MIKAILALSYS
Journal of Multidisciplinary Sciences

e-ISSN : 2987-2286
p-ISSN : 2987-3924

Index : Dimensions, Scilit, Crossref, Garuda, Semantic, Lens,Google Scholar,Base, etc

https://doi.org/10.58578/mikailalsys.v3i1.4266

An Assessment of the Corporate Image Building Strategies Adopted at the School of Nursing, Ogoja, Cross River State

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Article Info:

Submitted:	Revised:	Accepted:	Published:
Nov 7, 2024	Nov 25, 2024	Dec 5, 2024	Dec 10, 2024

Abstract

The study examined the strategies employed by the School of Nursing, Ogoja to enhance their corporate image among its various stakeholders. The main objective was to examine ways in which organisations can promote a more favourable corporate image for themselves. In order to achieve the objective, a structured questionnaire designed in a four-point Likert format was used to gather data, which were analyzed using weighted mean score and presented in frequency tables. The study population comprised students and staff members of the institution, with a sample size of 200 respondents selected through purposive and random sampling methods. The findings revealed that the School of Nursing, Ogoja lacks a well-defined public relations department, leading to ineffective communication channels and overall inadequacy in their corporate image building strategies. It was recommended that the institution should establish a dedicated public relations office to address these challenges and develop more robust and successful strategies for enhancing their corporate image.

Keywords*:* Assessment, Corporate Image, Building, Strategies and Adopted

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INTRODUCTION

Organisations are undeniably concerned about their corporate image within the environment where their businesses are established. This underscores the fact that no organisation can thrive without effectively managing its corporate image. Organisations often employ various strategies to capture the attention of customers to enable them realize their business objectives. Therefore, it is imperative for every business organisation to introspect regarding its strategies for enhancing corporate image in order to achieve its desired aspirations.

The fundamental idea for establishing any business organization is to attain growth and profitability. However, this is how organizations build their corporate image in the minds of the public/stakeholders. According to Cornelissen (2014) corporate image represents the immediate set of associations that individuals form in response to signals or messages from or about a particular organization at a given point in time. Polinkevych and Kaminski (2018) posits that "corporate image serves as one of the tools to achieve the strategic goals of business entities that relate to the main areas of activities and are oriented towards the future." Nguyen and Leblanc (2001) asserts that "corporate image is, therefore, the result of an aggregate process by which the public compares and contrasts the various attributes of firms." According to Ali, Danish, and Asrar-ul-Haq (2020) corporate image is the perception that audiences hold of an organisation based on the accumulation of received messages. Widyastuti, Said, Siswono, and Firmansyah (2019) argued that a positive consumer experience with company products and services leads to a favourable perception of the company's image, shaping a positive image in the public's mind. Rahman and Khan (2023) posits that corporate image is the impression formed by the public upon encountering the name of a company or organization. Therefore, corporate image encapsulates the general perceptions of an organisation's activities as reflected in the minds of its stakeholders at any given time.

Therefore, a robust strategy for enhancing corporate image within an organization is key. Its benefits in organisations and higher institutions of learning cannot be overemphasized. A favourable corporate image enhances customer loyalty and strengthens the relationship between the organisation and its stakeholders. In terms of higher institutions of learning, effective corporate image building strategies are likely to boost enrolment, thereby increasing revenue and fostering stronger ties with the academic

community as well as the local community. Consequently, the corporate image building strategies adopted by the School of Nursing, Ogoja, may have played a pivotal role in strengthening their mutually beneficial relationship with stakeholders. These strategies may have also contributed to harmonizing the institution's communication channels with its stakeholders within and outside the institution. Furthermore, the corporate image building strategies aim to deepen the mutually

beneficial relationships with stakeholders, fostering trust and confidence between the institution and its publics. Though, in recent times the institution has faced with the allegation of admission racketeering, corruption and favouritism which would gradually affect the image of school negatively if not properly checked. Therefore, the institution needs a well-defined public relations unit to enable it hand these image related matters. It is on this note that this study seeks to examine the corporate image building strategies adopted by the institution.

Statement of the Problem

The relevance of corporate image building strategies has been undermined by so many organisations that does not see the need to establish a public relations unit or to employ a public relations professional to man the unit if any. Most times the wrong application of these corporate image building strategies, implementation and approach in creating a good corporate image can lead to poor perception of any organisation. While many institutions of higher learning established a public relations unit and employ professional to man it, some do not see any need to have one. Also, most heads of organisations are not even aware that the functional public relations unit is the information warehouse that make them survive in running their establishment. The study therefore, investigates the effectiveness of the corporate image building strategies adopted in this institution without a functional public relations unit in place. The question then is, how is the School of Nursing Ogoja, Cross River State managing her corporate image without a functional public relations department?

Objectives of the Study

The objectives of this study were:

1. To examine the effectiveness of the corporate image building strategies adopted in the School of Nursing, Ogoja.

2. To find out the impact of the corporate image building strategies adopted in the School of Nursing, Ogoja.
3. To determine ways through which the corporate image building strategies adopted at the School of Nursing, Ogoja can be improved upon for mutual relationship with stakeholders.

Research Questions

1. What is the effectiveness of the corporate image building strategies adopted in the School of Nursing, Ogoja?
2. What is the impact of the corporate image building strategies adopted on the School of Nursing, Ogoja?
3. What are the ways through which the corporate image building strategies adopted at the School of Nursing, Ogoja can be improved upon for mutual relationship with stakeholders?

Theoretical Framework

This study is anchored within the tenet of organisational image management theory.

Organisational Image Management Theory

The organisational image management theory was postulated by Joseph Eric Massey of Walden University. According to Massey (2016), the theory explains that the primary responsibility of public relations is to create and maintain the organisation's good image with its publics through effective and adequate communication. The theory posits that organisations should communicate strategically with stakeholders to encourage favourable images and discourage undesirable ones from its publics to stand out amongst her competitors (Massey, 2016). Van der Merwe and Puth (2014) asserts that organisation's image is the perception that stakeholders have about the organisation, so it is aligned most closely with the communicated image. This implies or suggests that a dialogue or communication is necessary for the creation of an organisational image.

Organisational image management is a conversation process in which organisations and stakeholders communicate with one another to co-create the image of the organisation. Massey (2016) further clarify the conversation process of organisational image management:

> Thus, an organisation's image represents a collaborative social construction between organisation's top management and the multiple

> actors who comprise the organisational stakeholders. A particular interpretation of an organisation's image may be proposed by top management, but that interpretation must in turn be endorsed, or at the very least not rejected, by their various stakeholders if it is to continue.

Therefore, building corporate image strategies is very necessary for every organisation to thrive, thereby impacting on its productivity. A favourable corporate image of any organisation holds by her publics should be properly managed for effective results of the organisation they represent and stand for.

The relevance of this theory to the study is that the School of Nursing, Ogoja have to build and manage their corporate image in the minds of their relevant stakeholders/publics through effective and adequate communication or regular conversation at all times. As an institution of higher learning, communication is very vital because it builds the confidence of stakeholders about their operations, procedures and processes, and this would be beneficial to their corporate image.

Concept of Public Relations

Public relations is a practice that entails the strategic management of an organisation and its various stakeholders to build, oversee, and maintain a symbiotic and mutually beneficial relationship between the organisation and its publics.

According to Bakare (2008) public relations practice is the management function which evaluates public attitudes, identifies the policies and procedures of an organisation with the public interest and executes a programme of action to earn public understanding and acceptance. This shows that public relations activities are tailored towards the masses and not individual gains, and a profession that puts the interest of the public or society on the front burner. Public relations deal with truth and not propaganda or hear say in its activities. All its activities are issue base and facts, not on assumptions.

Wilcox, Cameron and Reber (2015) posits that public relations is a communication function of management through which organisations adapt to, alter, or maintain their environment for the purpose of achieving organisational goals. Therefore, the approach promotes the idea that public relations should also foster open, two-way communication and mutual understanding, with the idea that an organisation, not just the target audience should change its attitudes and behaviours in the process. This implies that organisations

should build a mutually beneficial relationships between the organisation and its various publics.

Center and Jackson (2006, p. 12) asserts that "public relations is the systematized function that evaluates public attitudes and behaviours; harmonizes the goals, policies, and procedures of an individual or organisation with the public interest; and executes a programme of action to earn a public understanding, acceptance, and supportive behaviour." Broom (2009, p. 25) posits that public relations is "the management function that establishes and maintains mutually beneficial relationships between an organisation and the publics on whom its success or failure depends."

Theaker (2004, p. 4) posits that public relations is "a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and co-operation between an organisation and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tools." The communication channel or link between the public and the public relations personnel should always be open and transparent. Also, experts in the field of public relations are the ones to manage the communication channel for efficient and effective information delivery. Guth and Marsh (2017, p. 32) stresses that "public relations is a management function that helps establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organisation and its publics." Tench and Yeomans (2017, p. 4) posits that public relations is "a planned communication and/or a relationship building activity with strategic or deliberate intent."

According to Center, Jackson, Smith and Stansberry (2011, p. 9) "public relations is a systemized function that evaluates public attitudes and behaviour; harmonizes the goals, policies, and procedures of an individual or organisation with public interest; and executes a programme of action to earn public understanding, acceptance, and supportive behaviour." They further suggest that public relations epitomized the complete realization of the democratic principle, wherein every member of society is esteemed for their individuality, and possesses both the privilege and responsibility to voice an opinion on

public matters. Therefore, policies are formulated based on the unfettered exchange of these opinions, culminating in public consensus. Ezekwelu, Ralph-Nwachukwu and Okowa-Nwaebi (2023) argued that public relations is to build and preserve mutual understanding with the public, and to express a company's viewpoint, goals, and purpose while at the same keeping an eye on feedback, changing public perceptions and responses. This shows that public relations as a management function build and preserve mutual understanding with the publics which enhances collaboration between and within an organisation for optimal performance.

Public Relations and Corporate Image Building

The concept of image building holds paramount importance in the area of public relations as all initiatives in the field are geared towards establishing, projecting, safeguarding a reputable and positive corporate image for an organisation. The entirety of business operations and endeavours revolves around its image. According to Emmanuel, Ndolo and Igbara (2021) the primary function of the public relations unit is to safeguard and promote the organisation's public image. They posited that public relations practice is tailored to shield and enhance the organisation's image, as well as to strategize and implement all approved public relations programmes. This suggests that corporate organisations have been actively engaging in public relations endeavours to cultivate and sustain a harmonious relationship with their stakeholders in order to build a stronger reputation. Nnamani (2016) states that the concept of public relations is framed on the art and science of creating and maintaining mutual understanding and acceptance between human individuals, groups, organisations, companies.

Daramola (1997) asserts that "public relations bring about mutual understanding between an organisation and its external publics, its projects and activities that will enhance an organisation's positive corporate image and monitor trend of events amongst organisation's external publics." Therefore, public relations help our society to reach decisions and functions more effectively by creating mutual understanding among publics and institutions in creating and sustaining favourable image to win public interest and acceptance. According to Oparaugo (2021, p. 28) public relations is "a strategic approach towards the creation of goodwill and brand image in the minds of the public by developing a cordial relationship between the organisation and its target audience." This implies that public relations help in the process of managing and maintaining an organisation's

communications with stakeholders to maintain and build its corporate image in the minds of the publics.

According to Page and Parnell (2019, p. 46) "whether it is buying a certain brand or product, voting for a candidate, donating to a cause or charity, or investing in a public company or organisation, in public relations you are in the business of building reputation and creating trust." Hence, this must be done in an ethical and transparent manner to best serve your client or company's interests and its corporate image. Broom (2009, p. 25) asserts that "public relations is about reputation – the result of what you do, what you say and what others say about you." All in all, public relations is to build and maintain a strong image in the mind of the masses, maintain good relationship and use various strategies to achieve its set objectives or goals their organisations.

Public Perceptions on Corporate Image of Organisations

Corporate image is the perceptions about an organisation built over time in the minds of its publics. It encapsulates the overarching impression individuals hold regarding an organisation. According to Mohamad and Awang (2009) "corporate image is the customers' overall impression concerning the company based on their multiple encounter experiences with its product or service, and the multiple messages received about the company from the media." According to Oparaugo (2021, p. 28) "image is the reputation or perception of a person, group or corporate body, holds by others, often as a result of what they (the corporate body) do or have done." Ralph-Nwachukwu (2023, cited in Ezekwelu, Ralph-Nwachukwu & Okowa-Nwaebi, 2023) argues that "organisation's corporate image depends on the orgainsation's behaviour and principal performance, its marketing policies and product quality, the caliber of its interpersonal relationships, and its design management." Therefore, a corporate image is designed to be appealing to the public, so that the company can spark an interest among consumers, create share of mind, generate brand equity, and thus facilitate product sales. Adeniji, Osibanjo, Abiodun and Oni-Ojo (2015 posits that corporate image encompasses information and inferences about a company as an employee, employer, customer, community member, supplier, and as a responsible corporate entity. They further contend that the perceptions and influences surrounding the company will vary among the diverse stakeholder groups based on the nature of their interactions with the organisation.

Ansoglenag, Awugah, and Thompson (2018) argued that corporate images are premeditated actions and efforts by organisations to communicate with stakeholders and influence them, and that some organisations tend to change stakeholders' image through unintentional actions and factors outside their control or volition Emmanuel, Ndolo and Igbara (2021, p. 67) posits that "a strong positive corporate image gives an organisation a long term sustainable competitive advantage." Demetriou, Papasolomou, and Vrontis (2009) argues that "a positive corporate image is the foundation for corporate success, which can be an incentive for the sale of the, recruitment of the best employees and attraction of investors, and can act as competitive advantage." This suggests that a positive corporate image is fundamental for the advancement of any organization, paving the way for its desired goals and achievements. According to Tench and Yeomans (2017) an image is the set of meanings by which an object is known and through which people describe, remember and relate to it. That is the result of the interaction of a person's beliefs, ideas, feelings and impressions about an object.

Thus, sometimes consumers of a particular product form different perceptions about the same company producing different products. As an investor, you will be interested in the profitability and overall economic performance, reputation and legitimacy of the company. As a citizen, your interest would be on the contributions of the organisation towards the local community in terms of job creation for the local community and the protection of the environment against harmful practices by the company.

Concept of Corporate Image Management in an Organisation

Corporate image is the perception of an organisation held by its stakeholders. It represents the overall impression that stakeholders have of the organisation. Effective image management is essential in fostering and safeguarding the growth and growth of any business entity. According to Abratt (1989, p. 63) "organisations need to make a concerted effort to manage their corporate images." The key component of corporate image management process involves those activities designed to affect the strategic management of the business – the strategic management consists of two interlocking tasks: the task of formulating a strategic plan and the task of implementing and executing the strategic plan.

According to Obiora and Ekeke (2019, p. 186) "corporate image builds strategic value for a company by granting it a competitive advantage over rivals." This fact is achieved through various means, such as employees with skill and competence to manage

the corporate image of the organisation. Eichie (2020, p. 64) asserts that "organisations are understandably concerned with managing their corporate image, which shows that there is a strong positive correlation between how people perceive an organisation and the pro-corporate supportive behaviour." Dokmaipum, Khantanapha and Piriyakul (2019) posits that corporate image management is one of the important things that organisations should not undermine or value less than anything else.

Okoisama, Best and Anyanwu (2017, p. 18) opine that "corporate image of an organisation affects people's selection or rejection of its products. Since an organisation's corporate image affects stakeholder's behaviour, they therefore, strive to develop and manage their images." According to Aswini (2013) corporate image management brings about the birth of a corporate language, corporate traditions, and a dialogue that focus on self-expression of an organisation in some way. This shows that dialogue would provide stakeholders the strengths, weakness, its tradition and principles of the organisation. Kotler (1997, p. 34) posits that "image management is an ongoing pro-active process of evaluating and controlling the impact of your appearance and the achievement of your goals." The process involves creating an authentic, appropriate, attractive and affordable personal and/or professional image which increases confidence, credibility, capacity and productivity while contributing to continuing success of the organisation.

In Agbonifoh and Oshagbemi (1989) corporate image management is the totality of an organisation's deliberate and concerted efforts directed at moving its image towards its target image. In other words, it is concerned with management's efforts at consciously fashioning, protecting and promoting for its company a desired image or impression in the eyes of its customers. This shows that organisation does it best to protect and manage the image of the organisation to stand out from among its competitors that would attract their consumers.

Thus, the corporate image of an organisation serves as the cornerstone around which the entire entity revolves. When managed effectively, it acts as a shield safeguarding the organisation against both new entrants in the market as well as existing competitors who may introduce novel products and services.

Corporate Communication

Organisations are networks of people who engage in regular communication with one another to achieve results. Therefore, within every organisation, communication

channels run vertically and horizontally, internally and externally, formally and informally, facilitating interactions among employees, various levels of management, and external stakeholders of the organisation. Corporate communication is a management function that is responsible for overseeing and coordinating the work done by communication practitioners in different disciplines such as media relations, public affairs and internal communication (Cornelissen, 2014).

According to Van Riel (1995, p. 26) "corporate communication is an instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible with the overall objective of creating a favourable basis for relationships with groups upon which the company or organisation is dependent." Tench and Yeomans (2017, p. 493) posits that "corporate communication means engaging transparently with stakeholders to establish and communicate meaningful or authentic values to encourage the organisation to behave in a way that is consistent with these values in order to build social capital and establish legitimacy between the organisations and her publics."

According to Oliver (2005, p. 198) "corporate communication is the term used to describe a variety of management functions related to an organization's internal and external communications with her publics." According to Jethwaney (2010, p. 2) "corporate communication is a framework in which all communication specialists, namely marketing, organisational, and management integrate the totality of the organisational message, thereby helping to define the corporate image as a means to improving corporate performance." Fernandez (2004) posits that corporate communications is a long-term strategic initiative taken by a corporate organisation to communicate the core brand and its core messages to a spectrum of audiences or publics in a globalized market environment about its products and services. Corporate communication is the management of identity, image, and reputation through research that allows identification of shared values, attributes, differentiators, and competitive advantages; it comprises the strategic management of communication tools that contribute to public awareness and the construction of links with stakeholders, thereby contributing to the achievement of stated objectives.

According to Apolo, Baez, Pauker and Pasquel (2017):

> Corporate communication is the management of identity, image, and reputation through research that allows identification of shared values, attributes, differentiators, and competitive advantages; it comprises the strategic management of communication tools that contribute to public awareness and the construction of links with stakeholders, thereby contributing to the achievement of stated objectives.

Dolphin (1999) asserts that corporate communication function resists a single fixed definition. That it's a dynamic mixture of problem-solving skills and insights, which should be viewed as a process rather than an entity. According to Dolphin, corporate communication must fulfil three key responsibilities of aiding the management of change, help to define a corporations' role in the society and assist the creation of corporate vision and responsibility of various organisations. According to Van Riel and Forbrun (2007) corporate communication is a series of activities involved in managing and coordinating all internal and external communications directed towards establishing favorable relationships with stakeholders crucial to the organization. It pertains to the dissemination of information by the internal and external audiences of the organization, all working towards the common objective of enhancing the organisation's capacity to uphold its reputation and function effectively. Corporate communication entails fostering communication relationships between an organisation and its stakeholders to oversee the operations of their respective entities. Consequently, corporate communication encompasses communication relationships aimed at facilitating the favorable transmission of information between the internal and external audiences of an organisation to attain their set objectives.

Review of Studies

Different researches have been conducted by scholars and other public relations practitioners on public relations and corporate image. The study conducted by Emmanuel, Ndolo and Igbara (2021) seeks to explore the relevance of public relations in building the corporate image of an organisation, using First Bank of Nigeria Plc, Calabar as a study area, the study identifies how public relations can help in maintaining high acceptable corporate identity, corporate image and corporate communication. Findings from the investigation indicates that the role of public relations in a firm is to manage the flow of both internal and external communication, and to protect the image of the firm.

In another research conducted by Eichie (2020) on the use of effective corporate image management as a strategy for enhancing profitability, the survey investigates the impact of corporate image on customer loyalty and profitability within the Nigerian service industry (banking sector). The study found that a good corporate image stimulates purchase by simplifying decision procedures for customers and attracts more customers which invariable increases profits that put the organization on a favourable competitive advantage.

Zura (2016) carried out a study to determine how public relations can be used to build and sustain the corporate image of MTN Uganda. It was revealed that Public Relations department of MTN Uganda has helped in building a sustainable corporate image in MTN Uganda, contribute towards its development and enhances customer's satisfaction.

The studies above centered on public relations in building a corporate of various organisations, the current study examined the effectiveness of corporate image building strategies adopted by organisations.

METHODS

The study adopted a survey research method which is suitable for this study to achieve the research objectives raised. The population of this study was drawn from the students and staff of the institution. The method as adopted employed questionnaire as the instrument of data collection which makes it most relevant and important to the respondents. The purposive and random sampling methods was adopted for the study. A total of 200 respondents were selected with students' population of 165 and 35 staff members who were selected to represent the population. In view of the foregoing, both primary and secondary sources of data collection were adopted for this study. For the primary source, the researcher used the questionnaire as a research instrument to obtain data from the respondents. The questionnaire items were structured in a four-point Likert format of strong agreed, agreed, disagreed and strongly disagreed and scaled as Strongly Agree = SA (4), Agree = A (3), Disagree= D (2) and Strongly Disagree = SD (1). For the secondary sources, the data were obtained from the library materials (textbooks and journals) and the internet. The data were presented in statistical tables and analyzed using the weighted mean scale of data analysis. Thus, the decision rule for the weighted mean

score are as follows: when the Mean score is 2.5 and above = Accept, but when the Mean score is less than 2.5 = Reject.

RESULTS AND DISCUSSION

The information in this study consists of 10 closed-ended questionnaire items that were designed to tackle the fundamental research questions. A total of 200 copies of questionnaire were distributed among a group of 200 staff members and students, it was responded to and returned appropriately.

Research Question One: What is the effectiveness of the corporate image building strategies adopted in the School of Nursing, Ogoja?

Table 1: The corporate image building strategies adopted at the institution has increased the school enrolment figures.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies adopted at the institution has increased the school enrolment figures.	SA (4)	40	160
	A (3)	78	234
	D (2)	45	90
	SD (1)	37	37
Total		**200**	**520**
Weighted mean score			**2.60**
Decision rule			**Accepted**

Source: Fieldwork, 2024

According to Table One, the survey results show that the corporate image building strategies adopted at the institution has increased the school enrolment figures. The majority of respondents, numbering 118 out of 200, either strongly agreed or agreed with this statement. This agreement is reflected in the weighted mean score of 2.60, which is above the midpoint of 2.5 on a 4-point scale. With these results, it shows that the respondents appreciate that the corporate image building strategies adopted at the institution has slightly increased the institutions' enrolment. The level of this agreement

suggests that incorporating good corporate image building strategies into the school system would substantially boost the enrolment figures. However, more needs to be done in order to improve on the image building strategy to achieve for the organisation. Though, a reasonable number of the respondents observed some reservations which suggests that better approach needed to be imbibed or better still a professional public relations specialist need to be engaged for better results. This would promote the institutions to compete favourably with others in terms of standard.

Table 2: The corporate image building strategies of the institution has improved the partnerships and collaborations among the stakeholder.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies of the institution have improved the partnerships and collaborations among the stakeholder.	SA (4)	37	148
	A (3)	69	207
	D (2)	61	122
	SD (1)	33	33
Total		**200**	**510**
Weighted mean score			**=2.55**
Decision rule			**Accepted**

Source: Fieldwork, 2024

The survey results in Table Two reveals that the corporate image building strategies of the institution have improved the partnerships and collaborations among the stakeholder**.** The data suggests that a majority of respondents, 106 out of 200, either strongly agreed or agreed with the statement. However, a significant minority, 94 respondents, expressed different opinion, with 61 disagreeing and 33 strongly disagreeing.

The weighted mean score of 2.55, slightly above the neutral midpoint of 2.5 on a 4-point scale, suggests that while there is a general agreement that good corporate image improves partnerships and collaborations among the stakeholder, there is also a notable minority expressing reservations or disagreement. However, the majority agreement implies that good corporate image building strategies would significantly woo partners in the

education and health sectors to collaborate with the institution which would increase research and new discoveries.

Consequently, the acceptability of this statement based on the weighted mean score of 2.55, indicates a general acceptance, though not overwhelming support that the corporate image building strategies of the institution has improved their partnership and collaborations. This result strongly supports the fact that the corporate image building strategies of the institution has significantly helped them in terms of partnership and collaboration, it's also incumbent to address the concern of the significant minority of the stakeholders who has different views. This might be as a result of poor approach to the corporate image building strategies or a complete neglect of the office of the public relations to guide and give professional advice.

Table 3: The corporate image building strategies of the institution have attracted funding opportunities to the institution.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies of the institution have attracted funding opportunities to the institution.	SA (4)	22	88
	A (3)	44	132
	D (2)	73	146
	SD (1)	61	61
Total		**200**	**427**
Weighted mean score			**2.13**
Decision rule			**Rejected**

Source: Fieldwork, 2024.

In Table Three above, the consensus results indicate that the corporate image building strategies of the institution have not attracted funding opportunities to the institution. The majority of respondents, 134 out of 200, either disagreed or strongly disagreed that the corporate image building strategies of the institution has attracted funding.

The weighted mean score of 2.13 is below the midpoint of 2.5 on the scale, this suggest the overall disagreement with the statement. This score indicates that respondents

generally accepts that the corporate image building strategies used by the institution has not done anything tangible for them.

The data suggests that the institution need to improve on their corporate image strategies to attract funding to the institution. The failure of this institution to attract funding might be as a result of poor application of corporate image building strategies or approach in creating one for the organisation. This information suggests that lack of functional public relations unit and professional in the institution might have resulted to it.

The disagreement of the statement, based on the weighted mean score of 2.13, underscore the fact that the institution is not doing well to attract funding from other stakeholders of the institution. This is a wake-up call for the institution and other critical stakeholders to look inward and explore all the necessary avenue to achieve result.

Research Question Two: What is the impact of the corporate image building strategies adopted at the School of Nursing, Ogoja?

Table 4: The impact of the corporate image building strategies adopted at the institution has sustain the school reputation.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The impact of the corporate image building strategies adopted at the institution has sustain the school reputation.	SA (4)	58	232
	A (3)	72	216
	D (2)	33	66
	SD (1)	37	37
Total		**200**	**551**
Weighted mean score			**2.75**
Decision rule			**Accepted**

Source: Fieldwork, 2024

The survey result above indicates strong support that the corporate image building strategies at the institution has sustained the school's reputation. Out of 200 respondents, 130 either strongly agreed (58 respondents) or agreed (72 respondents) with this believe that their reputation has been sustained. However, 70 respondents expressed disagreement, with 33 respondents disagreeing and 37 strongly disagreeing. The weighted mean score of

2.75 on a 4-point scale suggests a strong consensus among respondents that the corporate image strategies adopted at the institution has sustained the school reputation.

Therefore, having a good reputation as an institution of learning would encourage learning, attract population increase and motivate stakeholders to invest more in the institution. The acceptance of the statement, as clearly reflected in the weighted mean score of 2.75, underscores the fact that the corporate image strategies deployed by the institution has helped them to sustain the school's reputation. Therefore, institution should continue to leverage on what they are doing better and improve on areas they are lagging behind.

Table 5: The corporate image building strategies adopted at the institution encourages greater alumni engagement.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies adopted at the institution encourages greater alumni engagement.	SA (4)	45	180
	A (3)	79	237
	D (2)	52	104
	SD (1)	24	24
Total		**200**	**545**
Weighted mean score			**2.72**
Decision rule			**Accepted**

Source: Fieldwork, 2024

The survey results reveal that the corporate image building strategies adopted at the institution encourages greater alumni engagement. The data implies that a majority of respondents, 124 out of 200, either strongly agreed or agreed with the statement. However, a significant minority of 76 respondents, expressed disagreement, with 52 disagreeing and 24 strongly disagreeing to the statement.

The weighted mean score of 2.72, above the neutral midpoint of 2.5 on a 4-point scale, suggests that while there is a general agreement that the approaches encourages greater alumni engagement, there is also a notable minority expressing reservations or disagreement over it. The majority agreement suggests that the corporate image building

strategies encourages greater alumni engagement. The good corporate image of the institution can also help in strengthening the engagement with their alumni.

However, the significant minority expressing disagreement implies that there may be concerns regarding the approach in implementing the corporate image or lack of public relations professional, which should not be overlooked. The general acceptance of the statement, based on the weighted mean score of 2.72, indicates that the corporate image building strategies adopted at the institution has encouraged alumni engagement with their stakeholders, though it also highlights the need to address the concerns of a significant minority of stakeholders who reasoned differently.

Table 6: The corporate image building strategies adopted at the institution has improved the school recruitment.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies adopted at the institution has improved the school recruitment.	SA (4)	36	144
	A (3)	57	171
	D (2)	61	122
	SD (1)	46	46
Total		**200**	**483**
Weighted mean score			**2.41**
Decision rule			**Rejected**

Source: Fieldwork, 2024

The results show that the corporate image building strategies adopted at the institution has not in anyways improved the school recruitment status. The majority of respondents, 107 out of 200, either disagreed or strongly disagreed with the statement, while substantial numbers of respondents, 93 either strongly agreed or agreed.

The weighted mean score of 2.41, which is below the neutral midpoint of 2.5 on a 4-point scale, suggests that the institution has not in anyways improve in their recruitment approaches. The results highlight the need for the stakeholders of the institution to improve and strengthen their public relations tactics and campaigns in order to achieve better results. This called for serious attention to address the situation in order for them to

play the of the of their corporate social responsibility in the society to improve the livelihood of their host community and other stakeholders.

Research Question Three: What are the ways through which the corporate image building strategies adopted at the School of Nursing, Ogoja can be improved for mutual relationship with stakeholders?

Table 7: The corporate image building strategies adopted at the school can be sustained through community engagement in projects that will be beneficial to the local community.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies adopted at the school can be sustained through community engagement in projects that will be beneficial to the local community.	SA (4)	59	236
	A (3)	96	288
	D (2)	30	60
	SD (1)	15	15
Total		**200**	**599**
Weighted mean score			**2.99**
Decision rule			**Accepted**

Source: Fieldwork, 2024

As indicated in Table 7, the results strongly support the idea that the corporate image building strategies adopted at the school can be sustained through community engagement in projects that will be beneficial to the local community. The majority of respondents, 155 out of 200, either strongly agreed or agreed with the statement, while a minority, 45 respondents, disagreed and strongly disagreed. The weighted mean score of 2.99, significantly above the neutral midpoint of 2.5 on a 4-point scale, indicates a strong agreement among respondents that the corporate image building strategies adopted at the school can be sustained through community engagement in projects that would be of great value to the local community. This strong agreement suggests that when stakeholders or local communities are involved in projects executed within the local communities, they would see the need to sustain it for the benefit of all. This agreement also strongly suggests

that when stakeholders are involved in community projects in all decision-making process, it would be accepted and sustained.

Table 8: The corporate image building strategies of the institution can be sustained for mutual beneficial relationship through new innovation and research.

Survey statement	**Degree of Response**	**Frequency (r)**	**Weighted Score**
The corporate image building strategies of the institution can be sustained for mutual beneficial relationship through new innovation and research.	SA (4)	68	272
	A (3)	94	282
	D (2)	26	52
	SD (1)	12	12
Total		**200**	**618**
Weighted mean score			**3.09**
Decision rule			**Accepted**

Source: Fieldwork, 2024

The distribution in Table 8 shows a strong support that the corporate image building strategies of the institution can be improved for mutual beneficial relationship through new innovation and research. The majority of respondents, 162 out of 200, either strongly agreed or agreed with the statement, indicating the potential value of the new innovation and research when adopted in an institution of this magnitude. The weighted mean score of 3.09, highly above the neutral midpoint, suggests a general and overwhelming agreement among respondents. Therefore, the introduction of new innovation and research in the institution would help strengthen the corporate image of the institution and boost their operation. Additionally, bringing in new innovation and research would foster a stronger sense of engagement and collaboration between the institution and stakeholders.

Consequently, the survey results indicate a high level of support for the idea that new innovation and research is very necessary to sustain the image of the organisation.

Table 9: The corporate image building strategies adopted at the school can be sustained for mutual relationship with stakeholders through quality education and training of their students.

Survey statement	Degree of Response	Frequency (r)	Weighted Score
The corporate image building strategies adopted at the school can be sustained for mutual relationship with stakeholders through quality education and training of their students.	SA (4)	69	276
	A (3)	93	279
	D (2)	27	54
	SD (1)	11	11
Total		**200**	**620**
Weighted mean score			**3.1**
Decision rule			**Accepted**

Source: Fieldwork, 2024

The survey findings in Table 9 indicates stronger support that the corporate image building strategies adopted at the school can be sustained for mutual relationship with stakeholders through quality education and training of their students. The majority of respondents, 162 out of 200, either emphatically agreed or agreed with the statement, while a minority, 38 respondents, differs in their opinion, with 27 disagreed and 11 strongly disagreed. The weighted mean score of 3.1 is above the midpoint of 2.5 on a 4-point scale, this signifies that when a sustained corporate image strategies or approach is applied its impact would be felt on the quality of education and training of their students. This score reflects the high level of agreement among participants that quality education among students is sacrosanct for the betterment of society and the image of the school. And this would also help improve the well-being of the citizenry in the society.

Table 10: The corporate image building strategies adopted in the institution can be sustain for mutual relationship with stakeholders through transparent and open communication.

Survey statement	Degree of Response	Frequency (r)	Weighted Score
The corporate image building strategies adopted in the institution can be sustained for mutual relationship with stakeholders through transparent and open communication.	SA (4)	69	276
	A (3)	92	276
	D (2)	26	52
	SD (1)	13	13
Total		**200**	**617**
Weighted mean score			**3.08**
Decision rule			**Accepted**

Source: Fieldwork, 2024

The result in Table 10 indicates strong support that the corporate image building strategies in the institution can be sustained for mutual relationship with stakeholders through transparent and open communication. Out of 200 respondents, 161 either strongly agreed (69 respondents) or agreed (91 respondents) with this view. While 39 of respondents expressed different views, with 26 respondents disagreed and 13 strongly disagreed. The weighted mean score of 3.08 on a 4-point scale suggests a strong consensus among respondents that transparent and open communication would help sustain the good corporate image of the institution between the stakeholders and the management. This score indicates a strong support that transparent and open communication strengthen the corporate image of every organisation. It is necessary for all the organisations that want to survive to keep its line of communication open and transparent in all the strategies they chose when engaging the stakeholders.

CONCLUSION

All organisations thrive on its strong corporate image management. Therefore, the results of this study unarguably revealed that incorporating good corporate image building

strategies into the school system would substantially boost the enrolment figures, improves partnerships and collaborations among the stakeholder of the institution, woo partners in the education and health sectors to collaborate with the institution which would increase research and new discoveries. This supports the fact that the corporate image building strategies of the institution has significantly helped them in terms of partnership and collaboration. Findings also indicate that having a good reputation as an institution of learning would encourage learning, attract population increase and motivate stakeholders to invest more in the institution, as well as encourages greater alumni engagement in the institution. The institution should leverage on what they are doing better and improve on areas they are lagging behind. Findings also shows that when stakeholders or local communities are involved in projects executed within the local communities, they would see the need to sustain it for the benefit of all. And when stakeholders are involved in community projects in all decision-making process, it would be accepted and sustained. The finding also revealed when new innovation and research are introduced in the institution, it would help strengthen the corporate image of the institution and boost their operation, foster stronger sense of engagement and collaboration between the institution and stakeholders, quality of education would be seen in their students.

The research findings also established that the institution has failed to attract funding to the institution which might be as a result of lack of well-defined public relations department, poor application of corporate image building strategies and/or approach in creating one for the organisation. It was also noted that the institution has not in anyways improve in their recruitment approaches. This is a call for action for the institution and other critical stakeholders to improve and strengthen their public relations strategies and campaigns in order to achieve better results.

However, the study concludes that robust strategies would be sustained through community engagement in projects that would be of great value to the local community, new innovation and research which would foster a stronger sense of engagement and collaboration between the institution and stakeholders, and through transparent and open communication that would help sustain the good corporate image of the institution between the stakeholders and the management. It is therefore recommended that, every organisation should establish a well-defined public relations department in their various institutions with its functions properly outlined to enable them function optimally. It is also

recommended that institutions should engage their stakeholders at all times in order for them to have a good working relationship.

Limitations/Suggested Areas for Further Research

It is very crucial at this point in time to highlight certain constraints encountered during this study. Initially, the unwillingness of certain participants to divulge essential information proved to be a significant hindrance for the researcher, leading to various challenges. This unwillingness had a detrimental impact on the data collection process, consequently influencing the overall outcome of the research objectives. Moreover, obtaining timely information from these institutions proved to be exceedingly strenuous due to administrative obstacles. Also, individuals holding key information were unwilling to disclose it, citing procedural requirements such as obtaining ethical approval from the State Ministry of Health. Furthermore, this study was confined to a singular institution, rendering its generalizability to other organisations questionable. The sample size was inadequate for application in larger institutions, thus limiting its relevance to a broader population. Therefore, future research endeavours should concentrate on conducting a comparative analysis to facilitate data expansion to encompass a wider array of institutions. This approach would help mitigate the challenge of information scarcity while avoiding the confinement of the study to a singular organisation.

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