Title of Article: Enterprise Outsourcing Strategies and Marketing Performance of fast food industry in Lagos State University, Nigeria.
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Abstract: There is now more pressure on business practitioners to justify that marketing function contributes to shareholders value by the firms. Management of firms are interested in assessing the extent to which cost of business can be minimized and how that could help in reducing marketing expenditure and ultimately increase return on marketing investment (ROMI). The study attempted to ascertain the link between outsourcing and marketing performance. Copies of questionnaire were distributed purposively to ten fast food outlets in Lagos, Nigeria. Two hypotheses were developed and were subjected to descriptive and regression analysis. It was discovered that outsourcing contributed to increase in marketing performance. The study makes useful policy recommendations for marketing professionals, entrepreneurs and top executives of fast food outlets in Nigeria.