Title of Article: Globalization and Firms’ Performance in Nigeria: A Case Study of Some Selected Exporting Firms in Lagos State.

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Abstract: The past two decades have gone through a process of globalization, a phenomenon that has caused increasing interdependence among firms. This world order - a concomitant of liberalization of world trade and capital markets has created new and challenging business environment. There is emergence of global markets and increasing trade and investment liberalization. These trends have consequently brought about two key concomitant effects of globalization - global market opportunities and global market threats. Utilizing field survey, this paper empirically determines these effects of globalization on firms’ performance in Nigeria. The finding substantiates the argument that globalization brings about both opportunities and competition. It also reveals that uncertainty can be harmful for firm performance unless certain strategies, such as networking activities and alliance participation, are implemented to mitigate its negative impact. Therefore, managers must design and implement innovative and effective strategies to enable firms to gain competitive advantage and attain long-term victory in this era of globalization.