

Mobilization Strategies for Effective Community Relations between Bitumen Companies and Stakeholders in Nigeria

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ABSTRACT This paper examines the mobilization strategies for effective community relations among mineral producing companies and the stakeholders in their areas of operation especially in the South-Western Geopolitical Zone of Nigeria. The subject comprised 200 participants who were randomly selected and were tested using t-test statistical analysis at 0.05 alpha test. The result of the study showed that no significance difference existed between informal and formal communication strategies as means of reaching the largest stakeholders. ($t\text{-cal} = 7547.452$; $Df = 0.05$), there is also no significant difference between the perception of both the youths and adults on the strategies of mobilizing the inhabitants of bitumen producing communities. ($t\text{-cal} = 5837.561$; $Df = 0.05$), while the male and female respondents agreed that infrastructural development, socio-political and economic consideration, and environmental management were indicators for effective community relations in the zone. ($t\text{-cal} = 7337.405$; $Df = 0.05$). It was therefore recommended that bitumen company's corporate social responsibility policy should be put in place to complement government efforts at developing the areas for harmonious working relations.