

Managing a crisis of confidence in Nigeria's banking and financial industry

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Abstract

An ongoing crisis of confidence in the banking and financial industry in Nigeria's emerging economy calls for using integrated marketing communications (IMC) in optimizing five potentially normative actions as a beachhead in procuring corporate benefits from three variables that predict significantly customers' favorable impressions of business: satisfaction, trust, relationship commitment. The actions: (a) personalize the stakeholder experience, (b) integrate ethics into the workplace and into corporate communications, (c) participate in training sessions in applied ethics, (d) use brandstanding expansively and integratively, and (e) conduct rigorous outcomes assessment and disseminate its results promptly to stakeholders.

Keywords: Banks, Crisis of confidence, Ethics, Nigeria, Relationship, commitment, Trust

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