

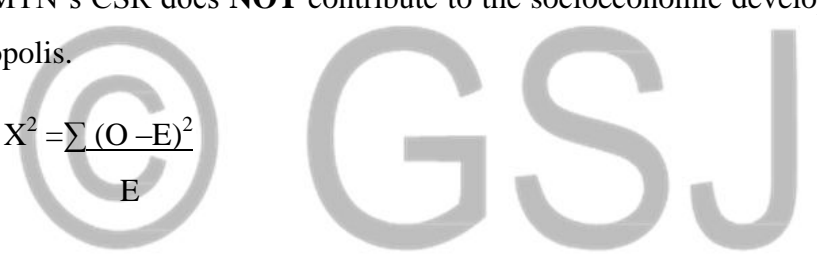
implication of the above result is that, majority of people in Bauchi metropolis are of the view that MTN CSR has not contributed to the socioeconomic development in Bauchi metropolis. Similarly, one of the interview respondents argue that MTN does not contribute to the socioeconomic development in Bauchi metropolis. His words ‘...the case of MTN as to whether they have contributed to the socioeconomic development in Bauchi metropolis is indeed a straightforward issue. Though MTN’s effort is commendable, but it is insignificant when compared to the population of Bauchi metropolis and one cannot attribute the effort of MTN and the socioeconomic development in Bauchi metropolis (Interview 2017).

Testing of Research hypothesis

Initially, the hypotheses set out were

- I. H₁:** MTN’s CSR has contributed to the socioeconomic development in Bauchi metropolis
- II. H₀:** MTN’s CSR does **NOT** contribute to the socioeconomic development in Bauchi metropolis.

$$\text{Chi square} = X^2 = \sum \frac{(O - E)^2}{E}$$



Degree of freedom or df = N-1 which is 3-1

MTN’s CSR has contributed to the socioeconomic development in Bauchi metropolis.

Table 1.5: Result of the Research Hypothesis

S/N	Category	Observed	Expected	O-E	O-E ²	$\frac{(O_1 - E_1)^2}{E_1}$
1	Yes	38	37	1	1	0.03
2	No	67	37	30	900	24.32
3	Undecided	6	37	-31	961	<u>25.97</u>
						50.32
4	Total	111				

Sum: DF= N-1

DF= 3-1

Df= 2.

$X^2= 50.32$

While the table value is 5.991

Table 1.6: Summary of the chi-square Table

Observed frequency	Expected frequency	N	Df	Level of significance	x^2	Table value
111	37	3	2	0.05	50.32	5.991

Decision: since the chi-square value of 50.32 is far greater than the tabulated value of 5.99, we automatically reject the alternative hypotheses and accept the null hypothesis which is **Ho:** or MTN's CSR does **NOT** contributed to the socioeconomic development in Bauchi metropolis

Findings and Discussion

1. That MTN Nigeria has the highest number of subscribers in Bauchi metropolis of Bauchi state. As presented in Table 1.1, 96 (86.5%) use MTN as GSM network service provider, while 13 (11.7%) do not use MTN as GSM network service provider. Deducing from the responses as presented in table 1.1, majority of the respondents use MTN line. This is not unconnected with the fact that, MTN as telecom giants in Nigeria has the highest number of GSM subscribers in Nigeria. The National Communication Commission (NCC), in its (2018) 1st quarter report indicated that MTN has the highest number of GSM subscribers in Nigeria with over fifty four (54,000,000) million subscribers out of the 154.52 million GSM Subscribers in Nigeria. Similarly, the cosmopolitan nature of Bauchi, coupled with the fact that Bauchi state is one of the most populous states in the north and correspondingly, it is natural to have the majority of the GSM subscribers using MTN as network provider. No doubt, MTN enjoys wide range of coverage and have capitalized on its customer's loyalty to expand its business and provide the corporate social responsibility services within Bauchi metropolis as seen in the information generated and presented in table 1.1.

2. That MTN corporate social responsibility programmes in Bauchi metropolis is visible and the communities are aware of the existence of the programme. In reference to table 1.2, the responses indicated that 69 (62%) of the respondents reported that they are aware of the MTN corporate responsibility in Bauchi metropolis, and, 38 (34.3%) of the respondents are not aware of the MTN corporate social responsibility in Bauchi metropolis while 4 (3.6%) of the respondents were undecided as to whether they are aware of the MTN corporate responsibility programme in Bauchi metropolis. Deducing from the data presented in table 1.2, majority of the respondents are aware about MTN corporate social responsibility programmes in Bauchi metropolis. The MTN corporate social responsibility programme is visible due to the fact that MTN's corporate social activities usually enjoys media coverage and therefore, it is not surprising that majority of people in Bauchi metropolis are aware of its existence. Similarly, an interview respondent observed that there is no doubt that MTN is on ground in Bauchi and that its activities are so pronounced such that every inhabitant of the metropolis will notice it.
3. That MTN's corporate social responsibility programme in Bauchi metropolis is mainly in the granting of scholarship for students. Table 1.3 above presents the respondent's views on the nature of the MTN's corporate social responsibility in Bauchi metropolis. The table indicated that 31 of the respondents with 27.9% reported that have been granting micro credit to people in Bauchi metropolis while 20 of the respondents with 18.0% opined that MTN's CSR is in the area of capacity building. The table also indicated that 38 of the respondents with 34.2% believed that MTN's intervention as form of CSR is more visible in the area of awarding scholarships within Bauchi metropolis. Similarly, 20 of the respondents with 18.0% observed that skill acquisition has been the major intervention of MTN in Bauchi state and only 2 of the respondents with 1.80% were undecided
4. That MTN corporate social responsibility in Bauchi metropolis does not contributed to the socioeconomic development in Bauchi metropolis. Table 1.4 presented the result of whether MTN CSR has contributed to the socioeconomic development in Bauchi metropolis. The result indicated that 23 of the respondents with 20.7 strongly agree that MTN CSR has contributed to the socioeconomic development in Bauchi metropolis while 15 of the respondents with 13.5 % agree that MTN CSR has contributed to the

socioeconomic development in Bauchi metropolis. Similarly, 40 of the respondents with 36.0% reported that they disagree that MTN CSR has contributed to the socioeconomic development in Bauchi metropolis, while 27 with 24.3% strongly disagree that MTN CSR has contributed to the socioeconomic development in Bauchi metropolis and 6 with 5.4% were undecided. Deducing from the information on table 1.4, majority of the respondents does not believe that MTN CSR has contributed to the socioeconomic development in Bauchi metropolis. Therefore, the implication of the above result is that, majority of people in Bauchi metropolis are of the view that MTN CSR has not contributed to the socioeconomic development in Bauchi metropolis. Similarly, one of the interview respondents argue that MTN does not contribute to the socioeconomic development in Bauchi metropolis. His words ‘...the case of MTN as to whether they have contributed to the socioeconomic development in Bauchi metropolis is indeed a straightforward issue. Though MTN’s effort is commendable, but it is insignificant when compared to the population of Bauchi metropolis and one cannot attribute the effort of MTN and the socioeconomic development in Bauchi metropolis (Interview 2017).

Conclusion

Based on the data generated, presented thus far, it has become clear that MTN has been carrying out the corporate social responsibility programme mainly in the area of granting scholarship to students especially in the tertiary institutions within Bauchi metropolis. It has also become apparent that the MTN CSR does not automatically transcend into socioeconomic development in Bauchi metropolis within the period studied.

Recommendations

- I. Multinational Corporations especially the MTN should be encouraged to invest more in their effort to discharge their corporate social responsibility
- II. Government should come up with legislation that will compel the MNC’s and indeed other indigenous companies to dedicate 20% of their profit after tax on corporate social responsibility projects. This will help in complementing government efforts in providing social services to society and help in ameliorating the effects of the activities of MNC’s in the affected communities

- III. Civil society organizations should sensitize the public and monitor the MNC's activities to ensure acquiescence with the global best practices of socially friendly investment and operations. This will help in minimizing the negative impacts of their operations on environment and ensure cordiality between the MNC's and their host communities.

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