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Data article

Q1 datasets on employee value proposition (evp)
and performance of selected fast moving
Q2 consumer goods (FMCGs) firms in Nigeria

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ABSTRACT

The article presented an integrated dataset on employee value proposition (EVP) and performance of selected Fast Moving Consumer Goods (FMCGs) firms in Nigeria. The study adopted quantitative approach with a descriptive research design to establish the major determinants of employee value proposition. The population of this study included staff and management of the selected firms. Data was analysed with the use of measurement and structural equation modelling and the field data set is made widely accessible to enable critical or a more comprehensive investigation. The findings identified career growth and reward flexibility as predictive determinants of EVP for increased performance of sampled firms. It was recommended that FMCGs firms need to adopt consistent range of strategies to improve company strength and ethical culture for performance to be heightened.

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1. Introduction

In today's dynamic and competitive work environment, organizations are faced with challenges of how to attract and retain productive workforce. This however, has made organizations to look beyond

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remuneration but also consider factors like work culture, career growth, work life balance, training and development and others to create proposition that is valued by employees. As a result, organizations now use employee value proposition (EVP) as a strategic tool to attract, develop, retain best talents and achieve competitive advantage.

Employee Value Proposition (EVP), in this context, is the unique set of benefits which an employee receives in return for the skills, capabilities and experience they bring to a company. However, many industry analysts attribute the incessant attrition rate and poor performance of firms to lack of awareness of the application of motivational strategies. EVP has become very relevant, especially in the new millennium and have received overwhelming dominance from the developed countries and of late a focus on the transitional or emerging economies. Hence, this paper therefore explores in detail the dimensions and implications of EVP on the performance of firms in developing countries, such as, Nigeria and from a tripartite perspective.

Specification Table

Subject area	Strategic HRM
More Specific Subject Area	Talent Management
Type of Data	Primary data
How Data was Acquired	Mainly through questionnaire
Data format	Raw, analyzed, Inferential statistical data
Experimental Factors	Population comprises sampled Fast Moving Consumer Goods firms in Nigeria. The researcher-made questionnaire which contained data on employee value proposition (EVP) and job performance
Experimental features	Creating and implementing motivational strategies that are valued by employees is important and is an essential component for success in an increasingly competitive environment.
Data Source Location	Fast Moving Consumer Goods (FMCGS) Firms, Lagos, Nigeria
Data Accessibility	Data is included in this article

Value of Data

- The data can be used by managers to properly make decisions that in the long-run would lead to goal attainment in the organization.
- The data can be used to enlighten managers on the importance of employee value proposition and how it can be beneficial to overall performance of the organization.
- The data provides ample knowledge on how different employee value proposition attributes would in turn lead to organizational success
- The data described in this article is made widely accessible to facilitate critical or extended analysis.

2. Data

The study employed quantitative (survey) method to collect data from staff and management of sampled firms. The decision to elicit information from the employees and the management group was based on the fact that while employees were often in the best position to describe their real employment relationships and knowledge of retention practices; it is also crucial to investigate these practices from the perceptions of the managers. This shows that the samples were diverse and it can be concluded that non-response bias will not significantly affect the generalizability of the study findings. The scales are derived from previous studies. They are validate and modified to fit the

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