Title of Article: Global Economic Meltdown and its Perceived Effect on Branding of Bank Services in Nigeria.

Author(s): Olokoyo, O.F. and Oggunaike, O.O.

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Abstract: This research paper examines the impacts of the global financial crisis on the Nigerian banking industry. The consolidated banks were expected to play a very active role in the economic growth and development of Nigeria. The objective of this study is to determine what effects the crisis had on the Nigerian banking sector, to determine what challenges arose as a result of the meltdown. It also focused on what role the CBN and other financial institutions played in the event of the meltdown. Primary data were generated through the use of the questionnaire. The study employed the use of the chi-square in analyzing the data obtained. The findings of this study pointed out the fact that the global economic meltdown had a deteriorating effect on all sectors in the economy and had a greater effect on the financial sector in Nigeria most especially the banking sector. It is therefore recommended that the regulators of the banking sector need to strengthen their legal framework in order to close all avenues which may create gaps for unethical practices to take place.