

Promotion on Transparency, Accountability and Nation Building in Rivers State

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***Abstract:** This paper discussed the impact of promotion on transparency, accountability and nation building. Specifically, it discusses link between promotion and transparency, promotion and accountability, auditing, non-transparency and accountability and challenges of Nigeria nation building. It concluded that, Promotion when practiced in transparency and accountability has the vigour to assist in building a nation but if neglected like the case of Rivers State, it will lead to economic failure, increase in social vices and corruption.*

***Keywords:** Promotion, Transparency, Accountability, Nation Building*

Introduction

The underdeveloped and developing countries of the world today designed better programmes to uplift the economic, social, and technological status of their country but non-commitment, corruption and non-transparent leadership and implementation at all levels both in the private and public sector of the economy has denied us social and economic freedom (Agwor, 2005) Agbor opined that government and businesses conceived, presented and passed quality economic driven policies and decisions but at implementation stage, embezzlement, fraud, mismanagement, highhandedness and non-compliance become the order of the day.

Accountability and transparency forms an integral part of nation building. The practice of accountability and transparency in economic institutions (or business world) ultimately encourage economic growth and nation building (Olaopa, 2003). Transparency and accountability are interrelated and complementary concepts that are indispensable to any good business and remain the requisite for nation building (Ajayi, 2003). These concepts serve as a vehicle for good policies formulation, implementation and enhance

efficient management of resources for the nation's sustainable growth and development (Adegbami & Adepoju, 2017). The authors added that transparency and accountability ensure trust, indiscrimination, confidence, and absolute sincerity in the economic, legal and social system thereby boasting fair play in marketing activities (programmes) and reduces dishonest practice. Hence this study seeks to explore the relationship between marketing communication (promotion) and transparency and accountability in respect to nation building in Rivers state.

Promotion and Transparency

Promotion is the communication arm of marketing which could take the form of advertising, sales promotion, personal selling, publicity or/ and public relation (Gaventa & McGee, 2013). Advertising agencies that assist in the development, preparation and execution of promotional programs have a body that regulates their advert messages and govern these agencies (Asiegbu, & Igwe, 2012). This body is basically designed to correct corrupt practices and enhance effectiveness and development initiatives that will produce greater and more visible results. Gaventa and McGee (2013) opined that transparency addresses both developmental failure and democratic deficits. Advertising agencies advocates for adequate information free of misrepresentation. In same vain, Nelson (2003) asserted that transparency entails among other things fullness of disclosure of information, accessibility of documents (products), timely availability of information and the mechanisms for recourse and influence. Greve and Hodge (2011) asserted that transparency manifests in openness, and the intentional sharing of vital and quality information on activities and programmes.

The reality of advertisement reflects transparency and complaints response about consumer's ordeal showcase accountability which in turn enhances sincerity and encouraged national growth and peace. Un (2004) asserted that lack of transparency and incidence of corruption have negative repercussions on the society and can lead to frustration and resentment amongst the citizens, hostility, truncate national growth and produce failure accompanied with insecurity in the nation. It implies that transparency when employed in the governance of advert agencies and the passing of adequate information about product will enhance quality production that can attract foreign earnings. Nation building is the building of institutions and values which sustain the collective community in modern times (Gambari, 2019). Advert agencies are subset of the business or commercial segment of the economy.

Promotion and Accountability

Promotion is the passing of information about an offer to the actual and potential customers/consumers. Information is a prerequisite for accountability and is divided into three categories namely; standards and commitment, decisions and results and consequences and responsive actions (Paschke *et al.*, 2018).

The provision of sincere information is critical to nation building via accountability by the designers of information sent into the public domain (Paschke *et al.*, 2018). In conducting business in all the sectors in an economy, it is imperative to ensure utmost frugality, prudence in matter relating to finance, earnings, receipts and disbursement (particularly capital expenditure and payments (Agwor, 2015). To avoid falsehood in advert messages the government puts up acts like misrepresentative act among others to

ensure transparency and accountability but to no avail because corruption grows by leaps and bounds in underdeveloped and developing nations predominantly.

Auditing and Non-Transparency and Accountability

In Nigeria, there is little or no transparency and accountability, yet in the conduct of most business practices, specifically promotional activities (Agwo, 2015). It is imperative that corporate bodies should be transparent, accountable and exhibit non-corrupt or shun sharp practices in their operations. Agwor opined that it has been discovered that accounting records/financial statements of corporate bodies has been falsified, for purposes of avoiding taxation, yet such published financial statements are adjusted as presenting true and fair view of the state of affairs of such corporation for the period under review. Also, promotional activities are often times misleading in order to boycott cost and boast sales.

Challenges of Nigeria Nation Building

According to Gambari (2019), Nigeria faces five main nation building challenges, they are:

1. The challenge from our history
2. The challenge of socio-economic inequalities
3. The challenges of an appropriate constitutional settlement
4. The challenges of building institutions for democracy and development, and
5. The challenge of leadership.

Conclusion

Promotion when practiced in transparency and accountability has the vigour to assist in building a nation but if neglected like the case of Rivers State, it will lead to economic failure, increase in social vices and corruption. The corruption ranking of Nigeria, by TI is a shame (Agwor, 2015).

Hence, we need a public concern leadership at every level, supported by strong and dependable political and economic institutions so as to make promotion add value to nation building via transparency and accountability. This work supports the view of Gambari, 2019.

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