

Methodology model for poverty intervention: seeking validation and evaluating efficacy, using social marketing techniques

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Keywords

Developing countries, Global perception of poverty, Model for poverty intervention, Oxford University, Social Marketing techniques, Strategy conference.

Abstract

Purpose: This research seeks to investigate methods of validating the Methodology model for Poverty Intervention (MMPI), as well as its efficacy.

Design/Methodology: It is an exploratory longitudinal design that is based on previous empirical studies entitled 'What the young people and community organisations perceives their support needs in Nigeria in tackling poverty' and 'How to sway policy makers, using social marketing techniques (SMT)?' As part of a mixed methods research methodology, for the quantitative data, an instrument comprising a two-part, 31-item questionnaire was utilised. Part 1 is entitled, 'You and Poverty Survey' and Part 2 is entitled, 'How to Ask Government Survey'. The interview schedule was also used in respect of the qualitative data and a discussion group methodology was adopted. The research participants for these studies were a sample-size of 1461 consisting of randomly selected young people.

Results/Findings: The findings revealed there appears to be an acute methodological validation limitation relating to these previous studies. The review showed that validation of the methodology is needed for global use. It was also found that validation could be best achieved using an additional independently collected dataset, overseen by a higher level of institution suitably experienced and qualified in poverty eradication or social policy formulation, such as The University of Oxford/United Nations development Programme(UNDP).

Practical implications/conclusions: Poverty depicts a wide range of social challenges experienced daily, often beyond a person's control. For example, inequality, social exclusion, deprivation, social disadvantages have emerged because of structural imbalances in society, and sometimes have devastating implications for vulnerable people in society: children, young people, women, minorities, people with disability, the elderly, and others.

1. Introduction

This research seeks to investigate methods of validating the Methodology Model for Poverty Intervention (MMPI), as well as its efficacy, using social marketing techniques (SMT). This study is based on previous empirical studies entitled, 'What the young people and community organisations perceives as their support needs in Nigeria in tackling poverty,' and 'How to sway policy makers, using social marketing techniques (SMT)?'

At the regional levels, the MMPI has had significant evidence of demonstrable success rates. Its unique contribution was that this research improved on the previous Multidimensional Poverty Index by enlarging and combining it with a current Social Marketing Technique model. The new Multi-dimensional Poverty Index - Implementable Joint Programme of Action model is user friendly and retains the multi-dimensional paradigm. This extension was achieved through the literature research, the development of the methodology, adopting a mixed-methods approach and the strategy conference.

The research paper is arranged as follows: Introduction (includes a research problem, research question and research objectives. Literature review, Research Methodology, Findings/results, Discussions/conclusions, Limitations/direction for future research, Appendices, and References.

1.2 The Research Problem

This research paper is motivated by the question 'why are there are so many billions of people suffering under such high levels of extreme poverty and/or cumulative poverty, and yet the

contemporary world have so many billionaires and rich/developed countries, including the organisation for economic co-operation and development (OECD) countries?

This research therefore, focusses on the reason Nigeria, the leading oil and gas producing country in Africa, its people, particularly young people, community organisations and other vulnerable citizens, still experience extreme poverty? (Uddin and Uddin, 2013; Eguruze, 2016, 2017, 2019, 2022).

It is disappointing that “Nigeria, the 12th largest producer of petroleum in the world and 8th largest exporter, and has the 10th largest proven reserves, experiences extreme poverty. Petroleum plays a large role in the Nigerian economy, accounting for over 40% of GDP and 80% of government earnings” (World Bank, 2011,2014; Eguruze, *ibid*). It is disturbing that Nigeria in general and more particularly, the people and the communities that produce over 99% of the Nigerian oil revenue should remain impoverished. The implications of this poverty have led to high unemployment rates or absence of real jobs, low wages, lack of access to quality education or affordable, decent low-cost housing. There is also a lack of access to quality healthcare or infrastructural facilities such as electricity, and/or potable drinking water, micro-finances, access to finance for business, recreational centres, economic growth and freedom from pollution.

This study follows the lessons gained from the experiences of Vietnam, which was devastated by war and internationally isolated but has, in the past few decades, seen significant economic growth and reduction of poverty(Tran, 2013) Thus, Vietnam offers an excellent example when it comes to tackling poverty in emerging nations, Pernia, 2003, Tran, 2013, Eguruze, *ibid*; Kumari and Eguruze, 2021).

Although there has been a wide range of similar studies on poverty reduction both in the region in question (Uddin and Uddin, 2013; Eguruze, *ibid*; Eguruze and Kumari, 2019,2022, and elsewhere around the world (Sen,1982, 1999, UNDP, 1979, OPHDI, 2010). Nevertheless, the problem of extreme poverty in Nigeria, and the sub-Saharan Africa region is under-researched. Equally, there have been numerous previous, well-meaning interventionists poverty alleviations efforts both around the world (UNDP 1979: OPHDI, 2010,Oxfam, 2015: MDGs,2015)Unfortunately, the problem of extreme poverty persists and has severe effects on young people and community organisations, across the globe. The authors, therefore, believe that a new approach is necessary.

1.3 Research Question. What is the purpose of a validation and efficacy evaluation? What does it seek to obtain and how or in what ways to achieve this?

1.4 **Research objectives.** To identify and critically analyse the purpose and methods of validation and efficacy evaluation this study seeks to undertake.

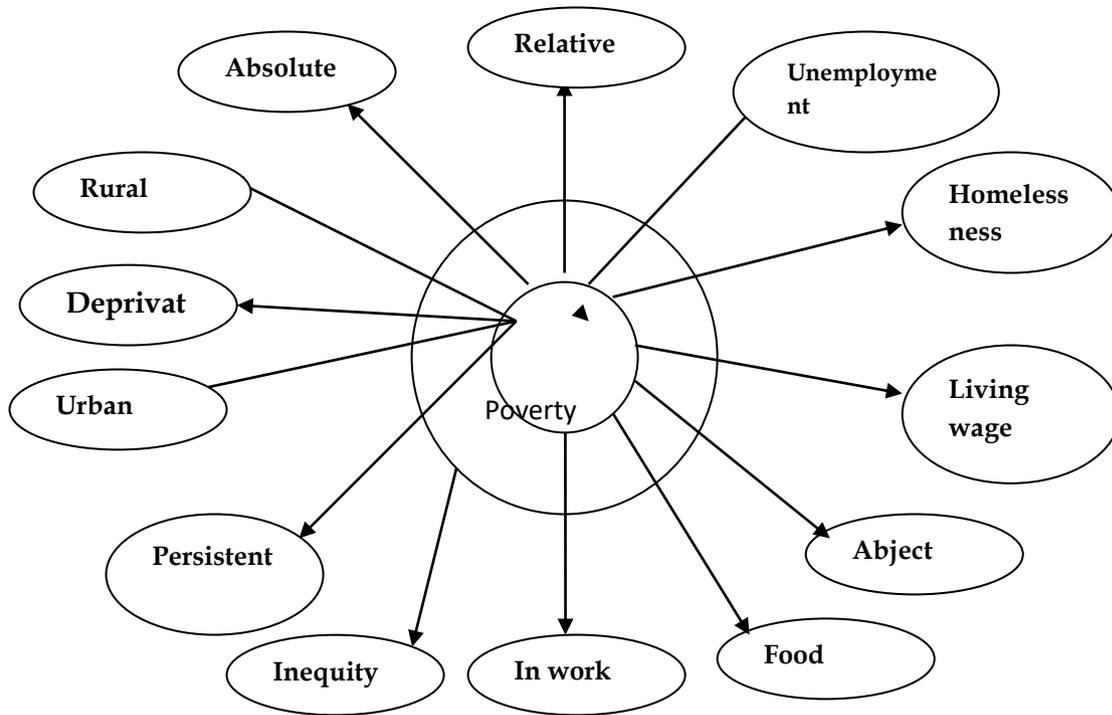
2. Literature review

This chapter focuses on building the theoretical framework, which underpins the study. The Key cases involved (Eguruze,2016,2017, 2019, Uddin & Uddin, 2013)(see details under Findings/results in 4, table 2.2). Definitions of poverty are depicted here (Figure 2.1 below) in the form of poverty concept mapping (poverty tree), and the methodology model for poverty intervention (MMPI). As this paper is a methodology validation paper, it does not delve deeply into the theory of poverty which already has been exhaustively examined in previous poverty literature.

2.1 Definition of Poverty and Implications

Poverty is a multi-dimensional and debateable topic, as it is reflected in Figure 1

Figure 1 Poverty Concept Mapping



Source: Author’s Construction 2014,2016, 2017, 2019, 2020, 2022

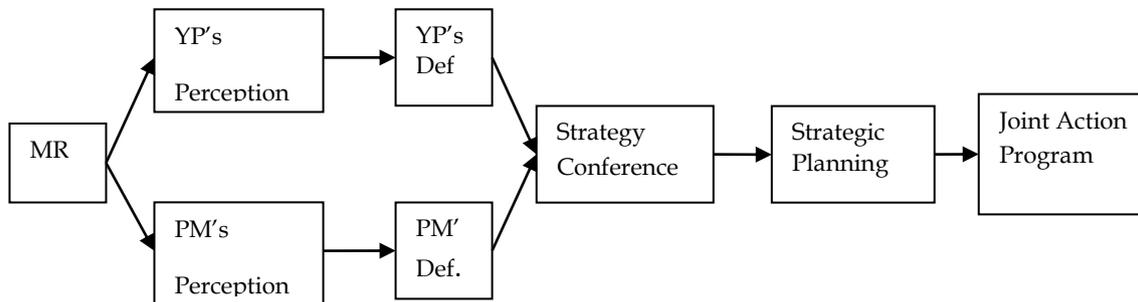
As seen in Figure 1, poverty is complex and multidimensional in nature. It comprises these aspects and others: inequality/inequity, in-work, food, low living wage, homelessness, unemployment, absolute, rural, deprivation, urban, persistent, as outlined in figure 1. Other forms of poverty may include extreme poverty, cumulative poverty, absolute poverty starvation, famine. These meanings are varied and different. As these were previously illustrated in a series of literature review papers, this current paper focuses on the methodology development.

Despite the fact various interventions have been made over the years, extreme poverty and cumulative poverty persist. Whereas these various interventions are welcomed, they do not seem to go far enough. The solution therefore may rely on a new approach. This leads us to the MMPI as in 2.2, Figure 2, below.

2.2 Researcher’s Methodology Model for Poverty Intervention (MMPI)

This researcher’s methodology model for poverty intervention represents his approach to overcoming the problem of poverty in Bayelsa State of Nigeria. This is based on the belief that social marketing could offer a way to end poverty as the framework has been purposely designed to bring about constructive social change. This model functions in sequential process starting from left to right as below in fig 2

2.3.1 Researcher’s Methodology Model for Poverty Intervention (Fig 2)



Source: The researcher, construction (Eguruze, 2016, 2017, 2022,)

Notes to Fig 2 (Researcher’s methodology model for poverty intervention):

MR = Market Research; YP = Young people’s perception; Young people’s definition of poverty; PM = Policymakers’ perception; Policy makers’ definition of poverty; Strategic Conference; Joint Programme of Action.

Step 1 (a) Market Research: Market research is used to impact on young peoples’ perceptions. This enables young people to define poverty in their own terms. (b) Market research is also used to impact on policy makers’ perceptions and triggers them to define their understanding of poverty from that perspective.

The significance of the market research is discussed below. Market research is gathering or collecting data for decision making (Kotler, 2012; Kotler and Armstrong, 2014). It is usually the starting point, the first point of call, in any marketing venture. Market research facilitates effective decision making, enables managers to make quality decisions and ultimately decides outcomes more accurately and, therefore, more cost-effective. Therefore, market research is a vital and useful tool in social marketing to achieve cost-effective poverty reduction programme leading to effective social change. Social marketing is a strategic driving force.

Step 2 Strategy Conference Model: A Strategy conference model is applied here to match the diverse definitions of poverty through strategy meetings (to avoid a decision-making crisis). The relevance of the conference strategy model is that it contributes to clarity obtaining a consensus when there are differing opinions, according to (Soutar, 2004; Buchanan and Huczynski, 2010)

2.3.4 The Strategy Conference Process: The Strategy conference’s process is aimed at harmonising areas of major differences. Strategy conference is a critical tool/instrument of Action Research

Fig 2 Strategy conference process

Young people Define poverty as well as Policymakers define poverty from their perspectives (step 1)	Comparison of findings in different definitions (step 2)	Identify/pick areas of Issues of Main differences (step 3)	Select reps from YP and PM covering differences in views (step 4)	Interview each representative against personal view (step 5)
Research introduces each issue to the Conference (step 10)	Distribute to conference attendees (step 9)	From reactions create for each issue/paper for discussion at conference (step 8)	Distribute Summary and repeat the interview (step 7)	Write up & summarise each individual view (step 6)

Source: Eguruze, 2015, 2016, 2017, 2019, 2022)

2.3.5 The Relevance of the Strategic Planning Model: Hill and Jones (2009) define strategic planning as “the process of taking a specific pattern of decisions and actions by managers to achieve an organizational goal better than competitors.” This study adopts strategic planning as part of the SMT model due to its strategic usefulness: it is a rational approach to planning and control. It enables the researcher to assess the strengths, weaknesses, opportunities, and threats (SWOT) about the environment of Nigeria and its competitors whilst tackling poverty. Hill and Jones (2009) argues that since the strategic capabilities of an organization are not absolute but about its competitors, a SWOT analysis can only be meaningful if it is being applied comparatively, and if it involves top management itself. In summing up, traditional planning itself requires taking alternative courses of action when faced with choices.

2.3.6 Strategic Planning Process (Fig 3)

Strategic analysis Corporate -level (decision making) strategy	Strategic choice Functional level strategy (decision-making)	Strategy implementation Operational/supervision level (decision-making)
Values/Vision Mission/statements Goals/Objectives Internal analysis Strengths/weaknesses External analysis Opportunities/Threats analysis Core competencies/resources	Business level strategy Global level strategy Designing strategies and Strategies and tactics to achieve corporate goals	Design. Organisational structure Matching strategy, structure & control, manage strategic change Designing control systems E.g., Feedback: monitoring and evaluating if goals go according to plan? If not, why not? Plan B? Budgeting /budget allocated. Based on needs/wants of communities' purpose of community regeneration)

Source: Eguruze, (2016, 2017, 2012)

Vision or Mission is used interchangeably with goals or objectives. Vision or Mission, by an organisation, is a formal declaration of intent or of what the organisation would like to achieve over a period, whereas goals or objectives are the desired or specific future state that the organisation wishes or sets out to realize. They must be specific, measurable, achievable, realistic, and time-constrained, evaluated and re-visited (SMARTER). (Hill and Jones, 2009; Eguruze, *ibid*)

Step 3 Strategic Planning Model: A strategic planning model is applied here to ensure that a pattern of decisions and concrete, actions are being taken by managers to achieve an organisational goal better than competitors. As noted, there are three specific components: strategic analysis, strategic choices, and strategic implementations. (Hills and Jones, 2009; Eguruze, *ibid*).

Step4. Joint Programme of Action (JPA): The last phase of the researcher's methodological model for poverty intervention is the implementable joint poverty reduction programmes (JPA) (or action plan). The joint programme of action implies that, based on the strategic plans drawn-up, a range of different specific actions must be taken to tackle different poverty challenges head-on. Specific implementable joint programmes of action (IJPA), according to particular needs: programmes to provide good standards of low cost and/or affordable housing; programmes to end difficulties in accessing free healthcare services, loan, grant and scholarship schemes to enable all eligible persons to access free quality education whenever and wherever they want and to access such education regardless of race, disability, gender, religion or sexual orientation, political beliefs or affiliations. This model functions in the sequential process starting from left to right as below in fig 2.

2.3.7. Implementable Joint Programme of Action (IJPA): The last phase of the researcher's methodological model for poverty intervention is the implementable joint poverty reduction programmes (IJPA) (action plan). The IJPA could be developed for social campaigns - to both targeted audiences and the wider public. The aim is to end poverty. This action plan will be the researcher's model (tool for delivery) through which poverty could be reduced, if not ended.

3. Research Methodology

The design/methodology adopted in this study is an exploratory longitudinal design that is based on previous empirical studies entitled 'What the young people and community organisations perceives their support needs in Nigeria in tackling poverty' and 'How to sway policy makers, using social marketing techniques (SMT)?' As part of a mixed methods research methodology, for the quantitative data, an instrument comprising a two-part, 31-item questionnaire was utilised. Part 1 is entitled, 'You and Poverty Survey' and Part 2 is entitled, 'How to Ask Government Survey'. The interview schedule was also used in respect of the qualitative data and a discussion group methodology was adopted. The research participants for these studies were a sample-size of 1461 consisting of randomly selected young people.

How was the sample-size of 1461 achieved? The Nigerian Studies:(i) Eguruze (2016) a PhD; empirically based study in Nigeria had a sample of 301: (ii) Eguruze (2017) (a post-Doctoral): an

empirically based study in Nigeria had a similar sample-size of 352. (iii) Eguruze(2019), again another(post-doctoral) field work/empirically based study with a sample-size of 751: (iv) in Uddin and Uddin(2013), the response details were unavailable. The Indian study, was also a PhD/qualitative study in India, undertaken by Kumari(2020) and the sample-size utilised was 57. By contrast, in Boznia, EU, done, was a review, as indicated in Table 2.1, below.

3.1 Data Analysis

Table 2.1 Analysis of the most relevant contrasting cases-studies utilised in this research

Uddin&Uddin in 2013, Review : secondary data, in Nigeria <u>Boznia, EU</u> 2012 a Review on youth emigration crisis brain drain by United Nations Population Fund (UNPA) (2012) ; unemployment nepotism, corruption, poor education, organised crime, etc	Eguruze 2016 This study was based on PhD, empirical research data from the Niger Delta region of Nigeria ; sample-size 301 ; respondents young people (aged 18-24) & rural community organisations ; randomly selected.	Eguruze, 2017 Post-Doctoral research : Based on empirical research data from the Niger Delta region of Nigeria. Sample size 351 ; respondents aged 18-35)	Eguruze 2019 Post-Doctoral Based on empirical research data from the Niger Delta, Nigeria ; sample size of 751 ; randomly selected.	Kumari 2020 This empirical work related to PhD research. Data was collected at the Amadobi&Ghas hila rural villages, Jharkhand, India ; A qualitative ; phenomenological analysis in which 57 (aged 13-59) semi-structured interviews were conducted (with consent) in their own local languages /transcribed, coded, translated.	Kumari&Eguruze 2019& 2022 2 reviews done during 2019 & 2022 ; While 2019 related to PhD-research : the other was a post-doctoral research. Utilised both social entrepreneurship/Social marketing techniques (SMT).
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Source: Author's construction 2022 based on previous research data 2011- 2019.

As noted in Table 2.1 above, the main case-studies that were analysed are outlined.

Following these reviews, the most significant causes, experiences, and solutions were highlighted. These were isolated and re-organised into ranking order, as below:

4. Findings/Results

Table 2.2 Outline of Factors that Cause, Experiences and Solutions to Poverty in Nigeria in Rank Order; based on 4 empirical research outcomes (Eguruze, 2016, 2017, 2019, 2022; Uddin & Uddin, 2013; Kumari (2020) and Kumari &Eguruze (2021)

Causes of Poverty in Rank Order	Experiences of Poverty in Rank Order	Solutions to Poverty in Rank Order
<p>Causes</p> <p>(1) Corruption of top politicians/government officials,</p> <p>(2) Absence of jobs/unemployment,</p> <p>(3) Low wages,</p> <p>(4) Access to quality education (poor education),</p> <p>(5) Oil/gas pollution, climate change</p>	<p>Experiences</p> <p>(1) Unemployment,</p> <p>(2) lack access to quality education,</p> <p>(3) lack of access to business start-up finance(micro finance),</p> <p>(4) lack of low-cost housing (lack of decent affordable housing), homelessness,</p> <p>(5) lack of access to quality free</p>	<p>Solutions</p> <p>(1) A Marshall-plan support is required for massive infrastructural changes (2) Free access to quality education ;</p> <p>(3) Stop corruption of top government officials and politicians (4) Create real jobs and employment opportunities, (5) Develop employment skills & training, (6) Improve agriculture ; (7)</p>

<p>(6) IMF/World Bank conditionalities, (7) War (8) Tribalism (9) Migration (youngsters escaping to foreign countries from their own) / (emigration e.g., rural/urban movements /brain drain (10) Population (11) Poor governance /Poor leadership (12) Poor infrastructural facilities eg : electricity, water, roads, public transportation systems ; healthcare/medical care, recreational centres, lowcost, good standard housing etc.</p>	<p>healthcare (no-money-treat illness), (6) poor infrastructural facilities, (vi) (7) No-food to-eat (hunger/starvation) (8) No clean drinkable water (9) No regular electricity supply. (10) No money to buy new clothes; (11) Poor roads/absence of public transportation). (12) Luring people into prostitution, drug gangs, kidnapping.</p>	<p>Attraction/gas companies to invest ; (8) Create conducive atmosphere ; peaceful and enabling environment, (9) Increased investment spending ; (10) Steady electricity; (11) Free healthcare are also seen as problems. (12) Actively involving young people and community organisations in policy-decision making and the policy-implementation processes, (13) Setting new priorities, or re-directing, is likely to enhance the probability of ending extreme poverty.</p>
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Source: Eguruze, (2015, 2016, 2017, 2022).

Table 2.2 comprises the main significant causes, experiences, and solutions, which are based on the summary of the expressions by the respondents themselves. As shown, these are arranged in a rank order, as far as practicable. These causes, experiences, plausible solutions may go some way to help tackle the challenges.

5. Discussion and Conclusions

5.1 Factors that cause, experiences and solutions to poverty in Nigeria, India and Bosnia in rank order (as in Table 2.2). Following the above data analysis, the findings; the most significant factors causes, experiences and solutions to poverty in Nigeria, and arranged them in a rank order format, based on 4 empirical research outcomes (Eguruze, 2015, 2016, 2017, 2022; Uddin & Uddin, 2013). The purpose of this was to make it more meaningful and give a clearer understanding. There appears to be consistency in young people and communities 'demand for jobs/employment opportunities, ending corruption and make improvements in wage levels, as well as infrastructural transformation. Similarly, there was a desperate need for real jobs amongst young people and rural community organisations. From the young people's perspective more needs to be done.

5.2 Cumulative Poverty: a new definition of poverty was needed from the perspective of young people and rural community organisations. Based on the above, analysis, a new definition is needed. Based on the above study, until recently, the above revealed the definition of poverty to have been elite based. Cumulative poverty as a new form of definition was driven by the grass roots level.

5.3 Poverty Tree approach (The Poverty Mapping); Poverty, as it is reflected in Figure 2.1 above, is complex and diverse. It reflects a wide range of environmental, social, and economic situations, making it prime-facie insurmountable challenge. However, the significance of the poverty concept (poverty mapping) is that it embedded most aspects into a compact form, visually more accessible. The Poverty mapping conceptualisation has made it more powerful. Until recently, the discourse on the meaning and impact of poverty had not been introduced in such a simple and pragmatic view of poverty from a range of perspectives.

5.4 A new SMT = MMPI+IIPA model for poverty intervention; the new Researcher's Methodology Model for Poverty Intervention (see Fig 2.3 above). It is important to note that there will be changes associated with the MMPI. The question is, what changes might occur following adoption of the researcher's SMT's Model? What are likely implications for leadership? As with any radical changes that occur in life, there may be knock on effects. These may include strategic (major) and/or operational (minor) or both side by side. There may also be resistance to change during the SMT Model Implementation Process (Eguruze, *ibid*).

5.5 Research implications of this study: Like climate change, poverty is an existential threat to humanity. This challenge is that poverty is not just for the weak and vulnerable but also for the rich and powerful. If not tackled, there is a potential for social chaos and disintegration across the globe. Until cumulative poverty or extreme poverty is eliminated no-one is safe. Eradicating poverty would save lives. This is a win-win for all (Eguruze, *ibid*). This study provides a learning point for both practitioners, policy makers, and researchers. The paradox is that without tackling the main-root causes, experiences and solutions to poverty at the global level, the current status-quo cannot change.

5.6 Originality of this study: This study has evolved over 22 years. The original thoughts started in 1996 during Dr. Eguruze's first Masters' Degree at University of Greenwich. The researcher revisited the original work as part of his second Masters' degree programme at Brunei University in 2011. Both previous studies were massively updated in a PhD study in 2016 at Cardiff Metropolitan University, as well as in subsequent post-doctoral studies in 2017 and 2019. Hence, it is viewed as a longitudinal study. More recently, the researcher has engaged in some collaboration work with other scholars, providing a further opportunity for evaluation and comparison.

6 Conclusion

The paper found that (i) validation and efficacy are positive ways forward (ii) there appears to be an acute methodological validation limitation relating to these previous studies; (iii) validation of the methodology is needed for it to be applied globally; (iv) this could be achieved by conducting further research, using a new dataset, a larger sample size and a more diverse, global participant sample, (v) overseen by a higher level of institution suitably experienced and qualified in poverty eradication or social policy formulation, such as The University of Oxford and the UNDP; (vi) a scarcity of research model(s) on poverty accepted from the developing world was observed, particularly from countries such as Nigeria/sub-Saharan Africa; (vii) these previous studies would form the basis for this new study; (viii) they create a starting point for further global research, which gives motivation for the current research, (ix) the previous studies have proven demonstrably credible at the regional level and suggest a reasonably optimistic outcome at the global level, (x) pro-poor policies are needed, and (xi) it would help save lives. Validation support is needed to take this research forward.

6.1 Limitations and directions for further research

6.1 Limitations of the study

The findings of this study relate only to tackling poverty in developing countries such as Nigeria, India, and Bosnia, and how policymakers could be influenced to ending extreme poverty/cumulative poverty, from the perspectives of young people and rural community organisations, using social marketing techniques.

Social marketing seeks to ensure constructive social change through persuasive methodologies only. Although social media is an important tool of social marketing, it has been used only as valuable for social marketing communication or a promotional tool in this study. It is important to note this inextricably close relationship between social media and social marketing to avoid misunderstanding/confusing these two important marketing phenomena.

This research is based on the perceptions and opinions of the respondents. Therefore, limitations of opinion surveys need to be appreciated or respected, as the respondents' opinions might not be the same as their actual practice and actions.

6.2 Directions for further research

As the current study did not extend to or cover other developing states or beyond, there is a great potential and scope for more extensive work, achievable by conducting further research, using a new dataset, larger sample size and more diverse, global participant sample.

To seek methods of validating the Methodology model for Poverty Intervention (MMPI), and its efficacy, from the United Nations/World Bank/IMF.

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