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Online Table of Contents

Table of Content: Vol. 8(2), pp. 22–61, March 2020.

Ibrahim, Hassana Ozavize and Umar, Fatimah Abedo

Cybersecurity Threats and Its Emerging Trends on Academic Libraries

[Abstract](#) [FULL TEXT PDF](#) 8(2): 22-26. DOI: 10.14662/IJALIS2020.035 (March 2020)

¹Prof. Ado Ahmed, ²Anono Abdulrahman Zubairu, ³Abdulrasheed Ahmed and ⁴Fatima Lamido

Dimensions of Corporate Social Responsibility on the Performance of Selected Financial and Non - Financial Organizations In Yola Metropolis.

[Abstract](#) [FULL TEXT PDF](#) 8(2): 27-44. DOI: 10.14662/IJALIS2020.070 (March 2020)

¹Onyeke, Emmanuel Onyeke and ²Ajagbe, Mayowa Niyi

The Impact of the Library on the Reading Culture of Senior Secondary School Students: A Case Study of Some Selected Secondary Schools

[Abstract](#) [FULL TEXT PDF](#) 8(2): 45-54. DOI: 10.14662/IJALIS2020.080 (March 2020)

Chauhan Mahammadhafiz Iqbalmiyan

Bibliometric study of Annals of Library and Information Studies (ALIS) during 2010-2019

[Abstract](#) [FULL TEXT PDF](#) 8(2): 55-61. DOI: 10.14662/IJALIS2020.085 (March 2020)

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Cybersecurity Threats and Its Emerging Trends on Academic Libraries

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The paper examined cybersecurity threats and its emerging trends on academic libraries. The paper focused on cybersecurity and kinds of cyber security threats. The paper employed an explanatory method. The study concluded that the issue of cyber security in university libraries is an issue that requires serious managerial and strategic attention. The paper added that the latest and disruptive technologies, along with the new cyber tools and threats that come to light each day, are challenging academic libraries with not only how they secure their information resources, but how they require new platforms and intelligence to do so. However, there is no absolute solution to cyber security threats in the library, but a number of strategies can be employed to help reduce its increasing nature. The paper also recommended that academic libraries should secure their network information; improve awareness and competence in information security and sharing of best practices through the development of a culture of cybersecurity at all levels in the library; implement an evaluation/certification programme for cyber security product and systems and among others.

Keywords: cybersecurity threats, university libraries, academic libraries, network information

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INTRODUCTION

Cyber security strives to ensure the attainment and maintenance of the security properties of the organization and user's assets against relevant security risks in the cyber environment. Security remains near the top of the list of strategic issues facing higher education institutions. Given the increasing volume of information that needs to be protected, the expanding body of rules, regulations, and laws governing information security and privacy, and the current economic downturn, which makes it even harder for an institution to obtain the funding necessary to keep up with requirements, this is not at all surprising. Security is not strictly a technology matter; indeed, it is a foundational element for almost all academic libraries. Responsibility for security needs to extend beyond information technology to every functional office in the institution and to the highest level of management.

Different libraries have adopted varying security measures for their collections' safety. McComb (2004) writes that physical (non-electronic) security, electronic security and security policies/procedures are substantial methods for securing information resources of all kinds of libraries. Physical security includes architectural considerations, the use of personnel, and security hardware to prevent crimes against library collections. Electronic security system refers to the use of equipment which typically provide alarm notification to the appropriate authority on entry control and site surveillance. Major elements of the electronic security system include burglary protection, collection security (hidden on materials), access control (systems that directly "read" unique personal characteristics such as voice quality, hand geometry, identity cards, etc.), and video surveillance, particularly the CCTV system. Sensors (detectors) to detect an intrusion and alarms (to notify appropriate authorities) are the facilities that make this type of security electronic. On the other hand, security policies and procedures include all created and implemented security policies, procedures, and plans for the library. These should, at least, include entry and exit procedures, room registration procedures, personal belonging restrictions, special collections use policies, and entry key management procedures (McComb, 2004).

Cybersecurity is concerned with making cyberspace safe from threats, namely cyber-threats. Typical cybersecurity issues, according to Udotai (2002) in Odumesi (2006) include: confidentiality of information; and integrity of systems and survivability of networks (CIS). Major objective of cybersecurity includes: protection of system/networks against unauthorised access and data alteration from within; and defense against intrusion from without. As commonly used, cybersecurity, according to Ajie (2019), refers to three things: a set of activities and other measures, technical and non-technical, intended to protect computers, computer networks, related hardware and software devices, and the information they contain and communicate, including software and data, as well as other elements of cyberspace, from all threats, including threats to national security; the degree of protection resulting from the application of these activities and measures and the associate field of professional endeavour, including research and analysis, aimed at

implementing and those activities and improving their quality.

Kinds of cyber threats

The following are forms of Cyber threats as identified by Ajie (2019):

Hardware Security Threats: Hardware, form as a physical component in an information system is also prone to security attacks. Previous study results (Ke, 1997; Lin and Huang, 1999; and Shen, 1999) revealed several factors that jeopardise hardware security including: natural disasters such as earthquakes, fires, floods and thunder strokes; changes in temperature or humidity; accidents, such as stealing and vandalism; malicious intrusion and destruction; defects of the hardware itself, such as bugs or errors generated from routers or firewalls; faults in the manufacture of the equipment; air-conditioning failure; loss of essential services such as telecommunications or power. Other hardware security threats include electromagnetic interference, failure of communication equipment and services, hardware equipment failure, installation of unauthorised hardware, maintenance errors, physical sabotage or intentional destruction of computing equipment, theft, physical sabotage and vandalism of ICT hardware equipment. Farahmand (2003) indicated that hardware attacks can be mounted against hardware for the purpose of using the hardware as a means of denying use of the system. These may include a physical attack against the equipment, a bug implanted within the hardware or an attack against the supporting utilities. Computer hardware infected with malware (i.e. computer viruses, worms and Trojan horses) may suffer some sort of damage such as making it impossible to boot the computer, repeated error messages, hardware malfunctions and lowered the computing speed.

Software Security Threats: In terms of jeopardising software security, the threats can be divided into operating systems and related applications. Security threats associate with operating systems might include the security loopholes due to improper design and improper management. Whereas, software security threats related with applications include stealing or copying software from the Internet which might contain viruses (Shen, 1999). Computer software infected with malware (i.e. computer viruses, worms and Trojan horses) may suffer some sort of damage such as periodically automatic reboots, program crashes or malfunctions, repeated error messages and poorer system performance or unusual behavior. Other software security threats include corruption by system, system failure, maintenance errors, cyber-terrorism, software piracy, unauthorised access, unauthorised changes to software settings, adware, spyware, hacking, password sniffing, weak passwords and abuse of computer access control. There are several software security threats that could jeopardise software security such as follows: abuse of computer access control refers to employees or patrons abusing their access controls rights and privileges for personal reasons or to obtain more data than needed for their jobs; adware and spyware is a type of malware that can be installed on computers to collect information about users without their knowledge. Specifically, adware is used as a marketing tool to monitor people's behaviour on the Internet, to determine which products they are interested in. Whereas, the functions of spyware extend well beyond simple monitoring. Spyware programs can change computer settings, resulting in slow connection speeds and loss of Internet connection or functionality of other programs; corruption by system, system errors, or failure of system software. According to Laprie (1992) "a system failure occurs when the delivered service no longer complies with the specifications". Whereas, an error is defined by Laprie (1992) as that part of the system which is liable to lead to subsequent failure, and an error affecting the service is an indication that a failure occurs or has occurred. If the system comprises of multiple components, errors can lead to a component failure. As various components in the system interact, failure of one component might introduce one or more faults in another. Hacking refers to unauthorised attempts to bypass the security mechanisms of an information system or network either skilled or unskilled persons. Internet threats such as malicious code, Trojans and spyware could make desktop vulnerable to leakage of important corporate information (Gawde, 2004). A password is also vulnerable to sniffing or stealing every time it sent across a network such as when users are using remote access to access computers, printers, databases, emails or Internet banking. The use of pirated or unauthorised software on the library network is illegal and places the library in danger of legal action by the software supplier. Thus, ensuring that the software on library computer systems is fully licensed is a responsibility of the IT personnel as f libraries are found to be in noncompliance, the consequences can be quite expensive. Unauthorised changes to software settings or to program code can be used to commit fraud, destroy data or compromise the integrity of a computer system. This would involve a manipulation of settings in the browser such as to delete history files, change security settings or enable private browsing. Use of library Internet for illegal or illicit communications or activities such (e.g. porn surfing, e-mail harassment or porn surfing).

Network Security Threats: Williams (2001) listed the most common network security threats in small libraries such as; a) Cracking of passwords; damage to equipment or data due to lightning strike, surges or inadequate power; internet based attacks of internal network resources; local patron tampering workstation desktop and systems that the intruder

has found to be vulnerable (Eisenberg and Lawthers, 2005). Transmission errors may occur due to the failure of any of the network components that are used for the transmission of data. These errors can destroy the integrity and reliability of data and can lead to a loss of availability; website defacement is an attack usually initiated by a system cracker who breaks into a web server and changes the visual appearance of the website. Penetration and hacking of web sites is increasing due to the growth of virtual private networks and online business.

Data Security Threats: Data security is the practice of protecting and ensuring privacy of personal or corporate data resides in databases, network servers or personal computers from corruption and unauthorised access. The threats include: destruction of information and other resources, corruption or modification of information, theft, removal or loss of information and other resources, disclosure of information and interruption of services. Also, there are several other threats that could jeopardise data security such as follows: data diddling or changing of data before or during input into a computer system; data loss due to wrong procedures of updating, storage or backup; data manipulation; delay in updating or dissemination; destruction due to natural disaster; exposure of patrons sensitive data through web attack; impersonation or social engineering; loss of patron data or privacy ideas; malware and Malicious code (e.g. virus, worm, Trojan horse, logic/time bombs and trapdoor); masquerading of user identity; Password attacks, sniffing, stealing, phishing or pharming; theft of proprietary data; unauthorised access; unauthorised data copying; unauthorised transfer of data; and Unauthorised, accidental disclosure, modifications or alteration of data (Ajie, 2019).

Physical Facilities and Environmental Threats: The most common problem of physical threats that must be factored into a security program includes natural disaster and theft. It has been reported that the relationship between physical threats and virtual threats is most apparent as both physical infrastructure and systems are needed to provide an access point to the virtual world (Lindstrom, 2003). Tittel (2003) listed the most common types of physical threats including: fire and smoke; water (rising or falling); earth movement (earthquakes, landslides or volcanoes); storms (wind, lightning, rain, snow, sleet or ice); sabotage or vandalism; explosion or destruction; building collapse; toxic materials; utility loss (power, heating, cooling, air or water); equipment failure; and personnel loss (strikes, illness, access or transport). Also, computing equipment, physical infrastructure assets and data can be destroyed due to fire, floods, electricity spikes and power outages. However, chemical, radiological and biological hazards can also cause damage to electronic equipment both from intentional attack or accidental discharge in an information system environment (Vacca, 2009). Intrusion or authorised access into library building is seen as another threatening threat which can lead to theft of valuable materials.

Human Related Threats: Several studies revealed that human errors are the most highly ranked security threats (Loch, Carr and Warkentin, 1992; Whitman, 2004; Im and Baskerville, 2005). Human errors include the following: poor passwords selection, piggybacking, shoulder surfing, dumpster diving, installing unauthorised hardware and software, access by unauthorised users and social engineering, lack of discipline or knowledge among library staff and patrons (Pipkin, 2000 and Conklin, 2005). Human errors including data entry errors or carelessness, though often not considered as threats but they are highly likely to occur. Lindstrom (2003) revealed that erroneous actions by employees or users can threaten the integrity, availability, confidentiality and reliability of data. Examples include: Incorrect set-up of security features could result in loss of confidentiality, integrity and availability of data; switching off computers when an error is displayed instead of correctly closing all current applications; deletion of files; inadequate back-ups; and processing of incorrect versions of data.

Mechanisms to combat cyber threats in academic libraries

The measures taken to protect the library systems, buildings and related supporting infrastructures or resources against cyber security threats have witnessed massive consideration. Davis (n.d) highlighted seven safety actions that academic libraries can adopt and they are:-

1. Run Anti-virus Software: - To avoid computer problems caused by viruses, its necessary to install and run anti-virus programmes periodically and to always update it. Antivirus software removes viruses, quarantines and repairs infected files and can help prevent future viruses.
2. Install software updates: Updates sometime called *patches* fix problems with operating systems and software programmes.
3. Prevent Identity Theft: Financial account numbers, Social security numbers and details on drivers license or personal identity information should not be given out. Another thing to look out for is phishing scams which is a form of fraud that uses email messages that appear to be from a reputable business in attempt to gain personal or account information.

4. Turn on Personal Firewalls: Firewalls act as protective barriers between computers and the internet. If computers have built in fire walls, hackers who search the internet by sending out pings (calls) to random computers and wait for response will wait in vain. Firewalls prevent your computer from responding to these calls.
5. Avoid Spyware/ Adware: Spyware and Adware should be avoided because they take up memory and can slow down your computer or cause other problems.
6. Protect Passwords: Passwords should not be shared and new passwords should be difficult to guess by avoiding dictionary words, mixing letters, numbers and punctuation. Passwords should be a mixture of upper and lower case letters, minimum of 8 characters and mnemonics to help remember a difficult password.
7. Back up important files: To reduce the risk of losing important files to a virus, computer crash, theft or disaster by creating back-up copies.

CONCLUSION

Cyber security is a vast topic that is becoming more important because the world is becoming highly interconnected, with networks being used to carry out critical transactions. Thus, the issue of cyber security in university libraries is an issue that requires serious managerial and strategic attention. Cyber security should not be allowed to gain expression in academic libraries due to their financial and social consequences. The latest and disruptive technologies, along with the new cyber tools and threats that come to light each day, are challenging academic libraries with not only how they secure their information resources, but how they require new platforms and intelligence to do so. However, there is no absolute solution to cyber security threats in the library, but a number of strategies can be employed to help reduce its increasing nature.

RECOMMENDATIONS

The paper suggests the following as mechanisms to combat cybersecurity threats in academic libraries:

1. Safeguarding the privacy rights of individuals when using electronic communications
2. Academic libraries should secure their network information.
3. Improving awareness and competence in information security and sharing of best practices through the development of a culture of Cybersecurity at all levels in the
4. Implement an evaluation/certification programme for cyber security product and systems.
5. Institutional framework should be formed that will be responsible for the monitoring of the information security situation, dissemination of advisories on latest information security alerts and management of information security risks including the reporting of information security breaches and incidents.

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Dimensions of Corporate Social Responsibility on the Performance of Selected Financial and Non - Financial Organizations In Yola Metropolis.

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This paper reviewed different approaches to Corporate Social Responsibilities (CSR) dimensions as well as some definitions put up by different scholars on the subject matter. Literature on CSR has increased considerably over the years, but some scholars usually focus their attention on a single dimension approach. This contribution in addition to previous efforts reviewed different dimensions of CSR in more elaborate construct as it has led to a gap between what early authors argued on dimension and what current studies especially instrumentalist advocated. The paper is descriptive in nature and the population of the study is the managers and supervisors of these organizations. Annual reports of these firms was used and analyzed through correlation and regression techniques for data analysis. It was the view of this paper in relation to the previous ones that there is positive significant relationship between CSR and MS and positive relationship between CSR and FP, but no significant relationship between CSR and Liquidity. The paper revealed some findings amongst which are that: Organizations involving in CSR programs enhance their sales growth, ii) organizations with CSR programs have improved the welfare of the stakeholders and environmental issues etc. Based on these findings, the paper recommended that organizations should fully implement their CSR practices as it is viewed to improve their MS. li) Government and their agencies should make sure that firms comply with CSR practices and reward those that complied and punish those found wanting. liii) Organizations should be honest in handling their ethical issues and their relationship with stakeholders if they want to sustain growth etc.

Keywords: Corporate Social Responsibility, CSR dimensions, Firm performance, Market Share, Liquidity and Theories of CSR.

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INTRODUCTION

The issue of Corporate Social Responsibility (CSR) from ages of time has been said to be responsible for achieving organizational aims and objectives as advocated by business managers and all stakeholders in business organizations. There appears to be a consensus opinions that CSR is important and significant for the sustainable development of corporations. Drucker (1954), Akindele (2011) and Enahoro, Akinyomi and Olutoye (2013) in their studies have agreed that CSR is a key stimulant in the growth, stability, sustainable performance in a dynamic and changing environment (Luo and Homburg, 2007; Gyves and O'Higgins, 2008).

Lei (2011) and Enahoro, Akinyomi and Olutoye (2013) realize its suitability to serve as a viable area or field of interest for academic research (McWilliams, Siegel and Wright, 2006). Management of such institutions are using it as a tool to strategize and set standards, build corporate reputation, abide by regulation and get more customer loyalty that ends in increasing profitability and overall attainment of organizational goals and objectives.

With policy formulation, governments have agreed to socially responsible behavior through various instruments and

subsidies with the intention of increasing competitiveness amongst firms and simultaneously supporting sustainable development (Porter, 1991; Porter and Van Linde, 1995).

Many researches on corporate social responsibility focus on assessment and analysis of its responsibility in relation to its impacts on organizational performance. These researches include the work of Fama and Jensen (2000), Galan, (2006), Garriga and Mele (2004). CSR has acquired different meanings over time and combined some features or characteristics by making it to represent set of obligations, responsibilities, stakeholder rights, and all forms of philanthropic activities (Moon, 2002).

SMES is aware of the impact their activities and actions do bring in sustainable development (CIDD, 2006; Spence et al, 1995). The area of emphasis of most studies of CSR on rising trend cover a wide range of issues such as employee relations, corporate ethics, community relations, fair market shares, plant closures, environment factors and human rights.

Carroll and Shabana (2010) tried to link the effect of CSR on the financial performance of firm but came out with a different results (Orlitzky et'al, 2003). The methods through which financial performance is improved by CSR is not well understood (Jawahar and McLaughlin, 2001; Doh et'al, 2009). Surroca; Tribo and Waddock (2009) stated that intangible resources like innovation might be a missing link to explain relationship between CSR and financial performance.

Organizations thrive successfully in societies if they do their economic responsibilities to stakeholders and be socially responsible to the community. The objective of CSR is to build sustainable growth for firm in a responsible manner (Moir, 2001).

Corporate performance (CP) which is an evaluation of how well an organization has fared in achieving its most important objectives, usually measured in terms of financial, market and shareholder performance (Rouse, 2015) has become a subject of interest to many research works. The reported cases of corporate failure and financial irresponsibility of some renowned organizations like Enron, Nike, Tyco, and WorldCom (Burns, 2003; Heath and Norman, 2004; McGuire, Dow and Argheyd, 2003; Smith, 2003) has reawakened the call for organizations to operate in accordance with the tenets of corporate social responsibility (CSR).

There are reported cases of unethical and fraudulent practices leading to illiquidity in many Nigerian banking industries, these practices include insider dealings whereby directors of companies give credits to themselves without adequate collaterals or no collateral at all, mismatching of short term loans for long term investments without the inputs of other stakeholders and even the overbearing attitudes of some directors which led to severe and harsh regulations intended to stabilize the industry (Afrinvest, 2010); and to include CSR practices into it. Other factors that have led to the renewed call for CSR include globalization and internationalization of corporations (Jamali and Mirshak, 2006). Population growth and sophistication is another reason (Enahoro, Akinyomi and Olutoye, 2013). As a result, organizations are now required to contribute to the sustainable development of community as part of their performance requirements (Belal and Momin, 2009; Perrini, 2006). This has given CSR a corporate identity; agreeing it with European Commission (2006) definition as an integrated social and environmental concern by firms in their business operating environment; as well as their interactions with stakeholders.

Akindele (2011) using Nigerian banks studied the relationship between CSR practices and sustainable growth / development in rural communities and found that there is a significant relationship between bank profitability and CSR practices. Other studies looked at it from the perspective of corporate governance and its possible impact on firms' financial performance (Adeusi, Akeke, Aribaba and Adebisi, 2013; Akinyomi and Olutoye, 2015; Ofurum and Torbira, 2011). The results of these studies show differing views that require further investigation.

The issue here is that the corporate performance of banks should not be limited to profitability alone as most researchers have done (Nasieku, Togun and Olubunmi 2014). It should go beyond the simple input-output formula to include such factors as firms' social responsibilities to their stakeholders.

OBJECTIVES OF THE PAPER

This paper is to assess the dimensions of corporate social responsibility on the performance of selected financial and non-financial organizations in Yola metropolis and specifically to:

- i) assess the basic six core characteristics of corporate social responsibilities of organizations
- ii) highlight the different theories applicable to corporate social responsibilities and,
- iii) identify the components of financial performance i.e. market share and liquidity

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The Meaning of Corporate Social Responsibilities (CSR)

It is a true to know that the concept of CSR has been on for more than half a century; however, there is no generally acceptable description of the term. It is said to be those organizational practices that are dependent on the ethical values, complying with legal regulations, and respect for people and the environment in which they operate (Dahlsrud, 2008).

CSR is also known as Corporate Citizenship, meaning that business organizations should be good neighbor within its host community (Freeman, Wicks and Parmar, 2004). Corporate Social Responsibility is a citizenship function with moral, ethical and social obligations between a corporation and publics (David et al., 2005; Wang, 2007).

It is the corporate policies or practices that affect the firms' stakeholders (Smith, 2013). Cardebat and Sirven (2010) stated that it is the internal performance of social responsibility that leads to the improvement of corporate situation thus increasing the firm's efficiency and profitability.

The most earliest and prominent definitions of CSR is the one given by Howard Bowen Who (Carroll, 1999) referred to as the father of Corporate social responsibility. All other definitions in the early 50s saw the need for managers to assume responsibility for public good "it has to consider whether the action is likely to promote the public good, to advance the basic beliefs of our society, to contribute to its stability, strength, and harmony" (Drucker, 1954).

These two different definitions are joined together to see the need to agree CSR with what managers consider as current and prevailing features of the socio-political environment they operate. Carroll (2008) stated that the whole concept of CSR in this early period is corporate philanthropy but there are only few actions which can be regarded as beyond philanthropy in this period.

Moving onwards from this period CSR has changed from philanthropy to regulated practices and instrumentality or strategic CSR. In the new millennium corporations are on rising trend receiving more pressures on compliance with environmental protection, transparency, regulations and the market is saturated with competitors resulting to the introduction of CSR as a method to survive and be more efficient (Galan, 2006). The emphasis of researchers at this period are on the impact of CSR on financial performance (Brammer & Millington, 2008; Ruf, Muralidhar, Brown, Janney and Paul, 2001; Surroca, Tribo and Waddock, 2009). The essence of engaging in CSR in the new millennium is tagged as "doing good to do well" (Rosamaria & Robert, 2011). The impact of CSR on economic performance has received a popular attention in the literature over some decades. There is expected positive relationship between CSR and financial performance according to both stakeholder theory and agency theory.

The instrumental stakeholder theory (Donaldson and Preston, 1995) argues that good management implies positive relationships with key stakeholders, which, enhance financial performance (Freeman, 1984; Waddock and Graves, 1997). The truth behind the assumption of this theory is that CSR may be an organizational system that leads to more effective use of resources (Orlitzky *et al.*, 2003), that lead to positive impact on corporate financial performance (CFP).

There are few studies looking at the relationship between CSR and financial performance in SMEs. Wilson (1980) conducted a study consisting of in-depth interviews with 180 owner/managers of SMEs. It was reported that majority of respondents stated that social responsibility was necessary because of profits motive, as it result to increased reputation and repeat business purchase. Bessera and Miller (2001) also found a section of small business managers who believe in the tenet of the enlightened self- interest model of business social responsibility. The key finding was that the majority of respondents stated that social responsibility was necessary for the sake of profits, as it lead to an enhanced reputation and repeat business purchase.

Institutional pressure for CSR enhancement has risen resulting in introduction of CSR initiatives that pay attention beyond shareholders wealth maximization (Waddock, 2008). Business organizations are expected to abide by the following functions:

- i) Sustainable development practices
- ii) Transparency and accountability
- iii) Maintain good stakeholder relationship management
- iv) Advocacy on different aspects of human rights, justice and democratic principles
- v) Compliance with accepted international standards on CSR
- vi) Ethical business practice

Some few definitions of CSR show that organizations are required to contribute towards community development, build on corporate reputation and be a corporate citizenry. The social responsibility of organization consists of, legal, ethical, economic and discretionary initiatives aimed at fulfilling stakeholder expectations (Carroll, 1979). But scholars on

CSR have divergent and heterogeneous views with each. Brown and Dacin (1997) define CSR as “A corporate status and activities with respect to its perceived societal or, at least, stakeholder obligations” while, Matten and Moon (2004) said that “CSR is a cluster concept which overlaps with such concepts as business ethics, corporate philanthropy, corporate citizenship, sustainability, and environmental responsibility. It is a dynamic and contestable concept that is embedded in each social, political, economic and institutional context”.

Lei (2011) on his submission on evolution of CSR definitions insisted that all given definitions centered on; sustainability and social obligations like economic, legal, ethical and discretionary responsibilities. Dahlsrud, (2008) analyzed 37 definitions used by researchers on CSR and concluded that they are based on five dimensions; environmental; social, economic, stakeholder and charity dimension. (Shafiqur, 2011) gave a ten dimensional points on CSR definitions, which gives a full summary of all issues mentioned in various definitions of CSR, they are; Obligation to the society, stakeholders involvement, improving the quality of life, economic development, ethical business practice, law abiding, voluntariness, human rights, environmental protection, transparency and accountability which shall be addressed later.

CONCEPTUAL REVIEW

This section comprises a brief review of the two major variables of the study.

Concept of Corporate Social Responsibilities

Studies have not stated precisely on the date of origin of CSR construct, however, Amaeshi, Adi, Ogbechie and Amao (2006) traced it back to the business philosophy of the Quakers in 17th and 18th centuries. The belief of this philosophy is that since business does not live in isolation from the society where it operates, the motive for business organization should be how to improve on community wellbeing through value addition; and not essentially on motive of profit maximization.

According to Maignan (2001), an early contributor to the first scholarly article on corporate responsibilities is Bowen (1953). Other contributors according to Carroll (1999) include Chester Barnard (1938) “The Functions of the Executive”; J. M. Clark (1939) “Social Control of Business”; Theodore Krep (1940) “Measurement of the Social performance of Business” and Fortune

Magazine's polling on the social responsibilities of business executives in 1946. Since then, the construct has been on continued research and development both in the business and academic worlds (Carroll and Shabana, 2010).

The construct of CSR have been viewed from different perspectives. But Carroll's (1979 & 1999) definition of the construct has received wide recognition from researchers. According to Carroll, CSR can be explained as a three-dimensional construct with four distinct responsibilities - economic, legal, ethical, and discretionary or philanthropic responsibilities.

Aaronson (2003) defined it as “Business decision making linked to ethical values, compliance with legal requirements, and respect for people, communities, and the environment around the world”. According to the European Commission (2006), it is an integrated social and environmental concern by firms in their business operating environment as well as their interactions with stakeholders. Researchers do define CSR as the method in which firms achieve and maintain a balance among their various responsibilities cutting across the economic, social, and environmental cycles of their operations so as to align both shareholder and stakeholder expectations without compromising. Buchholz (1991) identified five major elements of CSR definitions to include:

- I. Corporations have responsibilities beyond the production of goods and services at a profit.
- II. These responsibilities involve helping to solve important social problems, especially those they have created.
- III. Corporations have a broader constituency than stockholders alone.
- IV. Corporations have impacts that go beyond simple marketplace transactions.
- V. Corporations serve a wider range of human values than can be captured by a sole focus on economic values.

Concept of Corporate Social Responsibilities Dimensions

CSR has series of dimensions by different scholars. However, Carroll's dimensions seem quite outstanding and form the basis for reviews by scholars. Carroll's pyramid of CSR is a graphic presentation of the dimensions in such a way that good business persons will appreciate and accept the concept. According to Carroll (1991), CSR concept has four kinds of social responsibilities which are economic, legal, ethical and philanthropic as in figure 1. In Nigeria however, organizational CSR activities are mostly philanthropic in nature (Amaeshi et al 2006).

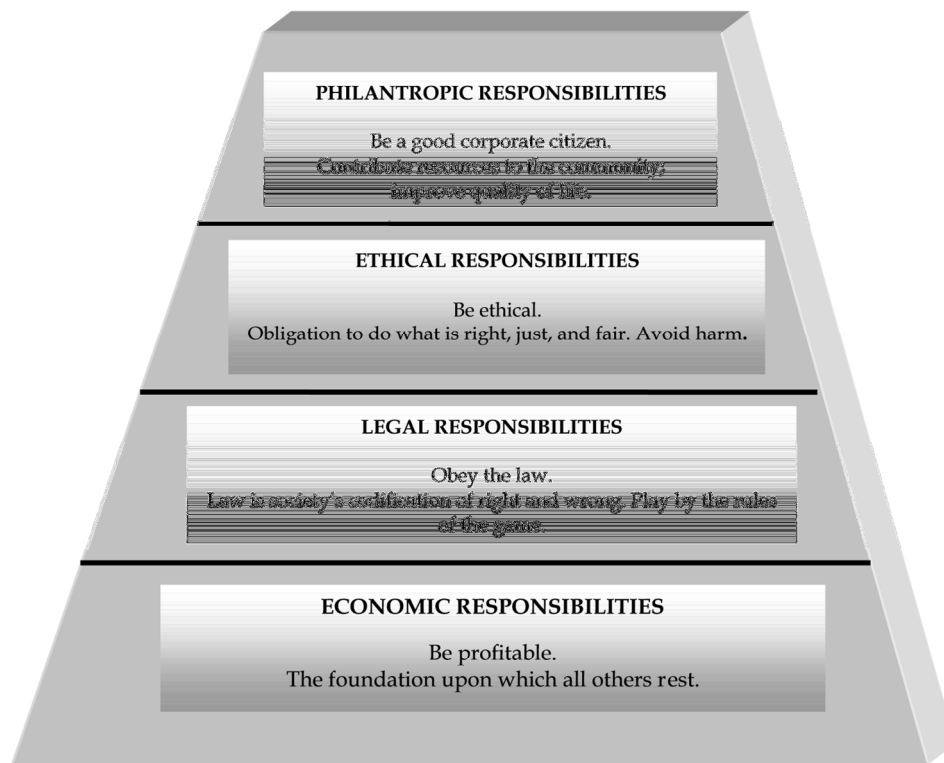


FIGURE 1: Pyramid of Corporate Social Responsibility by Carroll, A.

Source: Carroll, A 1991, "The pyramid of corporate social responsibility": Toward the moral management of organizational stakeholders. *Business Horizons* (July/August), pp. 39–48.

It is Carroll's belief that these responsibilities have always existed to some extent; but that ethical and philanthropic responsibilities just came in recent years. He stated further that organizations are duty-bound to provide the community valuable goods and services; as well as making profits from them. This characterizes the 'economic responsibility' which is the basis for other responsibilities. Stakeholders here include shareholders, customers / consumers and creditors.

Next in the line is 'philanthropic responsibilities' which is the first in the pyramid. It requires firms' activities and programs to be such that advance the welfare and goodwill of society. They are not morally or ethically expected; rather they are performed at the volition of firms. Some of the ways of achieving this include involvement in community welfare programs, development of public infrastructure, youth and women empowerment schemes, promotion of education and acts of charity. Since these activities are more visible and directly bear upon the lives of the people, philanthropic responsibilities tend to be more appreciated than the rest of the responsibilities. Pyramid has been described by Carroll as an essential block; with economic responsibilities at the base while other responsibilities are on top

'Ethical responsibilities' is the next in the pyramid. It shows those activities community may not have expected from organizations as well not prohibited. They are the rights of stakeholders such as fairness, equity and justice in business relationship with them. It also involves the obeying of human rights, protection of the environment and utilitarianism. Society uses moral suasions and public debates anchored on global best practices, emerging societal norms and values to encourage and expect performance from firms. Organizations are required to comply with ethical expectations rather than just obeying laws and keeping stipulated regulations.

Next in Carroll's pyramid is 'legal responsibilities' which places on organizations the obligation of conforming to rules and regulations as well as obeying laws that guide business operations within the community. Accordingly, society will expect profit making from organizations, business dealings and sundry relationships with stakeholders to be in line with legal requirements; at least to the barest minimum. (Figure 2)

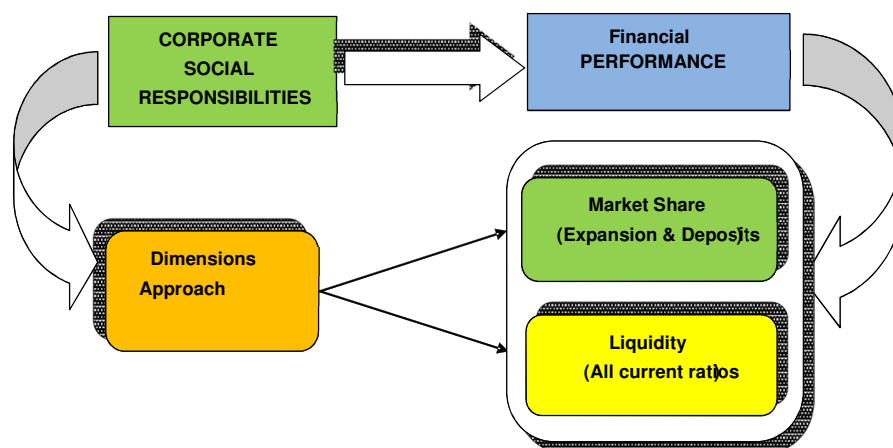


Figure 2: Conceptual Framework of Corporate Social Responsibilities and Corporate Financial Performance.

Source: Conceptualized by the Researchers, 2016. Adapted

The Concept of Corporate Performance (CP)

Corporate performance is seen as a way of observing, monitoring, evaluating and reporting the performance of a business organization to ensuring that result conforms to the predetermined goals and objectives. According to Herbert (2006), organizational performance can be assessed by the extent to which objectives and goals which are key to the organizations are achieved by the successive efforts of subordinates/employees.

Nwachukwu (2006) gave some of the objectives and goals of organizations to include high profitability rate, rising growth, high productivity, large market share and strong competitive strength. For organizations to obtain these objectives, performance, monitoring and management tasks become necessary. However, the concern of this study is to measure the influence of CSR practices on the performance of selected financial and non- financial institutions in Adamawa state. The two variables to measures are market share and liquidity preference.

Market Share

Market share can be said to be the total percentage of sales volume of a company's product or its brand in a marketplace denoted by the total market size of the industry. In other words, it is the percentage of the total market of an industry controlled by a single firm. The market share of a bank is the customers deposit (CD) and assets. The higher the value of CD and assets, the higher the market share. This means that CD and assets can be used as proxies for market share. According to Buzzell, Gale and Sultan (1975), the goals of market share depend on such things as competitors' strength, availability of resources to support strategy, and the readiness of management to trade present earnings for anticipated results. Three market share strategies are advanced as:

- 1) Harvesting strategies that are used to achieve short term earnings and cash flow by allowing decrease of market share.
- 2) Holding strategies that are used to keep the current market share position.
- 3) Building Strategies that are based on rigorous effort to increase market share through the introduction of new products, additional marketing programs, etc.

Liquidity

Liquidity is said to be the ability of organizations to meet their financial obligations in a short space of time. For banks, liquidity is a very important measure of their performance since most of their assets are either cash or near cash instruments like treasury bills, promissory notes etc. According to Klomp and Haan (2012), bank liquidity indicates the skill of banks to have sufficient cash available to meet its current needs. Liquidity could be in form of cash or deposits with other deposit money banks and the central bank. It also includes bonds which can be sold easily with minimum loss. Liquidity can be expressed in different ratios such as Acid test ratio, current ratio, cash ratio and inventory to net

working capital ratio (Urieto, 1999). These ratios are used by intending investors to assess banks before making their investment decisions. This responsibility emphasizes the need for banks to take enough safety margins to cushion against crises and difficult economic situations (Foos, Norden and Weber, 2010).

Table 1 - Dimensions of CSR Definitions

Period & Focus Area	Summary of Dimensions
1950s – 1960’s <ul style="list-style-type: none"> • Religious & Humane philosophies • Community development • Unregulated philanthropy • Poverty alleviation • Obligation to the society 	Philanthropy
1970s – 1980’s <ul style="list-style-type: none"> • Extension of CSR commitments • CSR as symbol of corporate citizenship • Stakeholder relationship management • Corporate reputation • Socio-economic priorities • Bridging governance gap • Stakeholders’ rights • Legal & Ethical responsibilities 	Regulated CSR
1990s –2^{1st} Century <ul style="list-style-type: none"> • Competitive strategy • Environmental protection • Sustainability • Internationalization of CSR standards • Transparency & accountability 	Instrumental/Strategic CSR

Source: A.A Hamidu, 2015(Adopted)

Core Characteristics of Corporate Social Responsibility

The core characteristics of CSR are the essential features that tend to be visible in CSR practice. This features must be part of existing definitions of CSR and form the main focus on which the practice of CSR must address.

The Six core characteristics are summarized as:

Voluntarism

CSR is the representative of all set of corporate initiatives that are discretionary and go beyond what the law says. Governments and other stakeholders of all developing nations emphasize this characteristic (Crane, Matten and Spence, 2008). Many organizations are now familiar and more willing to take responsibilities beyond legal consideration, and the development of self-regulatory CSR practices is seen as a way of reducing and avoiding additional regulation by complying with societal norms and value system.

Internalizing cost of externalities

Externalities in CSR is a sort of factors that impacted on different stakeholders rights and not for in the decision making process of a business organization. One of such factors is environmental degradation since the general public feel the impact of the production process. Law and regulation can make firms to internalize the cost of the externalities i.e. fines on havocs, but CSR remain a viable discretionary method of managing externalities like taking more safety caution and reducing pollution by planting green. Most of CSR activities dealing with externalities involving workers’ rights, good stakeholder relationship with management to reduce unsatisfied legitimate claims and abandoning products and production processes that are harmful and classified as dangerous to health (Husted and Allen, 2006). The crises can also be a social and economic type (Okpara and Wynn, 2012; Newell, 2005), reduction of prevalent cases of HIV/AIDS in some African countries (Dunfee, 2006).

Stakeholders orientation

The central theme of stakeholder management system is to define stakeholders' orientations on three attributes which are power, legitimacy of claim and urgency. Looking at stakeholder orientations assist in identification and prioritization of stakeholders by step by step methods beginning with internal preparations, appointing the internal leadership team of internal stakeholders for marketing, communication, operations, human resources, investor relations and environmental/government affairs etc., lowering expectations to a realistic level, training on communication skills, stakeholder research, collective bargaining, good industrial relations, adequate knowledge on crisis and risk management, public relations, adoption of a suitable technique for managing multiple stakeholder orientations, accommodations for possible unavoidable mistakes and finally comparing stakeholder expectations with organizational performance (Ahmad, Murtala and Bashiru, 2014).

CSR involves a lot of interests and impacts among a variety of stakeholders other than just shareholders. The belief that firms have responsibilities to shareholders alone is not in doubt, but the fact is that organizations rely on other stakeholders such as consumers, employers, suppliers, and local communities in order to survive and prosper. It is the extension of corporate responsibility to these other groups that forms much of the essential character of CSR.

Conflicts of social and economic responsibilities

The idea of equating various stakeholders' interests lead to another core feature. While, CSR may be going beyond assessment of shareholders and its profitability, many also believe it should not be so, this is much argued, various definitions of CSR from business and government stress that it is about enlightened self-interest where social and economic responsibilities are aligned. This feature has prompted much attention to the 'business case for CSR' – namely, how firms can benefit economically from being socially responsible.

Practices and social values perspectives

Corporate Social Responsibility is about a particular set of business practices and methods that has to do with social issues, but some scholars see it beyond that as a set of values that underpins these practices. This view is evident in CSR initiatives of communitarian or collectivistic societies valuing traditions and cultural practices of their local communities (Lei, 2011). The values dimension of CSR is one of the reasons why CSR raises so much disagreement, if it were about what companies do in the social context, it would not have resulted in much problems as to why they do it. Duarte (2010) explained the perception of managers in regard to the influence of personal values to their work.

Philanthropy

Corporate Social Responsibility in some nations is majorly about philanthropy – i.e. corporate discretionary responsibility or voluntarism towards the general public. CSR is a mandatory practice backed by regulations and accepted international standard which is shifting from altruistic to instrumentality or strategic CSR as the case may be. It is no more altruistic and community development projects, because of its impacts on profitability, human resource management, marketing, and logistic support which are all part of the core functions of business organizations. CSR goes beyond philanthropy because of its viability as instrumental or strategic in satisfying stakeholder visions and its ability to attain organizational objectives. The argument is that CSR needs to be added and institutionalized into normal business practice rather than discretionary activity

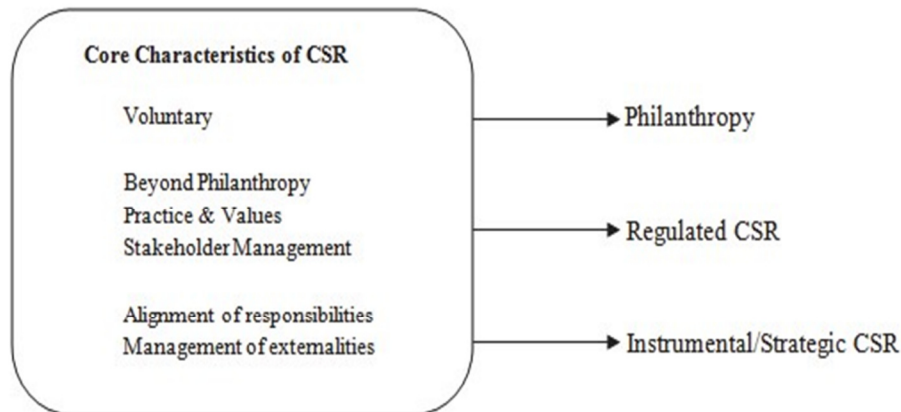


Figure 3 – Core Characteristics of CSR
Source: A.A Hamidu, 2015 (Adopted)

Theoretical Framework

A vast sum of money has been spent on CSR by organizations in the last few decades and a lot of attention is being received from the academia too (Gray, Kouhy and Lavers, 1995). Theories on CSR are used as reference in every aspect of CSR practice, currently, there is no single accepted theory and definition of CSR, so, there a lot of variations on what constitute the theoretical and practical aspect of CSR (Choi, 1999). The theories of CSR studies reveal how CSR is seen and analyzed by different stakeholders on various perspectives from their organizational viewpoints. These theories are:

Agency theory which emphasizes on legal interpretation on how to act on behalf of the principal rather than managers (agents) (Salazar and Husted, 2008).

Legitimacy theory deals with giving a firm sense of belonging and the right to exist and operate within the community in accordance to the regulation (Suchman, 1995).

Stakeholder's theory emphasizes on getting stakeholders rights as the bases of CSR practice which view that different stakeholder's rights if duly observed will lead to full realization of organizational objectives (Donaldson and Preston, 1995).

Instrumental/Strategic theory works with using CSR commitments as a method to get competitive strength and customer relationship management (Garriga and Mele, 2004).

All these theories show how organizations react to CSR practice on the perspective of stakeholders.

Agency Theory

Agency Theory is a situation where the owner of the business organization (principal) uses the services of an agent (a manager) to do some tasks on his behalf (Heath and Norman, 2004). It shows the relationship between the agents (managers) and the principals (Shareholders/Investors), the managers are acting as agents of the shareholders and are responsible for decision taken and executed in the affairs of an organization and also have access to information which the owners doesn't have (Fama and Jensen, 1983). One major area that this legal relationship creates to the principal is in the area of constant scrutiny of each decision taken by the agent. The principal also needs every financial information on a regular basis to assist in monitoring the rewards achieved from delegating responsibility to the agent (Hendriksen and Van Breda, 1992). The belief is that agents know more of the organization than the principal. And because of this some agents can sometimes use their discretion to maximize their utility at the expense of the principal (Salazar and Husted, 2008).

To adhere strictly to the principal's directive, there should be a need for agency cost, bonding costs and monitoring to motivate the agent in delegating on behalf of the principal. Since delegation of responsibility and contractual obligation are on the shoulders of the agent, all his activities are considered that of the principal and must be within the legal framework given.

Studies on agency theory are looking at on how to maintain good relationship between the principal and the agent so that owners and managers can all attain their individuals' objectives.

Legitimacy Theory

Suchman (1995) defined legitimacy as “a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs and definitions.” While, Dowling and Pfeffer (1975) defined legitimacy as “a condition or status which exists when an entity’s value system is in line with the value system of the larger society of which the entity is a part. When there is difference between actual and potential, the two value systems are said to be a threat to the entire entity’s legitimacy.”

For organization to survive, she needs to fulfil what the society expect from her, by so doing the organization is looked at as an entity that deserve to be in the same environment with the community it serves, this asserts the reason for being part of the society and have a legitimate right to survive. Legitimacy theory indicates how a business reacts to the pressures and expectation of its stakeholders to survive. Aguilera, Rupp, Williams and Ganapathi (2007) said that legitimacy is the relationship between the activities of an organization and the perception of its stakeholders.

Legitimacy deals with two major concepts, the perception of the general public and the efficiency of the communication channels used by the organization. Legitimacy theory wants organization to continuously check whether their existence is worth in values they uphold and cherish (Mobus, 2005). Legitimacy theory is built upon the idea that business organizations operates in a community through perceived agreement to perform some socially responsible acts in order to survive within the community and achieve its objectives. It is the community where the organization operates that state how worthy an organization is to them based on the agreement between what they expect and what they get from the business organization (Haron, Ismail and Yahya, 2007).

Communication is an important feature in legitimacy theory because organization provides what the society wants and to conform to the norms, values and expectations of the society, so that the organization can be seen as an entity that is legitimately considered to be part of the society as a unit that serves them (Deegan 2000). Communicating CSR initiatives is a means of initiating and protecting organizational legitimacy.

Stakeholders Theory

This theory is about the relationship between firms and any single individual or group of people or functional bodies that are involved in the process of attaining organizational aims and objectives. Stakeholders is defined as any group or individual that affect or be affected by the process of achieving organizational objectives (Freeman, 1984). A stakeholder is defined by (Clarkson, 1995) as any person or group of people that are having ownership right or any form of interest or claim on an organization. Starik (1995) differed in his opinion as he included humans and non-human entities in his definition of stakeholders. He referred to natural environment as the non-human stakeholder because of the implications and relevance it has on CSR policies.

Jones (1999) classified stakeholders into two groups; primary and secondary groups. The primary group is made of those who influence the survival of firms in a direct manner, their continuous participation keep the firm going. Firms solely depends directly on the activities of its primary stakeholders. Organization survives if its managers use their skills in creating valuable products to satisfy its shareholders, customers, suppliers, investors, employees, and government. Secondary stakeholders are the group that does not have a direct relationship on the achievement of organizational objectives, their roles are less important. Organizational impact and survival does not depend on their activities.

Stakeholder’s theory goes beyond profit maximization to involve the rights and claims of non-shareholders (Mitchell, Agle and Wood, 1997). The theory is mainly grouped into three classes; descriptive, instrumental, and normative. The descriptive explain how to manage or communicate with stakeholders, the normative deals with how to treat stakeholders, and instrumental deals with the relationship between stakeholders and corporate performance (Donaldson & Preston, 1995). Since firm has different types of stakeholders it would be very difficult to have their different demands met at the same time (Mele, 2008). Corporate performance is ascertained in a manner a firm satisfies its stakeholders as there is positive relationship between stakeholder’s satisfaction and corporate performance (Ruf, Muralidhar, Brown, Janney and Paul, 2001; Waddock and Graves, 1997).

Institutional Theory

Institutional theory is defined by Scott and Christensen (1995) as an external factor that assist in the way organizations behave. It is the way and manner organizations perform their CSR practice. One of the drivers to CSR performance is the pressure exerted on organizations by stakeholders and their competitors. Organization has to meet up with various demands placed on it and act according to norms of the industry, if not her legitimacy and survival would

be at stake if it fails to agree to acceptable institutional norms (Dimaggio and Powell, 1983). Similarly, agreeing to acceptable institutional norms is positively related with accessibility to credits and achieving organizational legitimacy (Oliver, 1991).

When a firm accepts and interprets practices that are termed as acceptable behavior to be a social unit that operates within an industry (Scott, 2008). So, institutional theory works with how organizational decisions are reached, agreed and executed into reality by obeying what the industry or competitive environment upholds. The activities of a corporate body is affected by the dominant organization within the industry (Brammer, Jackson and Matten, 2012).

If a firm is trying to do exactly with institutional practices and norms which make an organization to do exactly what others are doing in order to be socially acceptable, it is said to be isomorphism. There are three factors leading to isomorphism and these are; coercive, normative, and mimetic mechanism. Mimetic mechanism is the voluntary urge to imitate other competitors thinking that they have an acceptable standard (Amran and Siti-Nabiha, 2009). Normative mechanism is the imitation that is regarded as a necessity to agree to certain requirement for being within the institutional framework. Coercive mechanism is the imitation by force, or persuasion, or invitation to sign an agreement. Institutions can create norms, acceptable and recognized standards, specifications or mode of operation used in industries (Kang and Moon, 2012).

Instrumental Theory

Instrumental theory takes CSR from the angle of taking CSR practice as an indispensable opportunity to exploit and obtain rewards for the organization. This theory help in linking CSR practices with profit maximization to benefit various stakeholders. Burke and Logsdon (1996) said that economic rewards from execution of CSR policies show how effective a firm is in accepting the instrumental/strategic theories of CSR. When a firm uses CSR commitments to assist its core business activities and have a rewarding returns then CSR is said to have a strong strategic position in the decision making process of that organization.

Corporate Social Responsibility Practices of Selected Organizations

Most of the headquarters of these organizations although, are far away in Lagos and Abuja but their impacts are being felt by stakeholders in various states of the nation as their representatives' offices are traceable in these states.

First Bank of Nigeria Plc

First bank of Nigeria is said to be one of the leading Nigeria banks with strong corporate social responsibility practice. The following are the most noticeable commitments of the bank:

- i. The creation of the First bank foundation: The first bank foundation is an aspect of the bank that deals with the strategizing of the bank's corporate social responsibility practices. The reason behind this foundation was to ensure careful and well planned engagement between the bank and their clients.
- ii. Partnership with organizations: First bank collaborative relationship with many organizations to have better societal deal. They assist many organizations like Cadbury Nigeria PLC, maker of, Biscuit Bornvita and other beverages and Alexander Forbes among others in different projects. They sponsor the 'God's Children Got Talent' program; a talent show for young children, in partnership with the Redeemed Christian Church of God province 4.
- iii. Investment in educational growth opportunities for Nigeria children for example registration forms for the November/December 2014 West African Senior School Certificate Examination (WASSCE).
- iv. Partnership with health care initiatives such as the Sebecly Cancer Care and Support Centre, to bring awareness about cancer, pledge action amongst women to get screened and give access to quality cancer care. The bank is also supporting the Centre's Light Lagos Pink Campaign; an annual statewide fundraising campaign to promote breast cancer awareness and raise funds to support breast cancer treatment (First bank foundation, 2017).

Eco Bank of Nigeria Plc

The Ecobank (known as Ecobank) is among the top business organizations in Nigeria that have CSR at the forefront of their operations. Ecobank's CSR initiatives include:

- i. Promotion of education in the Nigeria through several initiatives, this include building of over a 100 seater ultramodern lecture theatre at the Chukwuemeka Odumegwu Ojukwu University (formerly Anambra State University), as an appendage of her corporate social responsibility (CSR) initiatives in 2016. Ecobank also build classroom blocks for three schools across Nigeria namely: C&S primary school, Ikorodu Lagos, Government secondary school, Kubwa, Abuja and Eastern academy Onitsha, Anambra state in 2013.
- ii. Ecobank has an Environmental and Sustainability unit within its Group Risk Management department. This unit has the primary responsibility for all environmental and sustainability management, including environmental and social risks, sustainability business development, adoption of green initiatives, energy conservation and carbon footprint management (Ecobank, 2017).

MTN Nigeria Plc

MTN Nigeria being socially responsible created a way to drives its CSR across 36 states in Nigeria together with Capital territory, Abuja. It created Foundations in 2004 as a way to reward people in their environment with this MTN foundation, they make a lot of impact and have good model for better corporate citizens.

- i). Economic empowerment through MTN foundation and its economic empowerment, it's possible for them to work on how to eradicate poverty in many ways i.e. by granting micro credit, creation of employment and acquiring necessary skill for a particular job.
- ii). MTNF Rural Telephone Project (MTNF RTP) (in partners with growing business foundation (GBF) and International Finance Corporation (ICF).
- iii). MTN Foundation Rural Housing Project (in partnership with Habitat for International (HFHI)
- iv). MTN Foundation –Lady Mechanic initiative (MTNF-LMI)
- v). MTNF “How to guide project in partnership with Fate Foundation
- vi). MTNF- Children’s Development Centre (CDC) Disability and U Road show and Seminar
- vii). MTNF Skill Acquisition project for the people living with Disability in partnership with Friends of the Disable (FOTD).

Nigeria Breweries PLC

Nigeria Breweries Plc is a socially responsible corporate organization with a good track record of corporate social initiatives. The CSR is driven by a vision to always “winning with Nigerians”. Areas of emphasis on CSR Practices are:

i). Education Trust Fund

In 1994 NBC established the Fund with a take-off grant of N100 million to take more active part in the funding of educational and research activities in Institutions of higher learning in an efforts to encourage academic excellence in Nigeria.

ii). Granting of Scholarship for Secondary and University Programs for children of employees and the host communities where they operate.

iii). Sports Activities

NBC plays a foremost position as sponsor of sports in the country and with sponsorship covering football, athletics, tennis, cycling, chess, golf, dart, sailing and Ayo games over the year.

iv). Social Investments

It has a sound track record in social investment in communities across Nigeria. She builds several powered boreholes, commissioned independent street lights and constructed bus shelters in Nigeria.

v). Youth Empowerment and Talent Development Skills

Development of Leadership, Musical and Movie talent is one of the thresholds of NBC. Some of these activities are captured in the company's social and environmental report. The company was awarded the most socially responsible company in Nigeria at the 2014 edition of Social Enterprise and Report Awards-SERAS.

Empirical Issues

The relationship between CSR practices and CP is quite impressive and alarming (Adeneye and Armed, 2015; Amole, Adebisi and Awolaja, 2012; Folajin, Ibitoye and Dunsin, 2014; Iqbal, Ahmad, Basheer and Nadeem, 2014); with reports of mixed results. For instance, Sarwar, Zahid and Ikram (2012) using Bangladeshi banks examined the link between CSR practices and financial performance and found that the banks that focus on CSR practices have more return on asset than those that do not. But the focus here is specifically on CSR and CP; with CP being measured by market share (MS) and liquidity. So this paper shall focus more on these two variables.

CSR and Market Share

Extant work on the CSR-MS (Market Share) is varied and sometimes conflicting. Munyoki and Benjamin (2013) in their study "Relationship between CSR practices and MS among supermarkets in Kisumu town" Kenya, revealed that there is a positive correlation between CSR practices and MS. While Khan and Majhid (2013) in their study, using cement companies in Pakistan stated the impact of CSR on profitability and MS and found that CSR impacted positively on profitability and MS. It is being stated too that consumers trust socially responsible firms and prefer their products to those that are not; thereby leading to the increase in MS of such organizations (Pivato, Misani and Tencati, 2008). Smith and Alcom (1991) in alliance with this found that about 45.6% of customers of manufacturing firms are likely to change brands to socially and environmentally responsible firms. It shows that CSR is capable of impacting MS significantly (Fredrick and Thomas, 2012); and that organizations will continue in CSR if they know that it will enhance their MS (Owen and Scherer, 1993), Wali, Amadi and Andy-Wali (2015) carried out a study to compare and evaluate the impact of CSR practices on marketing performance in the Nigerian and UK financial industry. They found that CSR practices have significant impact on consumer purchase behavior, sales growth as well as profitability in the Nigerian financial sector. This means that CSR positively impacts MS.

Waddock and Graves (1997) do not quite agree with this position but rather argue that the relationship between CSR and CP can be negative, neutral or positive depending on the purpose for which it is being used; for instance, Preston and O'Bannon (1997) and Waddock and Graves (1997) aligning their thought with the neo-classical theory, argued that the relationship between CSR and CP will be negative since CSR decreases profit and shareholder's wealth. On the other hand, when financial performance is low, managers tend to increase their spending on CSR. This is line with the view of Ogola and Dreer (2012) as they hypothesized that CSR correlates negatively with MS if MS is used as proxy for CP.

CSR and Liquidity

The Study on relationship between CSR (philanthropic responsibilities) and liquidity correlation are quite scanty. Most of the studies either focused on CSR-Profitability equation (Akindele, 2011; Amaeshi et al 2006; Amole, Adebisi and Awolaja, 2012; Adeyanju, 2012; Barnett and Salomon, 2006; Carlsson and Akerstom, 2008) or CSR-Corporate financial performance relationship (Moore, 2001). However, few studies were found that examined the relationship with divergent results. For instance Gatsi and Ameyibo (2016) used evidence from United Kingdom to examine the relationship between CSR and working capital (liquidity) and found that there is no significant relationship between the two constructs. Similarly, Samaha and Dahawy (2011) drawing from the Egyptian capital market experience agreed that CSR does not associate positively with liquidity. But this somehow invalidated their previous claim (Samaha and Dahawy, 2010) which stated that voluntary disclosure of overall level of corporate governance (CG) associates positively with liquidity.

METHODOLOGY

The methodology used in this paper is the review of secondary data collected with a view to compare and contrast and have some useful insight on input data collected with a view to establishing a position on areas of agreement and disagreement of the literature sources collected. The sample frame and population of study are the managers and supervisors of these organizations. It was a survey and descriptive study and responses to these questions were obtained from top managers of these institutions. These studies used regression and correlation statistics to analyze the impact of this CSR as a dependent variable, on financial performance, liquidity and market share of these organizations as independent variable.

FINDINGS OF THE PAPER

The findings of this paper are divided into two aspects namely, theoretical and empirical findings.

Theoretical Findings

Theory like 'stakeholder theory' looks at the business decisions and actions that must be taken into cognizance with respect to all the stakeholders of business organizations. Shareholders and investors are one of the major stakeholders in the business and they are affected by decisions taken by such entity. CSR is a reflection of stakeholders' theory in regards to business actions and how it affects their profitability. For organization to be sustainable in the long run, they need to address the environment as a main decision making reference point. Newton (2014) opined that the key determinants to CSR is trust, and its corporate image, which is what investors and shareholders are looking at, and should be their ethical priority.

Empirical Findings

The empirical findings based on this objective are stated as follows:

- i. Organizations involving in CSR Programs can enhance their sales growth positively.
- ii. Organizations gained more customers through CSR Programs.
- iii. The principles and regulations of CSR organizations have improved their financial performance.
- iv. Most policies of organizations with CSR are in favor of their stakeholders.
- v. Organizations in the long run, gain more customers' loyalty because of their involvement in the environment through CSR Programs.
- vi. Organizations with CSR programs have improved the welfare of the stakeholders and environment issues in which they are located.
- vii. The growth and profitability of Organizations with CSR Programs are better optimized through information, financial and physical suppliers reward. This is information asymmetry of these organizations.

DISCUSSION OF FINDINGS

This study finds that there is a significant positive relationship between CSR and Current Deposit (CD) in Nigerian banks. This finding is in alliance with Munyoki and Benjamin (2013) who found that CSR correlates positively with MS in Kenyan supermarkets. The works of Khan and Majhid (2013) who studied Pakistani cement companies also found that CSR impacted positively on financial performance and Market Share. Other supporting studies include Pivato, Misani and Tencati, (2008), Smith and Alcom (1991), Fredrick and Thomas (2012), Owen and Scherer (1993), Wali, Amadi and Andy-Wali (2015). However, their results was not in alignment with the opinion of Ogola and Dreer (2012) when they hypothesized that CSR correlates negatively with MS if MS is used as proxy for Corporate performance (CP). Others with this view are Preston and O'Bannon (1997), Waddock and Graves (1997) and Piacentini, MacFadyen and Eadie (2000) who argued that the relationship between CSR and MS can only be positive significantly in markets when organization is in strong competition and controls less share of the market. These authors did not state categorically that CSR does not relate positively with MS; instead, they gave conditions under which a positive relationship can be made. Moreover, the environment and industry of their studies differ significantly from this study.

The findings also showed that all the banks showed no significant relationship between CSR and liquidity. The work of Gatsi and Ameyibo (2016) who got facts from United Kingdom concluded that there is no significant relationship between CSR and working capital (liquidity). Alliance was also found in Samaha and Dahawy (2011) who got fact from the Egyptian capital market to predict that CSR does not relate positively with liquidity. The same idea in Chapple and Moon (2005) who posited that because CSR involves incurring short-term costs without any immediate financial benefit, it may lead to low liquidity. This result is quite obvious with the reason that liquidity is a measure of cash availability to meet maturing obligations, expenditures on CSR reduces cash reserves thereby causing banks to tend towards illiquidity.

The findings support the position of previous studies (Cardebat and Sirven, 2010; Servaes and Tamayo, 2013) which identify corporate social responsibilities dimensions such as firms' obligation to its employees, customers, the society, the law and also social programs, as having much influence over its sustainability and growth. In addition to this, the results did not suggest financial goals but support more of non-financial organizational goals, thereby giving more

credence on other advantages such as reputation, identity and organizational goodwill. The views of Smith (2003) are supported by the findings of this paper which link organizational performance to the manifestations of corporate social responsibility (Olajumoke, 2001; Kambiz and Amanolla, 2013).

CONCLUSION

It is the view of this study in line with most other studies especially Akindele, 2011 that investment in CSR positively influences Organizational image, reputation, corporate citizenship which culminates into stronger customer loyalty and good financial performance. CSR is highly institutionalized and standardized by different international indexes of responsible investment, growth and performance. The core characteristics of CSR are on focus as emphasized by different scholars in defining what CSR stands for. This core characteristics are the features which depict CSR performed by business organizations from voluntary activities, managing external factors, stakeholder management, alignment of social and economic responsibilities to considering practices and values. CSR if well comprehended into organizational practices and backed with extant rules and standards will serve as a key determinant to achieving some corporate objectives such as financial performance, liquidity and market share. There is need for organizations to liaise with various stakeholders groups in order to execute various CSR programs that will impact on the people and the society where they operate. The theoretical aspect of CSR in this study deals with the impacts of CSR on corporate performance, reputation and citizenship. The remaining theories act as integral part of methods in achieving organizational aims and objectives.

RECOMMENDATION

Based on the findings of this paper and in alliance with the objectives of the study, the followings recommendations were proffered:

- i). Business organizations in Nigeria should be encouraged to fully implement CSR practices into their organizational activities as CSR is envisaged to improve their market share.
- ii). Business organizations should take CSR as a way of achieving their organizational objectives rather taking it as a waste or unnecessary government imposed laws.
- iii). CSR activities of organizations need to be checked by governments and their agencies and other relevant regulatory bodies to make sure they comply with extant rules and standards. Such bodies should be empowered to reward organizations that comply with CSR and to punish those that decline to imbibe the programs.
- iv). Organizations need to meet with relevant stakeholder groups to develop and execute desired needed CSR programs that have direct bearing on the stakeholders. By so doing they win the confidence of the people which translate to a larger market share.
- v). Great effort should be made by organizations like banks to guard against illiquidity because of much expenses on CSR programs. They need to manage the relevant banking policies and relate effectively on CSR projects that are absolutely necessary.
- vi). Also organizations should be prompt in handling ethical issues involving decisions on their transactions and activities, and should be very honest in their dealings with the stakeholders, if they want to be sustainable.
- vii). The relationship between corporate social responsibility and organizational financial performance, liquidity and market share cannot be overlooked, so managers, scholars, government and other stakeholders should invest resources to making the concept yield the desired result.

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The Impact of the Library on the Reading Culture of Senior Secondary School Students: A Case Study of Some Selected Secondary Schools

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Reading serves as one of the major doorways to the mind as well as being arguably the most important medium for acquiring knowledge, as food to the body so is reading to the mind. The paper examined the impact of the library on the reading culture of senior secondary school students using the survey research design and utilizing questionnaires to collect data. Tables and percentages were used during the data analysis. Results obtained from the survey revealed that the library greatly affects the reading culture of students with the textbooks being the major source of information consulted by the students. Also very few of the students read for leisure with a high percentage of them attesting to the fact that they read mainly for test and exams. Insufficient reading materials and distraction from Electronic gadgets serves as the chief impediment to reading. Lack of free time in school timetable was given by the students as a possible reason for their low patronage of the library. The study further gave suggestions on the way forward to promoting a healthy reading culture among Nigerians as well as roles of different stakeholders in fostering reading.

Key words: Reading, Reading culture, School libraries, Nigeria

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INTRODUCTION

Reading is an indispensable tool in learning that forms an integral part of any learning situation, and the bedrock of education Ramatu, Marjanatu, Dogara, & Babangida (2015). Therefore, access to information is crucial to individual advancement as well as corporate educational development. Information is indispensable and according to Yusuf (2007), reading bridges the gap between knowledge and ignorance; one of the major avenues for acquiring information is reading.

Reading is the foundation upon which other academic skills are built. It offers a productive approach to improving vocabulary, word power, and language skills. Tella and Akande (2007) assert that the ability to read is at the heart of self-education and lifelong learning and that it is an art capable of transforming life and society. Yani (2003) postulated that reading culture of Nigerians are a matter of concern in our educational and national development, revealing further that in a developing country like Nigeria, the concept of reading culture should not be relegated to the background, because reading is one of the key ways humans understand their surroundings.

More so, reading makes a way for better understanding of one's own experience and can be an exciting voyage of self-discovery. A child that forms the habit of reading is always different from his peer group at school because he becomes more knowledgeable than them and understands better than his colleagues what they are being taught in class. Akinbola (2007) described reading as the act of translating symbols or letters into word or sentences that have meaning to an individual. It is also the understanding of what is seen in a text, which is the ability of reader to take incoming visual information, process that information and obtain meaning from it. Reading can also be perceived to be a process of constructing meaning through dynamic interaction among the reader's existing knowledge, the information suggested by the text being read, and the context of the reading situation.

There is hardly any difference between reading and reading culture, Okoro (2004) in Ramatu et al (2015) emphasized the importance of introducing children to reading very tender age in life even before the child steps into school so that children can see reading as a means of enjoyment, self – development, love of literature and learning. It is widely

believed that enterprise of developing reading habit has to start at the early part of one's life and that there should be a conducive reading environment to stimulate lifelong reading. Therefore, Sangkaeo (1999) sees reading habits to be the behaviour which expresses the liking for reading of individual types and tastes for reading.

Library is associated with reading, studying and researching. Indeed, the library articles in trade which are basically books and journals are adjudged to be well utilized when users continuously and regularly consult them. For library materials to attract patrons however the users must have good reading habit, and good reading habit is a product of good reading culture.

Reading is a worldwide phenomenon that has the capacity to promote development as well as instil discipline on the individual. For one to play a significant role in contemporary society, the ability to read and write must be there, the survival of any society therefore is a function of the extent to which that society is involved in reading.

Reading according to Yilben and Kitgkka (2008) is a basic life skill as well as the corner stone of child's success in school and throughout life. Reading therefore is an aspect of learning and as such should not be overlooked. Reading is thus indispensable in sustaining the development of any society.

In order to read, one must follow a sequence of characters arranged in a particular spatial order, for example, English flows from left to right, Hebrew from right to left and Chinese from top to bottom. The reader must know the pattern and use it consistently. Ordinarily, the reader sees the symbols on a page, transmitting the image from eye to the brain, it involves recognition and sometimes verbalization of symbols, which represent sounds in human speech but reading also can be accomplished by touch, as in the Braille system, a printing method design for the visually impaired that involves raised or punched dots.

The acquisition of reading skills has a beneficial effect on all school subjects, including social studies, sciences, mathematics and so on. Poor reading skill can make a child develop a poor attitude towards school and can create self-esteem problems later in life (Fosudo 2010).

In Nigeria, a study carried out by Henry (2004) reveals that 40 percent of adult Nigerians never read a non-fiction book from cover to cover after the finish school. The average Nigerian reads less than one book per year, and only one percent of successful men and women in Nigeria read one non-fiction book per month. The same study showed that 30 million Nigerians have graduated from secondary school with poor reading skills, some Nigerians do not read because they are not working in the right field(s). If regular reading and studying is required condition of your job or profession, this in effect means you read, even if it is under duress.

The school libraries are expected to help in promoting reading culture among Nigerian children. The school library and school administrators can use various strategies to promote reading culture, as stated by Gbadamosi (2008), reading requires books, it goes to mean that good reading habit promotes effective use of library book resource and in return, effective use of library book resource has the advantage of promoting good reading habits.

The issue at stake is that libraries are faced with challenges since the trend of seeing reading as a noble act is non-existing in our contemporary society, with the advent of information technology, where students are always online either to chat, watch film; reading is no longer seen as part of our culture.

This study therefore, will seek to investigate the special role the library plays in building a good reading habit in our secondary schools.

STATEMENT OF THE PROBLEM

Reading is not just for school; it is for life and thus, adds quality to life. It is imperative for students to have a good reading habit and culture.

"If you want to hide something from an African, hide it in a book" the popular saying goes, this is reflective of the poor reading culture of Africans especially Nigerians in particular. Hence, this study looks forward to examine the role of libraries in remedying this poor habit that has eaten into our system as a nation and individuals.

By and large, the importance of reading cannot be overemphasized because no learning activity or situation can take place without reading. But one of the major problems facing the educational system in Nigeria is the abysmal failure of students in public examinations especially at the senior secondary level of education (Ogundele, Olanipekun, & Aina, 2014). This abysmal failure can be conceived to be linked to the absence of reading habit among students or nonchalant attitude to reading compared to the use of internet. Although there are many reasons why people read, but observations and researches have shown that there is a low reading habit among students in recent times especially in developing countries because reading is not considered as a relevant leisure activity as it does not form part of children's social interaction like watching television (Aina, 2004 and Gbadamosi, 2008).

PURPOSE OF THE STUDY

This study intends to achieve the following:

1. To find out whether the library affects the reading culture of students in any way.
2. To examine the materials students read when they visit the library and the number of times they visit the library.
3. To ascertain why students engage in reading.
4. To determine what activities students engage during their leisure time.

RESEARCH QUESTION

The study raised some key questions, chief among them are:

1. To what extent does the library affect the reading culture of students?
2. How often do they student visit the library and what materials do they read when they visit the library?
3. Why do students engage in reading and what is their attitude towards reading?
4. How do students spend their leisure time?

LITERATURE REVIEW

Reading culture is the process of building positive reading attitude among children and students over a period of time. Dare (2007) posit that when an individual frequently and regularly reads books that are not necessarily required for him/her to advance in the profession or carrier, he/she is said to have a reading culture. Reading is a universal phenomenon and tradition, as there is practically no profession across the world that does not involves reading, even in contemporary times, artisan and tradesmen ought to be able to read and write so as to enable them to function properly in their day to day activities.

In all educational systems in the world, reading is considered to be a dependent variable, as no educational endeavour could thrive without reading culture. Some experts have argued that reading is synonymous with knowledge since the primary aim of education is to impact knowledge as a tool for development. Reading ability undoubtedly equips one, particularly students with the requisite knowledge for successful career in education.

To read is to get ideas from printed or written materials. Reading is a way of acquiring knowledge; it is a means of tapping knowledge from superior minds (Fosudo 2010). It is a term used to refer to an interaction by which meaning encoded in visual stimuli by an author makes meaning in the mind of the reader, it involves the recognition of printed or written symbols which serve as stimuli for recall or meaning through the intellectual manipulation of concepts already passed by the reader (Fosudo 2010).

Fosudo believe that if children have the kind of childhood exposure they were exposed to, in other areas, to books and reading, the conviction that reading is a habit will be impressed on their minds. According to them, this impression once established does not die easily. Reading habit and culture are learning tendencies that enable students to work privately. Azikwe (2008) describes reading habit as the adopted way and manner a student plans his private readings after classroom learning so as to attain mastery of a subject. According to Azikwe “good reading habits are good assets to learners because they (habits) assist students to attain performance while the opposite constitutes constraints to learning and achievement leading to failure”.

In any society, it is not easy to find any skilled work that does not require reading ability. Reading is an important pre-occupation of students from the lowest level to the highest level of education. It is a tool for understanding all subjects in every course of study in schools. Iheanachi (2007) opined that a healthy reading culture has a pivotal role to play in the social, economic and technological development of any country. Reading is a very essential commodity in the task of nation building.

Ideally, nobody can do without reading as reading consist of one of the major content of our daily activities as we read various contents from books, sign posts on the streets, adverts on the TV, text messages on phones, Bibles in church, Teachers' note on the board etc, but the purpose and regularity at which we read determines if it becomes our culture.

SCHOOL LIBRARIES

A school library is a library associated or connected with a school, used by the students, teachers and staffs of the

school. The main function of a school library is to support various educational programs and to develop students' skills in locating and using information. Teachers use school libraries to access information needed to develop and support their classroom instructions. Students use the materials in school libraries to perform their class and home work.

Ideally, school libraries usually maintain collections in variety of media, in addition to books, magazines, newspapers, games, charts and at times may contain photographs, films, audios and videos, computers and maps. They should reflect as much as possible, the variety of subjects taught in the school. The school library should reach out and serve every child in the school; the average, the gifted, the slow, the shy and the retarded. It should provide materials of all types and on all subjects at various levels for students and cover the wide range of demands of modern curriculum Aigberua (2007).

Importance and advantages of reading

In order to stir a new desire to inculcate a habit of reading, here are some importance of reading:

1. *Reading exposes the reader to new things.*

Through reading, you expose yourself to new things, new information, new solution to problems, new ways to achieve things etc. In fact, reading aids the exploration of new study areas which may in turn lead to a new career. Books, magazines and even the internet are great learning tools which require the ability to read and understand what is read. A person who knows how to read can educate themselves in any area of life they are interested in. We live in an age where we have overflow of information and reading provides an opportunity to take advantage of that.

2. *Reading boosts Imagination and creativity.*

Reading exposes the reader to a world of imaginations, showing you nothing is impossible in this world. Through reading, you gain exploration to a different angle of a thing you have known. TV and computer games have their place but they are more like amusements. Amusements are non-thinking activities. By reading, a person can go anywhere in the world or even out of it. They can be a king or an adventurer, or a princess. The possibilities are endless. Non readers never experience these joys to the same extent.

3. *Reading is a tool for communicating.*

Communication is the most important tools which can be transmitted through reading. As you communicate through reading, you understand more and thus you can communicate better with people. Through reading, a more solid foundation is built for communication. It is one of the most important tools we use every day to connect with each other. Reading connects the reader to the world. (Aigbema 2007).

4. *Readers gain experiences from other people.*

When you are reading, you are actually gaining the knowledge and experience of someone. It can hasten your success towards a goal, as you don't need to repeat the same mistake while focusing on the right path in achieving one thing; it's like a mountain of gems to discover in books which contain people's success, failures and advices.

There are thousands of billionaires in the world today, to become one of them, one can read and get to know their past to know the things they did that led them to where they are today. Reading is a great path to get to know them and learn from this great people.

5. *Reading improves Understanding of the readers.*

When we read, our brains translate the descriptions we read of people, places and things into pictures. When we are engaged in a story, we are also imagining how the characters are feeling; we use our experiences to imagine how we would feel in the same situation.

6. *Reading is a great form of entertainment.*

A paper book or e-format (like Amazon kindle does not take up much space so you can take it anywhere and you will never be lonely or bored if you have a book in your bag.

7. *Reading improves the reader's vocabulary and leads to more highly developed language skills.*

This is because we learn new words as we read and also unconsciously absorb information as they read about things like how to structure sentences and how to use words and language effectively.

8. *Reading teaches children about the world around them*

Through reading, children learn about people, places and events outside their own experience, they are exposed to ways of life, ideas and beliefs about the world which may be different from those around them.

9. *Reading exercises our brains and improves concentration.*

Reading is a much more complex task for the human brain than watching TV. For instance, reading strengthens brain connections and actually builds new brain connections. Children have to sit still and quietly so they can focus on a story or text when they are reading and if they read regularly, they develop the ability to do this for longer periods.

Reading Habit and Culture

Reading habit is the use of reading as a regular activity. It is the cultivation of an attitude and the possession of skills that make reading a pleasurable regular and constant activity. Reading habit is identified as the single most important determinant of a student's success in education in our modern complex society, Nssien (2007), yet lack of good reading material is one of the militating factors against good reading habits in Nigeria, Etim (2007). It is therefore important to note that reading habit is the key to most human knowledge and conscious efforts must be made to teach and improve it because when students are taught how to read, teachers and librarians are preparing them to keep abreast of social, cultural, economic and political changes around them, by so doing students are being prepared to be useful members of the society (Obanya 2002).

Rubin (2002) has remarked that from reading students gain knowledge of vocabulary and sentences used in both speaking and writing and they are helped to develop a language sense. The role of character formation through reading must not be overlooked since students read hundreds or even thousands of words every day. They may not look at books, newspaper and magazines to do this; for example, they read mails, traffic directions, street signs, advertisement on the billboards, package labels and the wordings in television commercials, car numbers and many other things with words (Nssien 2007). The ease and skills with which they read and understand all those words help them develop self-confidence and pride in good reading habits (Unoh 1980).

Reading therefor enhances the chances of success both at school and beyond.

Factors responsible for poor reading culture in Nigeria

The low level of reading habit/culture among Nigerians and Nigerian students are caused by several factors. According to Gbadamosi (2008), it includes:

1. Change in Nigeria's Value system: the overriding influence to get rich at all cost has eroded the interest for search of knowledge even among the youth and students.
2. Economic hardship in many homes: most parents and guardians barely manage to pay their children's school fees and therefore, they hardly think about buying books for them.
3. High prices of books and other information materials have successfully placed them out of the reach of the masses.
4. Lack of indigenous books owing to the fact that local authors are not encouraged to write books.
5. High cost of book publishing: indigenous writer are not motivated as they may not be able to finance the high cost of book publishing.
6. Advert of home videos, films houses and other electronic gadgets that serve as major distractions to reading.

Gbadamosi (2008) also attributes another constraint to the development of reading culture to what he described as "literacy apartheid and slavery of literacy neo-imperialism. He affirmed that most of the bookshops in Nigeria prefer shelving foreign authors; he further opined that hardly will you see indigenous publications in their bookshops. He also

stated that even when Nigerian authors approach bookshop owners in order to sell their books, the bookshop owners will turn their request down which in turn make most of the indigenous authors sell their books themselves hence limiting their ability to reach out to students”.

Similarly, Ramatu et al (2015) allotted some of the following reasons to be responsible for the poor reading culture in Nigeria and among Nigerian students: Lack of interest, Distraction from television, Inadequate reading materials, Household errands, Social media, and Video games etc.

Nigeria's vice president Yemi Osinbajo stated that over 110 million Nigerians were still living below poverty line; this was his assertion to the member of the National Institute for Policy and Strategic Studies (NIPSS) in August 2015. This claim was echoed by British Broadcasting Commission (2012) when they quoted the National Bureau of Statistic that over 60.9% of Nigerians were living in “absolute poverty” and predicted that this figure was likely to continue to rise, as over 80% of Nigerians earn less than a dollar a day (BBC 2014). This is no little measure and this affects the reading habits of Nigerians; many are too poor to send their children to school talk more of having the money to buy books for them to read.

Lot of varied factors can be attributed to a scorn of poor reading culture in Nigeria and to remedy this problem all hands must be on deck, as solving this problem will go a long way to promote a rich reading culture in Nigeria.

The responsibility of promoting good reading culture is one that must be borne by all and sundry starting from students, private individuals, parents and families, the society, media houses, telecommunication companies, libraries, school teachers and the government.

METHODOLOGY

The method adopted for this research was the Survey Method. The survey method is that type of study in which a large scattered population is studied through asking questions on a representative sample, Ugodulunwa, (2008). Survey methodology studies the sampling of individual units from a population. Krejcie & Morgan (1970).

The study population of this research was the Senior Secondary School students of the following schools in Jos, Plateau State: Baptist High School, Mafeng High School, Baptist Academy, Government Secondary School Gwom and Methodist High School all amounting to 719 students.

Simple Random sampling was used to determine the members of the sample of the population thus giving each members of the study population equal opportunity to be selected. The sample size was 248, The instrument for data collection for this research is the Structured type of Questionnaires. The questionnaire was divided into several sections; the first section titled “demography” (age, class and gender of the respondents), while the other sections covered each of the research questions and objectives. Seasoned researchers were presented with a copy of the questionnaire to ensure content, construct and face validity of the questionnaires. Furthermore, to ensure the reliability test was carried out on the research instrument using the Cronbach Alpha method with the result revealing the α -value to be 0.92; which is high enough thus making the instrument is reliable. The questionnaires were administered using the “face to face” method ensuring a 100 % filling and recollection of the questionnaire, the data were analysed by the use of frequency count, tables, chi square test, mean and simple percentages with the help of computer software packages (SPSS).

RESULTS AND DISCUSSION

All the data presented below were gotten from the Survey (field work) carried out by the researcher.

Table 1: Table showing distribution of questionnaires and collection rates

Questionnaires	Frequency	Percentage
Returned	212	100
Not returned	0	0
Total	212	100

Table 1 shows a 100% retrieval of questionnaire by the researcher. This was achievable because the researcher utilized face to face method when administering the questionnaire and the questionnaires were filled in the presence of the researcher and retrieved immediately

Table 2: Gender

Gender	Frequency	Percent
Male	105	49.5
Female	107	50.5
Total	212	100.0

Gender wise, table 2 shows that there are 105 (49.5%) males and 107% (50.5%) female’s respondents.

Table 3: Age range

Age Range	Frequency	Percent
Undecided	1	.5
10-12	1	.5
13-15	90	42.5
16-18	115	54.2
19-21	5	2.4
Total	212	100.0

Table 3 shows that 1 (0.5%) respondent falls in the age range 10-12, 90 (42.5%) in the age range 13-15, 115 (54.2%) in the age range 16-18 and 5 (2.4%) in the age range 19-21.

Result presentations as it answers the research questions and achieve the objectives of the research.

Table 4 and 5 answer the first research question which states that: to what extent does the library affect the reading culture of the students?

Table 4: Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
The Library motivates me to read?	212	2.03	.041	.599
Valid responses	212			

With 1 as strongly agreed and 5 as strongly disagree; the mean mark is 3.0. Table 42 reveals that the mean score of the respondents 2.05 +/- 0.04 which implies the respondents are of the opinion that the *Library motivates them to read greatly*.

Table 5: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.480 ^a	12	.005
Likelihood Ratio	24.763	12	.016
Linear-by-Linear Association	4.308	1	.038
N of Valid Cases	212		

The square result in table 43 shows that the library greatly affects the reading culture of students.

Table 6. shows the result of how often the students visit the library and what materials they read when they visit the library, which serves as the second research question.

	What categories of materials do you consult in the library?					Total	
	0	TEXT BOOKS	FICTION & NOVELS	SERIALS	REFERENCE MATERIAL		
How often do you visit the library?	UNDECIDED	0	1	0	0	0	1
	VERY OFTEN	1	12	1	0	1	15
	OFTEN	2	40	23	26	8	99
	RARELY	0	58	26	9	2	95
	NOT AT ALL	0	0	2	0	0	2
Total		3	111	52	35	11	212

Table 6 shows that 114 respondents visit the library frequently and 52 among them say that they read textbooks, 24 say they read novels, 26 say they read serial materials and only 8 say that they consult reference materials.

Table 7. answers the third research question which goes thus: why do students engage in reading and what is their attitude towards reading?

Table 7: what is your purpose for reading?

	Frequency	Percent
UNDECIDED	6	2.8
EXAMS AND TEST	112	52.8
LEISURE	34	16.0
KNOWLEDGE AND SKILLS	39	18.4
ALL	21	9.9
Total	212	100.0

Table 7 depicts that 112 (52.8%) confirmed that they read for test and exams, 39 (18.4%) say that they read for knowledge and skills, 34 (16.0%) validate that they read for leisure while 21 (9.9%) read for all of the above. 6 (2.8%) refrain from the question.

This indicates the low level of reading culture (reading not mandated by the presence of test or exams)

Table 8. gives information on how the students spend their leisure time which is the fourth and last research question.

Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Watching TV	212	1.66	.057	.836
Social media	212	1.86	.077	1.118
Visiting friends	212	2.01	.063	.916
Doing house chores	212	2.20	.061	.888
Engaging in sport	212	2.05	.063	.912
Sleeping	212	2.12	.068	.988
Reading	212	1.55	.050	.730

With mean score of 1.00 as most desirable, 3.00 as moderately desired and 5.00 as less desirable. Table 8 shows the different activities students engage in during their leisure time, it predicts that students do more of reading with mean 1.55 +/- 0.005, followed by watching TV with mean score of 1.66 +/- 0.06, social media 1.86 +/- 0.08, visiting friends, with mean score 2.01 +/- 0.006, Engaging in sport 2.05 +/- 0.06, sleeping with mean score 2.12 +/- 0.07 and doing house chores 2.20 +/- 0.06.

This implies that responses from the student indicate that they engage more on the average in reading, social media, visiting friends, engaging in sport, sleeping and doing house chores in that order.

DISCUSSION OF THE RESULT

The result of this survey has been quite revealing, the analysis of the data collected revealed that the library to a very great extent affect the reading culture of the students as it provides not only reading materials for them but also make available conducive reading environment that is devoid of distractions, furthermore, the students confessed to being motivated to read more when they find themselves in the library.

Also, survey shows that there are different values of students visiting the library, the major constraint that hinders the student adequately visiting the library is the fact that their school timetable do not sufficiently give room for them to visit the library.

It was also realized from the survey that majority of the respondent reads for test and exams alone as such rarely read outside the school confines or activities which goes a long way to confirm the suggestion that we have a bad reading culture as very few of the respondent reads for leisure or reads materials not related to their school syllabus. This is also present in the fact that the survey shows that the textbooks serves as the chief source of materials they consult in the library, also very little of them read serials (newspaper and magazines) or fictions and novels.

Finally, it was discovered that watching TV and Chatting on social media platform constitutes the major opposition to the student reading, thus efforts should be made to ensure that reading is not relegated when it comes to these activities.

SUMMARY OF FINDINGS

The research “the Impact of the Library on the reading culture of senior secondary school students” was carried out using the survey research method where questionnaire was distributed to five different schools having 212 respondents. Below are the summaries of the research findings:

1. Majority of the students believe their school library is fairly equipped to meet their educational needs.
2. Bulk of the students affirms that the library motivates and directly affects how often they read.
3. Despite the fact that the library serves as a motivating factor for reading, the students complains of having little or no time to utilise the library.
4. The students read majorly just for tests and exams and rarely reads books that are not school related.
5. Textbooks constitute the main source of reading materials for the students.
6. Social media, lack of interest and insufficient materials were cited as the major impediments to reading.

CONCLUSION

There is no argument that a healthy reading culture will not only develop the minds of students, but would also serve as a motor for national development by improving the nation’s human resources.

The library is at the forefront of the country’s development and maintaining a good reading culture, as not only does the library provide ample resources for readers to read but also provide a conducive environment to aid reading.

More so, it can be concluded based on data gotten that the library directly affects the reading culture of students, thus without contradictions it has been affirmed that “the library have a positive impact on the reading culture of senior secondary students”.

School managers and administrators should therefore ensure that not only should their schools have fully functional libraries equipped with state of the art facilities and also guarantee that professionally trained librarians are employed to manage the library.

RECOMMENDATIONS

The researcher recommends that the following measures and action be taken by all stakeholders involved to foster a good reading culture among Nigerian students.

1. Provisions of legislation that mandates all schools to maintain state of the art libraries in secondary schools, such libraries should be manned by a qualified librarian.
2. Authors and publishers should be encouraged to publish books that discuss local contents and phenomenon rather than abstract terminologies and subjects. This will increase and stimulate the interest of the students.

3. Schools should introduce periods for library usage (utilization) on their school timetable to enable students have sufficient time to make use of the library.
4. Parents should monitor the activities their wards engage in at home and encourage their children to have reading time at home.
5. Media outlets and philanthropist (Non Governmental Organisations) should sponsor programs that stimulates and reward reading in students to enable them become more motivated to read.
6. School managements and teachers should introduce effective plans focused on promotion of reading.
7. Government should ensure implementation of reader's promotion campaigns programs.
8. Electronic format of books should be published along the printed ones as the tendency is that young people read more of electronic formats.

CONTRIBUTION TO KNOWLEDGE

The research work and findings will enhance knowledge in some of the following ways:

1. The study and its findings would enable school managers and administrators further realised the ample role the library plays in promoting good reading in their students.
2. It provides policy makers and stakeholders with strategise to enhance healthy reading culture.
3. The study provides the perceptions of the students to the library and good reading culture.
4. The study exposes the activities that negate good reading activities by students.

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Bibliometric study of Annals of Library and Information Studies (ALIS) during 2010-2019

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This bibliometric study is centered on the findings of 'Annals of Library and Information Studies' (ALIS) during the year of 2010-2019. NISCAIR Online Periodical Repository is used and 354 articles retrieved are analyzed on various parameters i.e. year wise distribution, category wise classification, authorship, length of articles and range of citation etc. More than semi of the articles are published under a joint author and the average degree of collaboration is 0.598. This study has a show very large proportion of articles (74.34 percent) published by India. The most prolific authors are B. K. Sen with 30 articles each and highest contributed institution is National Institute of Science, Technology and Development Studies (CSIR) with 30. The average articles per paper is 8.85 and 11 papers received 51 and more citations during the year of 2010-2019.

Keywords: Bibliometric, Authorship pattern, Citation, Annals of Library and Information

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INTRODUCTION

Annals of Library and Information Studies (ALIS) started their first publication in 1954. ALIS is a vital journal in Library and Information Studies and publishing; unique papers, reports, reviews, short communications, and letters related to library science, information science, and computer applications. It has available both print and electronic versions from 1954-2019. Currently, it is publishing quarterly in a year in the month of March, June, September, and December. ALIS is published by the CSIR-NISCAIR (National Institute of Science Communication and Information Resources). The present study is intended to explore bibliographic analysis of the Annals of Library and Information Studies. We expand our analysis based on the research papers published based on ALIS journals for the period from 2010 to 2019. To analyze the influence of the Journal, we studied by helpful the year-wise distribution, category wise classification, authorship pattern, degree wise collaboration of ALIS, length of articles, distribution of articles by the institution, the geographical distribution of articles and range and percentage of citations. This study obviously shows the impact of various patterns towards the Annals of Library and Information Studies for the community of information professionals and the readers.

LITERATURE REVIEW

Lei, Lei, and Liu, Dilin. (2019) conducted the study on bibliographic analysis from 2005 to 2016 was done using 42 articles from the SSCI-Indexed Journal of Applied Linguistics. This analysis focuses on the most frequently discussed topics, the most frequently cited publications and changes in research trends. Iqal, W., et al. (2019) conducted the study of the computer networking literature include; (a) metadata analysis; (b) content-based analysis; and (c) citation-based analysis. In this study analyze to identify the significant trends and the most influential authors, institutes and countries, based on the publication counts as well as article citations. Okumus, Feczi, et al. (2019) Conducted the study on lodging-context research by addressing the trend in the number of journal publications and the most prolific contributors from 1990 to 2016. In this study, data were collected from 16 leading academic journals. There are among the 16 leading journals analyzed, the International Journal of Hospitality Management and the International Journal of Contemporary Hospitality Management were the two most productive journals in publishing lodging-context-related articles. In addition, Contributors were identified according to the author, institution, and country. Raza, Ali, and Malik, Basharat Ahmad. (2018) conducted a study on the journal of knowledge management from 2009 to 2016. The study has contributed 57 countries, 584 institutions of 1214 authors from out of 508 papers published. The study shows the most popular from the contributions, publications pattern, highly cited articles, and most profile countries and institutions. Rajev, MKG & Joseph, Saju. (2017) conducted the study involves the patterns such as year wise distribution, length of articles, range of references, authorship pattern, institutional affiliation of authors, subject categories, a demographic affiliation of author

and number of citations and the study shows 142 articles published in the journal for the period from 2007 to 2013. Verma, M. K., Devi, K. K. & Brahma, K. (2017) conducted the study of the DESIDOC Journal of Library & Information Technology (DJLIT) for a period of 12 years (2005-2016) in which 553 articles were published. Talloli, Somaraya B. and Mulla, K. R.(2016) conducted a study and analyzed nearly a total of 155 articles in the field of Journal of Information Literacy during the period of 2011 to 2015 and the result found that the forty-seven percent of articles throughout the study were analyzed in nature.

OBJECTIVES OF THE STUDY

The objectives are listed as follows:

- To study the year-wise distribution of papers.
- To study document Types of papers.
- To study the authorship pattern of papers;
- To measure the distribution of publication by citations.
- To study the most creative contributions of papers.
- To find out the length of articles and geographical distribution of papers.
- To find out the highly contributing institutions.

METHODOLOGY

The methodology applicable in the current study is bibliometric scrutiny, which is used to analyses in detail the bibliographic attributes of the articles published in the Annals of Library and Information Studies from 2010-2019. Ten volumes (Vol. 57 to 66) containing forty issues of the Annals of Library and Information Studies have been taken up for the study. The relevant articles were downloaded from the NISCAIR Online Periodicals Repository website and then used MS Excel to organize, tabulate and analyze the data for the study.

Analysis and Interpretation

Year wise distribution of papers

There is the year-wise distribution of the articles of ALIS shown in Table 1. The period of the study included 10 volumes and 40 issues of the journal. A total of 354 papers were published during these 10 years. Out of total of 354 articles, the maximum numbers of articles are in the year 2010 contributing 45 articles, which are 12.71% to the total publications. The minimum numbers of articles are in the year 2019 with 25 articles, which are 7.06% to the total publications.

Table 1.Year-wise Distribution of papers

Year	Vol. No	1	2	3	4	No of Article	%
2010	57	9	9	16	11	45	12.71
2011	58	10	10	9	7	36	10.17
2012	59	6	6	8	7	27	7.63
2013	60	9	9	9	10	37	10.45
2014	61	9	8	12	8	37	10.45
2015	62	6	7	11	19	43	12.15
2016	63	11	9	8	7	35	9.89
2017	64	11	7	7	12	37	10.45
2018	65	9	9	7	7	32	9.04
2019	66	8	7	5	5	25	7.06
Total		88	81	92	93	354	100

Category wise classification of papers

Table 2 study shows that the maximum number of papers published as under the category of the article i.e. 328 (92.66 percent), whereas 11 (3.11 percent) papers published under the book review category. There were a small number of articles published as under the other category, i.e., 2 (0.56 percent).

Table 2. Category wise classification of papers

Category	No of Article	%
Article	328	92.66
Book Review	11	3.11
Editorial material	6	1.69
Letter	4	1.13
Report	3	0.85
Other	2	0.56
Total	354	100

Authorship pattern

The authorship pattern was studied to determine the percentage of single and multiple authorships. As shown in Table 3, our author sample consists of 649 authors for 354 papers. Table 3 exposes that during 2010-2019 the highest proportion of papers were by 2 authors (42.66%), followed by papers with single authors (40.11%), 3 authors (12.99%), 4 authors (2.825%), 5 authors (0.847) and 6 authors (0.565%). The data point out of a large number of article by 2 authors means that there are required well-established research group to emerging new in the area or subject. The average number of authors per paper is 1.83, i.e. 649 authors written 354 articles. Table 3 displayed that out of 354 papers joint author contributed 212(59.88%)papers while the rest 142(40.11%) papers were contributed by single authors.

Table 3. Authorship pattern

Authorship	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	No. of Articles	%	Total Authors
Single	19	14	11	12	14	23	11	14	12	12	142	40.11	142
2 authors	18	14	10	18	18	14	18	17	16	8	151	42.66	302
3 authors	6	7	6	5	3	4	3	6	2	4	46	12.99	138
4 authors	2	0	0	0	2	1	2	0	2	1	10	2.825	40
5 authors	0	0	0	1	0	1	1	0	0	0	3	0.847	15
6 authors	0	1	0	1	0	0	0	0	0	0	2	0.565	12
Total articles	45	36	27	37	37	43	35	37	32	25	354	100	
Total authors	81	69	49	74	67	72	69	66	58	44			649
Average authors per article	1.8	1.9	1.8	2.0	1.8	1.7	2.0	1.8	1.8	1.8			
Single	19	14	11	12	14	23	11	14	12	12			
Joint	62	55	38	62	53	49	58	52	46	32			

Degree of collaboration in the ALIS

To calculate the degree of collaboration in quantitative terms, Subramanyam (1983) proposed a formula was used as follows.

Degree of collaboration in the ALIS

To calculate the degree of collaboration in quantitative terms, Subramanyam (1983) proposed a formula was used as follows.

$$\text{Degree of collaboration } C = \frac{\text{\# of multi authored papers}}{\text{\# of sin_authored papers} + \text{\# of multi authored papers}}$$

$$C = \frac{212}{354}$$

$$\text{Value } C = 0.598$$

The result show, the degree of collaboration in the *ALIS* is 0.598, which clearly indicates its dominance upon individual contribution.

Length of Articles

The length of the articles was studied to calculate the percentage. Table 4 show the majority of articles 146 (41.24%) have the length of 5-8 pages followed by 121 (34.18%) articles with 9-12 pages, 58 (16.38%) articles with 1-4 pages and the remaining 29 (8.19%) articles have the length of 13 and more pages.

Table 4. Length of Articles

Page	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Total	%
1 to 4	6	0	2	2	5	11	6	10	9	7	58	16.38
5 to 8	19	15	9	20	12	20	15	14	10	12	146	41.24
9 to 12	13	17	11	14	16	12	10	12	10	6	121	34.18
13 & more	7	4	5	1	4	0	4	1	3	0	29	8.19
Total	45	36	27	37	37	43	35	37	32	25	354	100

Geographical Distribution of Articles

Table 5 showed that most of the contributions are from India with 74.34% and the rest 25.66% only from foreign sources.

Table 5. Geographical Distribution of Articles

Name of the Institution	No. of Articles	%
India	449	74.34
Foreign	155	25.66
Total	604	100

Distribution of Articles by Institution

Table 6 shows the productive 14 institutions ranked in terms of a number of articles contributed. The highest number of contribution was 30 articles (1st rank and 8.47 percent) by National Institute of Science, Technology and Development Studies (CSIR), Indian National Science Academy contributed 26 articles (2nd rank and 7.37 percent) in ALIS followed by University of Calcutta contributed 17 articles (3rd rank and 4.8 percent), Jawaharlal Nehru University contributed 16 articles (4th rank and 4.52 Percent), University of Delhi contributed 14 articles (5th rank and 3.95 percent), Indira Gandhi Institute for Development Research contributed 12 articles (6th rank and 3.39 percent) in ALIS followed by Kuvempu

University of Karnataka and University of Dhaka, Bangladesh contributed 10 articles each in ALIS during the period under study. The other major contributions were by Banaras Hindu University, Indira Gandhi National Open University (IGNOU) and University of Mysore, i.e. 9 articles by each institution. National Institute of Science Communication and Information Resources (NISCAIR) and University of Kashmir contributed 8 articles and Visva-Bharati institutes 7 articles in ALIS during 2010-19. All other institutes published less than 7 articles during the period under study.

Table 6. Distribution of Articles by Institution

Sr.No	Institute	No. of Papers	%	Rank
1	National Institute of Science, Technology and Development Studies (CSIR), Pusa Gate, Dr. K.S. Krishnan Marg, New Delhi	30	8.47	1
2	Indian National Science Academy, New Delhi	26	7.34	2
3	University of Calcutta, Kolkata	17	4.8	3
4	Jawaharlal Nehru University, New Delhi	16	4.52	4
5	University of Delhi, New Delhi	14	3.95	5
6	Indira Gandhi Institute for Development Research, Gen A K VaidyaMarg, Goregaon (E), Mumbai	12	3.39	6
7	Kuvempu University, Jnanasahyadri, Shankaraghatta, Karnataka	10	2.82	7
8	University of Dhaka, Dhaka, Bangladesh	10	2.82	7
9	Banaras Hindu University, Varanasi, Uttar Pradesh	9	2.54	8
10	Indira Gandhi National Open University (IGNOU), New Delhi	9	2.54	8
11	University of Mysore, Manasgangotri, Mysore	9	2.54	8
12	National Institute of Science Communication and Information Resources (NISCAIR), 14-Satsang ViharMarg, New Delhi	8	2.26	9
13	University of Kashmir, Srinagar	8	2.26	9
14	Visva-Bharati, Santiniketan, West Bengal	7	1.98	10

Range and percentage of citations per articles

The table 7 show the range and percentage of citation per article, during the period of the study 354 article were analyzed. After was found range of the citation between 11 to 20 36.44 percent the highest range of citation and followed by range of the citation between 1 to 10 21.19 percent, range of the citation between 21 to 30 18.08 percent, range of the citation between 31 to 40 11.30 percent, range of the citation 0 5.93 percent, range of the citation between 41 to 50 3.95 percent, and the last range of the citation between 51 to more 3.11 percent.

Table 7. Range and percentage of citations per articles

Range of Citation	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Total	%
0	2	0	0	0	2	4	3	2	4	4	21	5.93
1 to 10	10	4	7	5	8	7	11	10	7	6	75	21.19
11 to 20	13	19	12	13	12	18	11	14	10	7	129	36.44
21 to 30	11	6	5	7	7	11	5	2	5	5	64	18.08
31 to 40	2	4	3	12	5	1	3	6	3	1	40	11.30
41 to 50	3	1	0	0	1	2	2	2	2	1	14	3.95
51 to more	4	2	0	0	2	0	0	1	1	1	11	3.11
Total	45	36	27	37	37	43	35	37	32	25	354	100.00

Most prolific contributor

It was observed that there are a total of 649 of contributors for 354 articles. The most prolific contributor was Sen, B. K. and has contributed 30 articles. Secondly, Garg, K.C. has contributed 13 articles, Das Anup Kumar has contributed 12 articles, Gupta, B. M. has contributed 10 articles, and followed by Ray, ParthaPratim and Dutta, Bidharthi have contributed 7 articles which have published in the Annals of Library and Information Studies during the year 2010 to 2019.

Table 8. Most prolific contributor

Rank	Author	Contribution	%
1	Sen, B. K.	30	4.62
2	Garg, K. C.	13	2.00
3	Das, Anup Kumar	12	1.85
4	Gupta, B. M.	10	1.54
5	Ray, ParthaPratim	7	1.08
5	Dutta, Bidyarthi	7	1.08

FINDINGS AND CONCLUSION

1. The ALIS is a reputed journal and published on an average of 35 research papers per year in the period under study.
2. It has been observed that most of the issues contain less than 12 articles in the ALIS. Some issues contain more than 12 articles and issue no. 57(3) contains 16 articles and 62(4) contain 19 articles which are maximum in the time period under study.
3. The maximum number of papers published as under the category of the article i.e. 328 (92.66 percent), whereas a small number of articles published as under the other category, i.e., 2 (0.56 percent).
4. More than half of the articles i.e. 59.32 percent are contributed under joint authorship and the average degree of collaboration are 0.598 percent.
5. More than forty percent (41.24 percent) articles in the journal are in 5-8 pages. It clears that this is an ideal range for publishing an article in the ALIS during 2010-19.
6. More than seventy percent (74.34 Percent) articles published in the journal are India during 2010-19.
7. The authors B. K. Sen has published 30 articles each from 2010-19. This is the maximum contribution by a single author in ALIS.
8. The highest thirty-six (36.44 percent) range of citations between 11- 20 citations are published in the journal and 5.93 Percents articles are published zero citation during 2010-19.
9. The maximum number of contributions by a single institution is by the National Institute of Science, Technology and Development Studies (CSIR) with 30 articles, followed by Indian National Science Academy with 26 articles.

'Annals of Library and Information Studies' is a peer-reviewed journal in the field of Library and Information Science. The maximum contribution is by a single country i.e. India. ALIS publishes articles on various aspects such as documentation and information science, information systems, services and products, information technology, information users, bibliometrics, scientometrics and informatics, education and training and other related areas.

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