

EFFECT OF GOVERNMENT INTERFERENCE ON THE PERFORMANCE OF IMO BROADCASTING CORPORATION, OWERRI, IMO STATE

WALTER EZEODILI

NWAMUO, BASIL NDUDIRIM

Email: lugardmadu@gmail.com

Department of Public Administration

Faculty of Management Sciences

Enugu State University of Science and Technology (ESUT), Enugu

ABSTRACT

The study examined the effect of government interference on the performance of Imo Broadcasting Corporation, Owerri, Imo State. The study employed secondary and primary sources of data. The population of the study was 112. The collected data were analysed through the use of mean score. The z-test analysis technique was applied in testing the hypotheses. The findings revealed that government interference had a significant effect on the competitive position of Imo Broadcasting Corporation Owerri; that government interference had a significant effect on staff competency of Imo Broadcasting Corporation Owerri, Imo State. This goes to show that Government pressure and political control affect the organization ability to improve staff competency and that government interference had a significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State. The study concludes that government interference affects the performance of Imo Broadcasting Corporation. The study recommended that for state broadcast station to achieve a competitive position, i.e. for them to compete effectively with their counterparts, the government should stop interfering with the wellbeing and activities of corporation and that the broadcast industry must strive to achieve excellence in programming, uphold the tradition of professionalism and preserve values and ethics in its reportage.

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1. INTRODUCTION

Public enterprise (PE) has long been an important part of the public sector in most developed or developing countries of the world. In other words, besides the civil services there has been, in virtually every modern state the emergence and development of public enterprises that combine the characteristics of public administration with some key attributes of a private enterprise (Anike, Okafor & Udejinta, 2017). These entities are usually created because of the desire to infuse more flexibility and efficiency in the organization of some government activities. Another reason for establishing public enterprises, especially in developing countries, has been to stimulate and accelerate national development under conditions of a chronic shortage of capital and structural defects in capital markets. Under these conditions, private ownership would necessarily mean foreign ownership (Batalla, Torneo & Magno, 2018). Therefore, in an attempt to preserve their independence, national pride, and sovereignty, these countries foreclosed the market liberalization option and adopted centralized planning using the vehicle of public enterprise. The need to establish large-scale and complex bureaucracies in the form of public utilities, corporations, and commissions became self-evident and inescapable.

The Nigerian government has, therefore, been an active player on the economic scene since independence. It has been investing directly in all strategic areas of economic activities, given the low capital formation capacity of the private sector. In the 1970s the reconstruction and development efforts as the aftermath of the civil war even led to an increased level of government involvement in economic activities, such that by 1987, the federal government was in no less than 1,500 enterprises spanning transport, aviation, shipping, oil, vehicle assembly and manufacturing (Anyebe, 2018). This sector, however, has been facing serious challenges from the privatization movement since the mid-1990 as its theories and assumptions came under severe attack. The size and importance of the sector have since been declining. It now seems in some danger of disappearing altogether as Nigeria is moving away from government production through public enterprise.

A political theory of state ownership asserts that politicians interfere within State Owned Enterprises to fulfill their personal and/or political interests which are not in line with enterprise value maximization objectives. Thus, political interference is more common and more profound in State Owned Enterprises than in private enterprises. Therefore, State Owned Enterprises are exposed to political interference as they are closely connected to governments which often don't act as value-maximizing shareholders (Labonne, 2016). Such government behaviour creates costs that negatively impact SOE performance. But why is political interference far more present among State Owned Enterprises?

The agency theory implies that the separation of ownership and control will result in several governance issues for both, state-owned and private enterprises (Li, Lin, & Xu, 2016). However, challenges within State Owned Enterprises are a little different because of the third agency problem (Christiansen, 2013). The third agency problem implies that within State Owned Enterprises we have three instead of two layers of governance: (1) citizens who are the ultimate owners, (2) the government which has a fiduciary duty vis-a-vis its citizens, and finally (3) the board of directors which governs the enterprise (Mahmood, Chung, & Mitchell, 2017). The government can be viewed as "the fiduciary agent", while the board, which is appointed by the government, is "the direct agent". The citizens as principals and ultimate owners lack the knowledge and resources to competently supervise their direct agents and, thus, they have to rely on the government in this respect. The problem arises when the decisions of agents are

misaligned with the best interest of principals usually because of a certain political agenda. Governments are usually tempted to appoint political cronies to SOE boards since these individuals do not question the adoption of inefficient decisions (Goldman, So, & Rocholl, 2013). The lack of autonomous, independent, and powerful boards results in undue hands-on government interference when it comes to SOE strategic and operational decisions. Such behaviour of politicians blurs the lines of board responsibilities and leaves boards with conflicting and inconsistent objectives (OECD, 2015). This leads to poorly run State Owned Enterprises with negative performance.

Many public enterprises in Imo State such as Imo Broadcasting Corporation have suffered the same fate of political interference which have affected their performance over different administrations in Imo State. This was the case of Elder Onyebuchi Onyeikegbulam who was sacked by Gov. Ohakim and reinstated by Gov. Okorochoa after ten year. It is against this backdrop that the study examined the effect of political interference on the performance of Imo Broadcasting Corporation.

1.1 Statement of the Problem

Globally, public enterprises are established to act as the pivot to propel economic and social development in areas of need. The implication here is that the government assumes the function of the entrepreneur by investing her resources in business ventures for social and economic reasons. The public sector plays a crucial role in effecting a rapid socio-economic transformation of the economy and hence the need to set up public sector enterprises has been widely recognized to bring about rapid economic growth in nations around the world. The public sector undertakings emerge very significantly in the Nigerian context by fulfilling various social obligations such as the generation of mass employment, provision of basic infrastructure and public utilities, protection of the consumers from being exploited, etc., promoting backward regions of the country, and achieving balanced regional development.

However, rising corruption, management inefficiencies, overstaffing (without due regard to their economic viability of the enterprise, many governments treated Public Enterprises as easy conduits for job creation and convenient vehicles for patronage distribution). Public enterprises depending on the goal set out for each are expected to render some welfare services to the people, generate revenue with which to finance developmental projects, undertake certain infrastructural facilities such as ports and harbours, and also provide employment opportunities. Unfortunately, most of the enterprises established are underperforming, which has caused them not to live up to expectations, because of poor managerial skills, lack of maintenance culture, corruption, godfatherism, and tribalism. Thus the study sought to examine the effect of government interference on the performance of Imo Broadcasting Corporation, Owerri, Imo State.

Many public enterprises in Imo State still face similar challenges their counterparts face in different states of the country. In Imo Broadcasting Corporation, cases of large-scale mega corruption were suspected. Permanent officials were believed to have colluded with political executives to engage in corrupt practices. Merit-based recruitment and promotion were usually replaced by appointments and promotions based on patronage and clientelism and other forms of favouritism which in most cases involve corrupt practices. This and many more affects the performance of the broadcast station and the study therefore assessed the effect of government interference on the performance of this enterprise.

1.2 Objectives of the Study

The broad objective of the study is to examine the effect of government interference on the performance of Imo Broadcasting Corporation, Owerri, Imo State. The specific objectives of the study were to:

- i. Examine the effect of government interference on the competitive position of Imo Broadcasting Corporation Owerri; Imo State.
- ii. Ascertain the effect of government interference on staff competency of Imo Broadcasting Corporation Owerri, Imo State.
- iii. Determine the effect of government interference on quality programming in Imo Broadcasting Corporation, Owerri Imo State.

1.3 Research Questions

The following research questions were made to guide the study.

- i. What is the effect of government interference on the competitive position of Imo Broadcasting Corporation Owerri; Imo State?
- ii. What effect does government interference have on staff competency of Imo Broadcasting Corporation Owerri, Imo State?
- iii. To what extent does government interference affect quality programming in Imo Broadcasting Corporation, Owerri Imo State?

1.4 Hypotheses

The following null hypotheses were formulated for the study.

- i. Government interference has no significant effect on the competitive position of Imo Broadcasting Corporation Owerri; Imo State.
- ii. Government interference has no significant effect on staff competency of Imo Broadcasting Corporation Owerri, Imo State.
- iii. Government interference has no significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State.

2. REVIEW OF RELATED LITERATURE

2.1 Conceptual Review

Government Interference

Political interference describes the impact that politicians or other representatives of advanced governmental echelons have over the operations of public enterprises. Government intervention is regulatory action taken by the government that seeks to change the decisions made by individuals, groups, and organisations about social and economic matters (Gulen & Ion, 2016). Governments are usually tempted to appoint bureaucrats or political cronies to SOE boards since these individuals do not question the adoption of inefficient decisions. Politicians who intervene in public administration decisions such as planning, organizing, staffing, directing, coordinating, reporting and budgeting are said to be engaging in political meddling. Thus, the public and administrative institutions become politicized as a result of political activity in the administration and the undue influence of the politicians (Jens, 2016). In other words, they prevent the development of an independent public administration movement. Nigerian politicians take an unnecessary interest in topics of public administration, take advantage of public employees, and inflate the contributions of public administration employees.

Public Enterprise

Generally speaking, public enterprise has two dimensions—public dimension which usually refers to public ownership and control for public purpose; and the enterprise dimension which refers to the business aspect. There is no authoritative and universally accepted definition of public enterprise because it is a vague concept. However, attempts have been made by some scholars to define it. Ojobo (2010) states that a public enterprise is an organization set up as a corporate body and as part of governmental apparatus for entrepreneurial or entrepreneurial-like objectives. The enterprise is essentially commercial, requires greater latitude than would be typical, and would acquire at least a portion of its funding in the marketplace. It is an enterprise created by law or an act of parliament or a decree. The law defines its structure, functions, and powers. In other words, we can define public enterprise as a state-owned enterprise created by law for national development, (Anyebe, 2018).

Abdullahi & Usman (2013) defines public enterprises or parastatal as institutions or organizations which are owned by the state or in which the state holds a majority interest, whose activities are of a business in nature, and which provide services or produce goods and have their distinct management. Obadan and Ayodele (1998) define public enterprises as organizations whose primary functions is the production and sale of goods and/or services and in which government or other government-controlled agencies have no ownership stake that is sufficient to ensure their control over the enterprises regardless of how actively that control is exercised. Public enterprise can be defined as "an organization that is set up as a corporate body and as part of the governmental apparatus for entrepreneurial or entrepreneurial-like objectives. Public enterprises are organizations which emerged as a result of government acting in the capacity of an entrepreneur" (Agabi & Orokpo, 2014),

Organisational Performance

The concept of Performance has been perceived from different angles. For example, from the perspective of process, performance signifies the process of change from inputs to output to realise a specific outcome. Organizational performance is the ability of an organization to reach its goals and optimize results. In today's workforce, organizational performance can be defined as a company's ability to achieve goals in a state of constant change (Masoud, 2022).

Organizational performance is deemed to be a sign of the capacity of an organization to efficiently achieve independent goals (Venkatraman & Ramanujam, 1986). One of the elements that can be assessed is the performance of employees through the level of their productivity. Research studies have put forward various methods to evaluate organizational performance (Wong & Wong, 2007; Prajogo, 2007). Some of them are quantity, quality, knowledge, and creativity of individuals towards the finished tasks that are following the responsibility during a specified period. The systems used in the assessment must have standard parameters that can be relied upon.

Competitive Position

Competitive positioning is a marketing strategy that refers to how a marketing team can differentiate a company from its competitors. The position of the company depends on how the value it provides with goods and services compares to the value of similar goods and services in the market (Ali, Abrar & Haider 2012). Competitive positioning is a marketing strategy that establishes a brand's uniqueness within an industry. Competitive positioning is how to distinguish a [new product](#) or service from your competitors' offerings. As a marketing strategy, it targets the main demographic and establishes the company's brand. Factors that contribute to competitive positioning include price, value, and packaging—elements that reflect the brand.

Incorporating an effective competitive positioning strategy promotes sales, [customer retention](#), and brand awareness.

Staff Competency

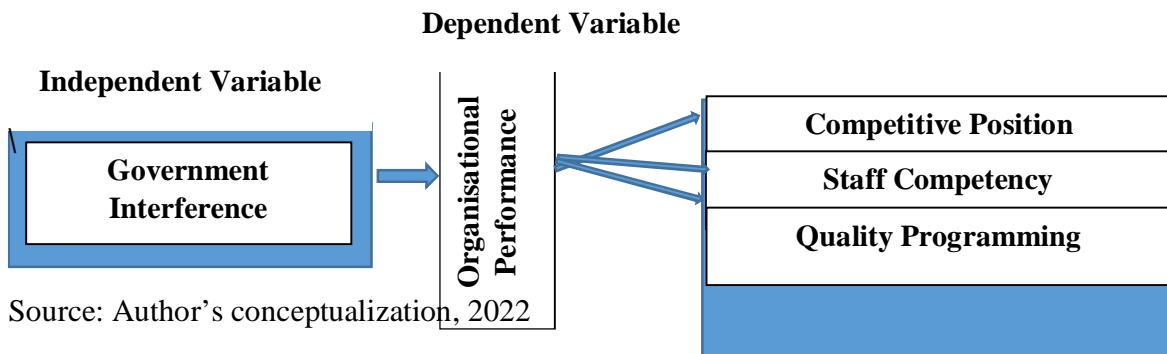
Competencies are observable skills and behaviors that contribute to workplace success. Yu, & Ko, (2017) define competencies as an underlying characteristic of a person that could be a motive, trait, skill, aspect of one’s self-image, social role, or a body of knowledge which they use. Taylor (2017) provides yet another definition of competencies as a means of “being able to perform a work role to a defined standard concerning real working environments. Leadership, being about getting things done the right way, can be used to motivate employees. To achieve these goals, the leader must strive to gain the employees’ trust and make them followers. To gain their trust and properly accomplish their tasks for the organization, the employees must be motivated (Misra & Srivastava, 2018)). Both the employees and the leaders help one another to attain high levels of morality and motivation. This provides employees with job satisfaction and increases their commitment to both their jobs and the organization as a whole. Competent loyal employees increase a firm’s success potential since it would increase job efficiency and decrease waste.

Quality Programming

Broadcast programming is the practice of organizing or ordering (scheduling) broadcast media shows, typically radio, and television, in a daily, weekly, monthly, quarterly, or season-long schedule. Radio programming is the process of organising a schedule of radio content for commercial broadcasting and public broadcasting by radio stations. According to Sambe (2003), a programme is a message, which a broadcast medium offers to society to justify the reasons for its existence or social function. Such a message must be broadcast on radio or television and is creatively and freely crafted not only to justify some taste but also to influence people or create awareness.

Onabajo (2001), defines a programme as a material created to meet certain specific needs or attain some set objectives, and transmitted them to some predetermined target audience. He adds another dimension to the programme concept. Programmes produced on the broadcast media do necessarily have target audiences whom the programme builder predetermines (determines before the actual production of a programme). In other words, a programme is an individual performance designed for a particular or targeted audience, slated for a particular time in the broadcast media. Broadcast Programming:

Figure 2.1 Conceptual framework



Source: Author’s conceptualization, 2022

Theoretical Framework

The Keynesian school

The Keynesian school of thought suggests that the public enterprise is a necessary instrument of public policy, as government intervention is dictated by the need to influence macro-economic indicators (increase revenues and incomes, increase consumption, lower the interest rate, increase public investment, etc.) to avert crises of production and employment. This analysis opens the way to government intervention in countries where it has influenced policymakers. Many scholars of this intellectual persuasion have argued that public enterprises are a necessity in African countries despite the very state of underdevelopment (Aboyade, 1976). Consequently, development plans were designed to articulate deliberate government intervention through the instrumentality of public enterprises.

The Great Depression of the 1930s, also called the 'World Economic Crisis' badly affected many countries of the West. The market system of these countries collapsed. There was overproduction; stock of unsold goods piled up; factories were shut down; share markets collapsed; unemployment soared (Anyebe, 2014). This was a clear case of a mismatch between production and market demand. The governments of the affected countries intervened in the market system by undertaking public works and financing them by money creation which helped to push up market demand. Over time, normality was achieved. This is a major submission of the Keynesian doctrine which believes in the need to make the state a key actor in bringing about macro-economic balance and dealing with market imperfections and failures in capitalist economies. A critical feature of the Nigerian economy was the permanent lack of perfect competition, which eventually might explain government intervention.

The Classical Theory

Adam Smith wrote 'The Wealth of Nations' in 1776, one of the greatest and most influential theoretical texts, in which he argued for a greatly reduced role for government. According to him, the 'duties of the sovereign' (in other words, the role of government) were as follows: To simply stay out of economic life as far as possible (Smith, 1776). The term *laissez-faire*, advocated by him and his followers means that government should abstain from interference in commerce. Smith certainly envisaged a smaller role for government than that in place at the time. Government should be simply the facilitator for the market and should step in reluctantly and only as a last resort. According to the classical theory, public enterprises could be necessary as exceptional measures taken on a one-time basis when there is market failure, arising especially from the absence of perfect competition where the 'invisible hand' cannot intervene to restore the system to normality.

2.2 Empirical Review

Aleshi (2013) examined the Quality assurance in broadcast style and content in Nigeria. The study employed a content analytical design. The study infers that People's voices are critical instruments in the development and sustenance of any society. In this era of democracy, there is a need for quality assurance in broadcast style and content to communicate government policies to the people as well as elicit and encourage Nigerians to ensure sustainability on issues such as nation-building. To maintain standards in broadcast content and presentation, the language and accent of broadcast programming should reflect and interpret the people's interests, and make important contributions to the development of the cultural heritage and economy of the society.

Anyebe (2018) focused on an Assessment of the Performance of the Public Enterprise Sector in Nigeria. The study used mainly secondary data for its analysis. It was revealed that the quantifiable return on the large volume of investment in the public enterprise sector in Nigeria, for example, was not seen as satisfactory in light of the realities of the country's economy in

the 1980s. Almost all the enterprises operated at sub-optimal levels. There were huge losses in many cases, and these losses were charged against the public treasury

Masoud (2023) examined the effects of political interference on procurement performance in the parastatal organizations in the Dar es Salaam Region. The data were collected from heads of departments at 93 parastatal organizations in Dar es Salaam using structured questionnaires. The data were descriptively and inferentially analyzed using a multiple regression analysis with the help of SPSS version 26. The finding shows that political interference in contract award and legal framework implementation negatively influences procurement performance. In contrast, political interference in project allocation positively impacts procurement performance.

Mwithi (2016) did a study on the effect of leadership competencies on the performance of state corporations in Kenya. Results by Mwithi (2016) revealed that all the leadership competencies did portend a positive and significant relationship with the financial performance of state corporations in Kenya. The difference, however, was in the magnitude of the influence of the specific leadership competencies.

Rofiaty (2017) also researched the influence of leadership competencies, organizational culture, and employee motivation. The results showed that there is no significant direct influence between leadership competencies and organizational culture on employee performance, but there is an influence of leadership competencies and organizational culture on employee motivation, and also there is a significant influence of motivation on employee performance.

World Bank Group (2018) investigated the consequences of granting politicians power over bureaucrats in the implementation of small-scale public infrastructure projects. While potentially bolstering the incentive for the executive to perform, increased legislative oversight may lead to distortions in the technocratic process for political gain. Using an instrumental variables strategy in which early career choices of politicians are key determinants of legislative committee membership, the analysis finds that legislative influence increases the likelihood that a project is launched by 18 percent, but at the cost of reducing project quality by 15 percent and increasing the reported misuse of funds. The results highlight the fundamental tension between bureaucratic inaction and political corruption.

Misra and Srivastava (2018) researched team-building, job satisfaction, and personal effectiveness competencies: the mediating effect of transformational leadership and technology. The results showed a positive relationship between the outcome variables and team-building competencies. This is therefore to say that team competencies play an important role in determining employee effectiveness and satisfaction. Seemiller (2018) did research on enhancing leadership competencies for career readiness. His study found that using a core set of leadership competencies uniformly in an entire institution is helpful to everyone because of having a universal language with the ease of understanding.

Anike, Okafor, and Udejinta (2017) focused on the role of public enterprises in economic development in Nigeria. The survey research design was adopted for the study. The hypotheses were tested using the Pearson product-moment correlation coefficient, Chi-square, and simple linear regression statistical tools. The findings indicated that Public enterprises significantly

improve the standard of living in Nigeria. There is a positive relationship between Public enterprises and employment generation ($r = .596$, $P < .05$). Corruption, defective capital structures, and mismanagement are challenges encountered by public enterprises in contributing to national development. The study concluded that the public sector is set up with the main aim of protecting the public interest. Public enterprises are major players in economic development.

Kunza (2018) explored the Financial and Economic Consequences of Political Interference within State-Owned Enterprises. The study used a hand-collected dataset with board membership and financial information about 200 State Owned Enterprises over the period 2010-2014. Fixed effects and instrumental variable estimators are used in our analysis. Our findings imply that board member changes for State Owned Enterprises, unlike private enterprises, are politically motivated rather than performance induced. The politically motivated board member changes negatively influence State Owned Enterprises' profitability and productivity levels. Performance of State Owned Enterprises governed by an independent government body is not influenced by politically induced board member changes. Aside from initiating board member changes in election years, we find that politicians engage in election-related manipulation of State Owned Enterprises' corporate decisions.

Manani & Ngui (2019) worked on the effects of Employee Competencies on employee job performance in Humanitarian Organizations; A case study of the World Food programme, in Kenya. The study employed a descriptive research design. The study adopted a binomial logistic regression model to assess the effect of the independent variables on employee performance. There is an overall significant positive effect of competencies on employee job performance at 50.2%. It was concluded that possession of leadership, academic, communication, and problem-solving competencies has a positive effect on employee job performance.

2.3 Gap in Empirical Review

From the review, it can be seen that not many studies have been conducted in the area of government interference and organizational performance. Other studies that were conducted in the related area adopted the *ex post facto* methods and design. It was seen that none of the studies focused on the effect of government interference on organizational performance of Imo Broadcasting Corporation, Owerri Imo State Nigeria, the present study will cover the gap in the previous studies.

3.METHODOLOGY

3.1 Research Design

The study applied a survey research design. In using a descriptive survey design, the opinions of the respondents were ascertained through the administration of a questionnaire. This helped to provide answers to the issues raised in the research questions and hypotheses.

3.2 Area of Study

The study area was in Imo State, Nigeria. Imo State is one of the 36 states of the federation. Imo Broadcasting Corporation (Radio and TV) is one of the public enterprises owned by the Imo State Government. It is a media house of the government of Imo State and serves the audience with news and entertainment.

3.3 Sources of Data

The study adopted two major sources of data in the research work viz: primary and secondary sources of data.

Primary Sources of Data: The primary data were derived from the questionnaire administered to the staff of the selected institution

Secondary Sources of Data: The secondary data were sourced from textbooks, newspapers, magazines, seminar papers, journals, and some published books. Also, government publications at various levels relevant to the secondary data were used. The researcher visited many libraries, and the Internet and also accessed the relevant documents and records of the selected public institutions.

3.4 Population of the Study

The study's population comprised 112 employees of Imo Broadcasting Corporation Owerri, Imo State, as determined by the company's computerized time card.

3.5 Determination of Sample Size

Given the small size of the population of the study, the researcher adopted a sample size of 112. Therefore, no need for sample size determination.

3.6 Sampling Technique

The study employed a purposive sampling technique. Therefore, public enterprise studies were done with a purpose. The study purposely selected the respondents in the organization that fit into the purpose of the study. Because of these, the researcher purposely selected journalists, producers, Production Managers, etc. A total of 112 respondents were selected for the study.

3.7 Method of Data Collection

The research made use of questionnaires in data collection. A questionnaire is a list of questions designed to chat information from specified target, respondents. This they do by filling in answers in spaces provided for that purpose. The administration of the questionnaire was the face-to-face method. Classification on the basis of how the questionnaire is structured is a closed-ended questionnaire. This provide fixed answers to the questions asked and required the respondents to fill the ones suitable. A five-point Likert scaling was used as shown below: Very High Extent = 5 points, High Extent = 4 points, Undecided = 3 points, Low Extent = 2 points, Very Low Extent = 1 point

3.8 Reliability of Instrument

The test-retest method was employed to validate the instrument, after administering the questionnaire to 30 different individuals for consistency. After the correlation analysis was completed, the correlation coefficient (r) of 0.7 was obtained, which shows that there was a perfect positive relationship between the first result elements and the second elements. The researcher, therefore, claimed the reliability of the instruments used in this study.

3.9 Method of Data Presentation and Analyses

The data collected from the questionnaires were analyzed using simple percentages, tables, and figures. The data collected from the questionnaires were simply analyzed using tables and mean scores while z-test was used to test the hypotheses.

Decision Rule: The decision rule here was to reject H_0 if the t-calculated is greater than the z-table ($t\text{-cal} > z\text{-tab}$).

4. DATA PRESENTATION AND ANALYSIS

4.1 Data Presentation

This chapter analyzes the data collected from the data collection tools, that is the questionnaire presented. The findings or results were analyzed using different data analysis methods. Mean Score and z-test technique were used to analyse the data collected.

Data Analysis

Research question One: What is the effect of government interference on the competitive position of Imo Broadcasting Corporation Owerri; Imo State?

Table 4.1: Effect of government interference on the competitive position of Imo Broadcasting Corporation Owerri; Imo State

s/n	Options	VH E	HE	U	LE	VL E	FRE Q	Mea n	Decisio n
1	The appointment of a political stooge makes the organization less competitive with other media houses in the state	30	40	2	20	20	112	3.4	Accept ed
2	Interference through the appointment of board of directors weakens the organization ability to compete favourably with others	35	29	5	28	15	112	3.5	Accept ed
3	Government representatives on boards are still a major factor of political control that affects the quality of service	39	37	3	22	11	112	3.6	Accept ed
4	The composition of the board of directors undermines accountability and marketing strategy in the organization	40	35	5	19	13	112	3.6	Accept ed
5	The lack of autonomy of the board members limits the organization ability to create a competitive edge over their competitors	30	46	1 0	14	12	112	3.6	Accept ed
	Grand mean							3.5	

Source: Field Survey 2023

Table 4.1 above shows the mean distribution of opinions of the respondents on **the effect of government interference on the competitive position of Imo Broadcasting Corporation Owerri, Imo State.** The respondents were all positive in their affirmation based on the mean scores in items (1-5). The grand mean of 3.5 is an indication that the respondents agreed that government interference affected the competitive position of the organization .

Research Question 2: What effect does government interference have on the staff competency of Imo Broadcasting Corporation Owerri, Imo State?

Table 4.2: Effect of government interference on staff competency of Imo Broadcasting Corporation Owerri, Imo State

s/n	Item	VH E	HE	U	LE	VLE	Total	Mean	Decision
1	Appointment of bureaucrats or political cronies creates a deficiency in the organization which impinges on the competency of the organization	25	45	5	22	15	112	3.3	Accepted
2	Appointments of knowledgeable individuals reduces the competency of employees	33	32	7	25	15	112	3.3	Accepted
3	Government pressure and political control affect the organization ability to improve staff competency	30	41	8	20	13	112	3.4	Accepted
4	Government interference in the nomination of general managers with little experience undermines the staff's trust in the organization	35	38	5	24	10	112	3.6	Accepted
5	When government officials and political appointees are replaced whenever a new government representative or ruling political party is elected weakens the ability to perform a work role to a defined standard concerning real working environments.	36	40	10	14	12	112	3.6	Accepted
	Grand mean							3.4	

Source: Field Survey 2023

Table 4.2 showed the respondent's responses on the **effect of government interference on the staff competency of Imo Broadcasting Corporation Owerri, Imo State.** The responses were all positive. They accepted all the items to be true. The grand mean of 3.4 was a strong indication that the respondents affirmed to be true the questions being asked.

Research question 3: To what extent does government interference affect quality programming in Imo Broadcasting Corporation, Owerri Imo State?

Table 4.3: The extent to which government interference affects quality programming in Imo Broadcasting Corporation, Owerri Imo State

s/n	Item	VH E	H E	U	LE	VLE	Total	Mean	Decision
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1	The overbearing influence of the government distorts the quality news output of the organization	35	35	5	20	10	112	3.4	Accepted
2	Incompetent managers and directors put in place by the government affects negatively quality of content creation in the organization	38	37	7	15	15	112	3.7	Accepted
3	Governments beholden boards to ensure that they fulfill their interests even when these interests might cause negative performance results	33	36	8	20	13	112	3.5	Accepted
4	Nepotism in constituting the board of parastatal often spring incompetent staff	35	38	5	24	10	112	3.6	Accepted
5	Change of board members in the absence of perfect substitution disrupts the efficient decision-making processes causing organizational inefficiencies and adversely affecting the performance of the organization	36	40	10	14	12	112	3.7	Accepted

Source: Field Survey 2023

Table 4.3 showed the respondent's responses on the extent to which government interference affects quality programming in Imo Broadcasting Corporation, Owerri Imo State. From the data in the table, the responses were all positive in their responses. They accepted all the items. The grand mean of 3.7 is a strong indication that the respondents agreed with the questions being asked.

4.3 Test of Research Hypotheses

The hypotheses were tested using z-normal distribution (z-test).

Test of Hypothesis One

Restatement of Hypothesis One

- i. Government interference has no significant effect on the competitive position of Imo Broadcasting Corporation Owerri; Imo State.

Table 4.4: Normalizes z-score for mean responses

	z-score	Z_{0.05}	Sig.	The decision rule for the hypothesis
Null hypothesis (H ₀)				
Government interference has no significant effect on the competitive position of Imo Broadcasting Corporation Owerri; Imo State.	7.39	2.35	0.05	Accepted

Source: Author's compilation 2023

From Table 4.4, the z-score for the responses to the questionnaire items was computed and compared with the z-table value of ± 2.33 at a 2% significance level.

Decision Rule: The decision rule here was to reject H_0 if the t-calculated is greater than the z-table ($t\text{-cal} > z\text{-tab}$). Therefore, table 4.4 depicts the t-calculated to be 7.39 while the t-table is 2.35.

Decision: As seen from Table 4.4 and the analysis of the result, the computed z-scores for the statements exceeded the table z value of ± 7.39 . at a 5% significance level. Therefore, we reject the null hypothesis and accept the alternate hypothesis which indicated that Government interference has a significant effect on the competitive position of Imo Broadcasting Corporation Owerri; Imo State.

Hypothesis Two

Restatement of Hypothesis Two

- i. Government interference has no significant effect on the staff competency of Imo Broadcasting Corporation Owerri, Imo State.

Source of Data from Table 4.2

Table 4.5: Normalizes z-score for mean responses

	z-score	Z_{0.05}	Sig.	The decision rule for the hypothesis
Null hypothesis (H_0)				
Government interference has no significant effect on the staff competency of Imo Broadcasting Corporation Owerri, Imo State.	6.71	2.35	0.05	Accepted

Source: Author's Compilation 2023

From Table 4.5, the z-score for the responses to the questionnaire items is computed and compared with the z-table value of ± 2.33 at a 5% significance level.

Decision: As seen from Table 4.5 and the analysis of the result, the computed Z-scores for the statements exceeded the table z value of ± 6.71 . at a 2% significance level. Therefore, we reject the null hypothesis and accept the alternate hypothesis which indicated that Government interference has a significant effect on the staff competency of Imo Broadcasting Corporation Owerri, Imo State.

Hypothesis Three

Restatement of Hypothesis Three

- i. Government interference has no significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State.

Table 4.6: Normalizes z-score for mean responses

	z-score	Z_{0.05}	Sig.	The decision rule for the hypothesis
Null hypothesis (H_0)				
Government interference has no significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State.	9.01	2.35	0.05	Accepted

Source: Author's compilation 2023.

From Table 4.5, the z-score for the responses to the questionnaire items is computed and compared with the z-table value of ± 2.33 at a 5% significance level.

Decision: As seen from Table 4.5 and the analysis of the result, the computed Z-scores for the statements exceeded the table z value of ± 9.01 . at a 5% significance level. Therefore, we reject the null hypothesis and accept the alternate hypothesis which indicated that Government interference has a significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State.

4.4 Discussion of Findings

Government Interference and Competitive Position

The result of hypothesis one depicts that Government interference has a significant effect on the competitive position of Imo Broadcasting Corporation Owerri; Imo State. This is where the z value of 7.39 exceeded the table value of ± 2.33 . This is supported by the data in Table 4.1 where the respondents accepted all the items in the research question. This result is in tandem with the result of Masoud (2023) who examined the effects of political interference on procurement performance in the parastatal organizations in the Dar es Salaam Region. The finding showed that political interference in contract award and legal framework implementation negatively influences procurement performance.

Government Interference and Staff Competency

The result of the hypothesis showed that Government interference has a significant effect on the staff competency of Imo Broadcasting Corporation Owerri, Imo State. This is evident from the fact that the computed Z-score of 6.71 for the statements surpassed the table z value of ± 2.33 . at a 5% significance level. The finding affirms the responses of the respondents in Table 4.2 where the respondents accepted that the Appointment of bureaucrats or political cronies creates a deficiency in the organization which impinges on the competency of the organization etc. This finding agrees with the result of the World Bank Group (2018) that investigated the consequences of granting politicians power over bureaucrats in the implementation of small-scale public infrastructure projects. The results highlight the fundamental tension between bureaucratic inaction and political corruption.

Government Interference and Quality Programming

Lastly, the result of hypothesis three showed that Government interference has a significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State. The finding conforms with the finding of Kunza (2018) who explored the Financial and Economic Consequences of Political Interference within State-Owned Enterprises. The politically motivated board members negatively influence State Owned Enterprises' profitability and productivity levels. Most of the programmes that should have been aired by IBC were shifted to other media houses especially privately owned media houses, for instance, political jingles during electioneering campaigns period.

5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The following findings were made:

- i. Government interference had a significant effect on the competitive position of Imo Broadcasting Corporation Owerri; Imo State. This goes to show that the appointment of a political stooge makes the organization less competitive with other media houses in the state
- ii. Government interference had a significant effect on staff competency of Imo Broadcasting Corporation Owerri, Imo State. This goes to show that Government pressure and political control affect the organization ability to improve staff competency

- iii. Government interference had a significant effect on quality programming in Imo Broadcasting Corporation, Owerri Imo State. This shows that the Overbearing influence of the government distorts the quality news output and contents of the organization.

5.2 Conclusion

From the analysis, it was discovered that government political interference hurt the competitive position, staff competency, and quality programming in Imo Broadcasting Corporation, Owerri Imo State. The primary goal of politicians is the attainment, exploitation, and maintenance of power. To accomplish that, politicians use public enterprises for personal or political gains that are not in line with the profit maximization objective as implied by the political view of state ownership. Governments are usually tempted to appoint political cronies to SOE boards since these individuals do not question the adoption of inefficient decisions. The lack of autonomous, independent, and powerful boards results in undue hands-on government interference when it comes to State enterprise strategic and operational decisions. Such behaviour of politicians blurs the lines of board responsibilities and leaves boards with conflicting and inconsistent objectives. This leads to poorly run State Owned Enterprises with negative performance. Therefore, the study concludes that government interference affects the performance of Imo Broadcasting Corporation.

5.3 Recommendations

The following were the recommendations from the study:

- i. For state broadcast stations to achieve a competitive position, i.e. for them to compete effectively with their counterpart, the government should stop interfering and meddling with operational affairs of the corporation and that the broadcast industry must strive to achieve excellence in programming, uphold the tradition of professionalism and preserve values and ethics in its reportage.
- ii. Government involvement in public enterprises should be based on the principles of government investment in public enterprises for the overall benefit of the entire citizens and should not be based on anything else, such as political patronage, favoritism, compensation, nepotism, etc.
- iii. It was also recommended that the government should adopt public-private partnerships to sustain the quality programming of a broadcast station, this will enable the station to compete with the private stations and be able to generate revenue for the government.

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