Title of Article: Conflict Management in the Nigerian Media Industry: Effective Use of Integrated Marketing Communications as the antidote for relationship building in E-Business Environment.

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Abstract Management of organizational conflict involves an effective diagnosis of the surrounding variables within and in the immediate environment of such an organization. Such strategic diagnosis must indicate whether there is need for an intervention and the type of intervention, which must be applied as well as what the intervention, seeks to achieve. The objectives of this paper amongst other are to: (i) explore possible areas of conflict in the media industry as well as causes of conflicts in organizations (ii) show-case how the use of Integrated Marketing Communications can help promote long-term good relationships in among stakeholders in the industry. The paper adopts a mixture of ex-post facto and survey research Methods with structured questionnaire distributed among three classes of respondents, which are (a) customers, (b) Advertisers (producers of beverage products), (c) Advertising agencies, and media houses. Findings shows that the use of Integrated Marketing Communication across to target audience will help reduce conflicts, help company manage possible areas of conflicts and promote long-lasting good relationships among stakeholders in the industry.