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Data Article

Survey data on employees' perception of the impact of community development initiatives on the corporate image of oil and gas firms in Nigeria

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ABSTRACT

Several sources of today's pressure on managers in strategic decision-making are directly associated with social issues rather than traditional strategic management issues. It is believed that firms that invest in community development are more likely to operate in harmony in the society of their operations, as such reduce interference from their host community, thus leading to enhanced corporate image. Therefore, it becomes pertinent to present data to show the existence or otherwise of a relationship between community development initiatives and the firm's corporate image. This data is gotten from 336 respondents from four top oil and gas firms quoted in the Nigerian stock exchange. Responses were gathered from the employees' of the firms, as it is believed they have first hand information on the firm's corporate social responsibility policies. The data is purely descriptive and was gotten through quantitative methods, specifically through a survey questionnaire. The questionnaire had two sections; section A contained background questions, while section B consisted of questions that were specific to community development initiatives and corporate image. The Cronbach alpha internal consistency of

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the questionnaire revealed a reliability coefficient of 0.732, thus revealing a high consistency level. The field data set is made widely accessible to enable critical investigation into the subject.

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Specifications Table

Subject area	Business, Management
More Specific Subject Area	Corporate Social Responsibility, Community Development, Organisational Performance
Type of Data	Tables
How Data was Acquired	Customized researcher questionnaire
Data Format	Raw, analysed, Inferential Statistical data
Experimental Factors	The study population consists of the stakeholders of the top four firms listed in the oil and gas sector on the Nigerian stock exchange
Experimental features	The researcher-made questionnaire, which contained data on community development initiatives and corporate image were completed.
Data source location	South west Nigeria
Data Accessibility	Data is included in this article

Value of data

- The data presented seeks to show statistics on the firm's participation in community development initiatives and statistics on corporate image.
- The data carefully examines the employees' perception of the firm's commitment to community development initiative, this gives an all rounded stakeholder view, unlike other data that do not consider the perception of the firm's employees.
- The data also portrays that the firm's participation in regular philanthropic activities such as infrastructure building, discourse on issues affecting host communities, providing access to credit, equity and basic banking products that otherwise may not be available to the community, promotion of poverty alleviation and sustainable development initiatives will give the society a perception that the corporation has it's interest at heart, thus leading to peace, harmony and closer ties between the corporation and its community.

1. Data

A total of three hundred and fifty copies of questionnaire were administered to respondents from the top four listed oil and gas firms in Nigeria's stock exchange. Table 1 below shows that 22.9% of the population of this study were from Firm 1, 27.3% from Firm 2, 27.8% from Firm 3 and 22% from Firm 4. This clearly shows that each firm for the study was well represented. The demographic characteristics of the respondents are also highlighted in Table 2 below.

Statement of test statistics

Given that the correlation co-efficient measures the degree to which two things vary together, this model correlated two variables: firm's participation in community development and corporate image in testing hypothesis two.

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