the principles problem in the supply chain in order to construct an ethical supply chain and identified that a lot of Worldwide company has no sufficient infrastructure to rapidly get in touch with the members of their supply chain, and interact with their suppliers on important issues of ethics and compliance. He reported that numerous global companies have actually currently started the cooperation with the remaining service to develop technology-powered "Supplier Ethics Management (SEM) platforms". He recommended utilizing a Web-based SEM plat kind as the fastest and most convenient way to collect and maintain contact details amongst company providers and interact with mission-critical ethics and compliance information.

In the light of this, he stated that SEM platforms are economical and hosted, kept and advertisement ministered by 3rd - event vendors who are experts in ethics and compliance threat management. Zaman (2010) planned to study the result of occupation and principles on the business and all its service. He reported that professional ethics consist of International Sourcing Concepts, Cooperation with Suppliers, Social Audit and Confirmation, Continual Improvements and Sanctions. He found that Supplier concepts management (SEM) enhances the relationship with providers and clients, stock control, need forecasts and control of every link in the chain. He specified SEM as a reasonably new business practice to increase supply chain management through methods, programs and metrics by aligning supplier service conduct with purchaser requirements in compliance, principles, and organization duty.

For that reason, supply chain dangers can be lowered. He suggested the rules that ought to be followed as making ethics and compliance a consider company choice; developing and keeping crucial suppliers' profiles; designating ethics and compliance accountable staff to considerable supply relationships; assessing routinely provider concepts; examining service provider principles information consistently; and targeting and categorizing suppliers by importance and principles risk.

Ndolo and Njagi (2014) observed that the more ethical the practices organizations are, the better the effectiveness of the procurement procedure. Openness, fair treatment in bidding and award of tenders; accountability and responsible buying and supply have a positive implication on procurement procedures in any business and might hence result in increased performance and delivery.

METHODOLOGY

The study adopted the survey research design, the justification for using survey research design is because the survey method makes it easier describing the characteristics of large population accurately. The population of study consists of the staff of First Bank Nigeria Plc in the Unity, Sawmill and Offa garage branches. The total number of staff from these branches is 139. Therefore, the total population of the study was 139.

Sample Size and Sampling Techniques

This study adopted simple random sampling in selecting the respondents for this study. In determining the sample size of this study, the Krejcie and Morgan's (1970) statistical formula is applied

$$n = \frac{X^2 N p (1-p)}{e^2 (N-1) + X^2 p (1-p)}$$

where; n is the sample size, N is the population size, e^2 is the acceptable sampling error, X^2 is the chi square for the specified confidence level, P is the proportion of population

$$N = 139$$

$$e^2 = 0.05$$

$$X^2 = 95\%; 3.841$$

$$P = 0.5$$

$$n = \frac{3.841^2 \times 139 \times 0.5(1-0.5)}{0.05^2(139-1) + 3.841^2 \times 0.5(1-0.5)}$$

$$n = \frac{14.75 \times 139 \times 0.5(0.5)}{(0.0025 \times 138) + (14.75 \times 0.25)}$$

$$n = \frac{512.5625}{0.345 + 3.69}$$

$$n = \frac{512.5625}{4.035}$$

$$n = 127$$

For this study, the sample size is limited to 127 respondents.

METHOD OF DATA ANALYSIS

The data collected was analyzed using both descriptive and inferential statistics. The descriptive methods used frequency count, percentage; inferential statistics was analyzed using multiple regression. This was carried out using the application of statistical packages for social sciences.

Analysis for Hypothesis One

H_{01} : Discipline & integrity does not have an effect on organizational performance.

Table 1: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.594	.591	.48948
a. Predictors: (Constant), Discipline, Integrity				

Source: SPSS Output, 2021

The model Summary obtained from the regression analysis conducted on the research hypothesis one (1) is shown in the Table 1. R^2 value of 0.594 was obtained which implies that 59.4% of discipline & integrity (independent variable) is affected by organizational performance (dependent variable). The remaining 40.6% are variations due to other variables not mentioned in the model.

Table 2: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	40.694	1	40.694	169.849	.000 ^b
	Residual	27.792	116	.240		
	Total	68.486	117			
a. Dependent Variable: Organizational Performance						

b. Predictors: (Constant), Discipline, Integrity

Source: SPSS Output, 2021

The Analysis of Variance (ANOVA) table reveals a p-value 0.000 which is less than the level of significance set at 0.05. Also, a calculated F- value of 169.849 which is higher than the tabulated F-value of 3.10, this indicates that the result is testable.

Table 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.398	.136		2.928	.004
	Discipline	.752	.058	.771	13.033	.000
	Integrity	.802	.061	.775	13.225	.000

a. Dependent Variable: Organizational Performance

Source: SPSS Output, 2021

Based on the table 3 (coefficient table), the relationship between discipline and organizational performance is significant with ($B = 0.771$, $P\text{-value} = 0.000 < 0.05$); and the relationship between integrity and organizational performance is also significant with ($B = 0.775$, $P\text{-value} = 0.000 < 0.05$). The overall analyses suggest that discipline & integrity has a significant effect on organizational performance of First Bank Nigeria Plc.

DISCUSSION OF FINDINGS

Based on the analysis of operational data gathered via the field survey and the test of hypothesis, the following findings were revealed:

In examining the influence of discipline and integrity on organizational performance, the study's result revealed that discipline and integrity both have significant influence on organizational performance. It is also clear from table 1 that the r^2 which is the coefficient of determination is 0.594 approximately 59%. This implies that discipline and integrity, accounted for 59% of organizational performance. It was however concluded in the table 1 that, since the significant values is less than 0.05 level of significance ($p < 0.05$), then the null hypothesis was rejected and the alternative hypothesis was accepted which states that discipline and integrity have significant effect on organizational performance. The finding of this study agrees with that of Michael and Russell (2007) who argue that, instituting a code of conduct could be based on efficiency, with codes being a binding ideal for a profession, in the interest of the public, consistent with rational self-interest and an effective tool towards self-regulation. This study shows that factors like discipline and integrity all have influence on organizational performance.

CONCLUSION

From the findings discussed above, this study concludes that discipline & integrity had significant effect on the performance of First Bank Nigeria Plc, Ilorin. The empirical result emanated from the study revealed that having the full knowledge of the rules and their application brings about compliance on the part of employees, therefore, organization should have a code of conduct guiding the actions of its employees to ensure full compliance and enhancement of employee performance. Also, the study concludes that discipline & integrity are important to improve work attitude, productivity and organizational performance of First Bank Nigeria Plc, Ilorin.

RECOMMENDATIONS

From the foregoing findings and conclusions, the following recommendations have been drawn; Organizations, especially First Bank Nigeria Plc. Ilorin, should pay more attention to current discipline and integrity that will not only foster a cordial relation between the employer and the employee but also ensure employee loyalty in terms of achieving organizational objectives. Organizations should also explore every avenue for reducing employer-employee disharmony by adopting code of conduct that will guide the actions of its employees as a precautionary tool to ensure work attitude, productivity and organizational performance.

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