# RENAISSANCE UNIVERSITY JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES (RUJMASS)

ISSN 2467-8139

visit our website for previous editions: www.rujmass.com

## EDITORIAL BOARD

Editor-in-Chief Dr. Chijioke Odii 08030880896 chijiokeodii@gmail.com

## MEMBERS

Dr. Maxwell Ngene Dr. Lawrence Ugwu Dr. Lawrence Ede Dr. Livinus O. Onu Dr. Joshephate I. Okoye Mr. Chukwuma O. Atu Mr. Sunday Odibo Mr. Ekechi Chukwuka Mr. Charles Makata

# EDITORIAL CONSULTANTS

Prof. Nnanyelugo Okoro University of Nigeria, Nsukka, Enugu State, Nigeria Prof. Onyukwu U. Onyukwu University of Nigeria, Nsukka, Enugu State, Nigeria **Prof. Charles Okigbo** North Dakota State University, USA Prof. Ken Obi Nnamdi Azikiwe University, Awka, Anambra State, Nigeria **Prof. Obasi Igwe** University of Nigeria, Nsukka, Enugu State, Nigeria **Prof. Augustine Imo** Ebonyi State University, Abakaliki, Ebonyi State, Nigeria Prof. A. U. Igwe Nnamdi Azikiwe University, Awka, Anambra State, Nigeria Prof. U. C. Anyanwu University of Nigeria, Nsukka, Enugu State, Nigeria Dr. C. C. Madubuko University of New England, Armidale, Australia Dr. Nathaniel Urameh University of Nigeria, Nsukka, Enugu State, Nigeria Renaissance University Journal of Management and Social Sciences (RUJMASS) is a flagship journal of the College of Management and Social Sciences, Renaissance University, Ugbawka, Enugu State, Nigeria. The journal is aimed at disseminating evidence-based original research findings and theoretical work relevant to the broad scope of the disciplines in Management and Social Sciences. The journal is a bi-annual journal published in June and December every year.

The findings, views and interpretations expressed in articles published in the journal are those of the authors, and do not in any way represent the views and policies of Renaissance University, Ugbawka, Enugu State or its officers. The College of Management and Social Sciences, Renaissance University, Ugbawka, Enugu State does not quarantee the originality and accuracy of the data used in the articles published in this journal, and accepts no responsibility for any consequences of their use.

Materials in this journal are copyrighted. Request for permission to reproduce portions of it should be sent to the Editor-in-Chief, RUJMASS, Renaissance University, Ugbawka, Enugu State, Nigeria. Information about subscription can also be obtained from the office of the Editor-in-Chief.

#### **EDITORIAL FOCUS**

There is a compelling need to investigate and proffer solutions to the numerous economic, cultural, attitudinal, social and political problems in Africa and in the world at large. Researchers of various backgrounds have shown commitment and enthusiasm in finding answers to so many perplexing issues confronting the society. Such issues include electoral violence, corruption, political instability, insecurity, religious bigotry, social unrest, maladministration, conflicts and wars.

This journal investigates and proffers solutions to societal issues of interest to the social and management sciences; on the African continent and in the world at large, through well-researched articles from contributors. The journal is a bi-annual journal that welcomes good articles from scholars in the domains of social sciences, management sciences, arts and humanities.

In line with its aim of identifying, investigating and preferring solutions to societal problems, the journal accepts and publishes articles that show painstaking investigation, detailed analysis and provision of workable solutions to identified problems. It publishes articles from and about different countries and continents.

# **Table of Contents**

The Securitisation of Covid-19 in a Globalised World Adeleke Olumide Ogunnoiki	1
<b>Comparative Analysis of the Effect of Oil and Non-Oil Exports on the Nigerian Economy</b> Chiagoziem Gospel Uruakpa, Chikeziem F. Okorontah & Callistus Ogu	7
Perceived Organisational Supports and Employee Turnover: Moderating Effect of Job Satisfaction in United Bank for Africa, Ilorin Branches	
Issa Abdulraheem, Abu Zekeri & Aderonke Mayowa Adeoye	18
Broadcast Media Framing and Audience Perception of Nigeria-Ghana Diplomatic Feud of 2020: Effects on Economic Development	
Blessed F. Ngonso & Ambrose Uchenunu	32
A Comparative Study of Term Formation Process in English and Igbo Languages Ifeanyi A. Uche & Ugo C. Noke	41
Social Media and Political Communication: Analysis of Nigerians' Perception of Government officials' Communication on Twitter Peter Eshioke Egielewa	51
Entrepreneurial Alertness and Opportunity Recognition among Bakers in Ilorin, Kwara State, Nigeria Abdulgafar Adekola Akinrinade, Aminu Nassir Brimah & Bello Ahmed Nurudeen	64
Evaluation of Awareness and Knowledge of Planned Obsolescence Technique in Product Advertising Among 9 <sup>th</sup> Mile, Ngwo Residents, Enugu State Charles Makata, Nkiru Okeke & Ogochukwu Nweze	74
<b>Comparative Study of Income Expenditure on Household Consumption of Food and</b> <b>Non-Food Items in Rural and Urban Areas of Nigeria: Non-Parametic Approach</b> Abu Hadiyyat Abubakar, Ayodele Abimbola Idowu & Grgory Osariemen Ogiugo	83
Biopics: Changing the Narratives in Nollywood Ambrose O. Uchenunu & Acheme Ramson	91
Exchange Rate and the Performance of Manufacturing Firms in Nigeria Chiagoziem Gospel Uruakpa, Chikeziem F. Okorontah & Lawrence O. Ede	104
Viewership of Nollywood Films on Youtube among Undergraduates of Caleb Business School, Lagos Oludare Ebenezer Ogunyombo, Samson Bello & Arinola Oshinowo	<b>s</b> 113