

IMPACT OF MULTINATIONAL TELECOMMUNICATION NETWORK (MTN) AND ECONOMIC DEVELOPMENT IN FEDERAL CAPITAL TERRITORY (FCT) NIGERIA 2015-2024

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Abstract

The activities of MTN Group in Nigeria, particularly within the Federal Capital Territory (FCT), have generated considerable debate among scholars regarding their contribution to economic development. This study examined the extent to which the operations of MTN have benefited residents of the FCT in areas such as employment generation, income improvement, infrastructural development, and overall economic growth. Data for the study were obtained from both primary and secondary sources. The investigation was guided by the Solow Augmented Growth Theory and the Network Externalities and Critical Mass Theory. The Solow Augmented Growth Theory, developed from the Solow-Swan growth model of 1956 by Robert Solow and Trevor Swan, emphasizes the role of labor, capital accumulation, and technological advancement in promoting sustainable economic growth. In contrast to the Harrod-Domar model, it introduced a more flexible framework for analyzing economic development. The Network Externalities and Critical Mass Theory, propounded by Michael Katz and Carl Shapiro in the 1980s, explains how the value of telecommunication services increases as the number of users expands. Findings from the study revealed that MTN has contributed significantly to employment opportunities, business expansion, communication efficiency, and infrastructural development within the FCT. However, challenges such as network instability and uneven service distribution remain persistent. Based on these findings, the study recommended improved investment in telecommunications infrastructure and stronger regulatory oversight to enhance service delivery and maximize the developmental impact of telecommunication services in Nigeria.

Keywords: Economic development, telecommunication networks, network externalities, FCT, Nigeria

Introduction

The contemporary world is increasingly interconnected, with communication technologies serving as the backbone of global integration.

Telecommunications, in particular, have emerged as a critical enabler of economic development, facilitating the rapid exchange of information, reducing transaction costs, and enhancing productivity across sectors (Wojuade, 2018). The evolution of wireless communication systems, including fixed wireless lines and the Global System for Mobile Communication (GSM), has transformed how economies function and compete in a digital era (Wojuade, 2018). As a result, access to reliable telecommunication infrastructure is now widely regarded as a prerequisite for sustainable economic growth.

In Nigeria, the telecommunications sector has undergone significant transformation since its deregulation in 1992 and the establishment of the Nigerian Communications Commission. This policy shift opened the market to private participation, leading to the emergence of multinational operators such as MTN Nigeria. Since commencing operations in 2001, MTN has played a leading role in expanding network coverage and driving digital innovation across the country. These developments have positioned Nigeria as one of the largest telecommunications markets in Africa, with the sector contributing substantially to employment, government revenue, and gross domestic product.

Telecommunication services are fundamental to the functioning of modern economies. In industry, efficient coordination of production processes depends on timely information exchange, while in commerce, access to real-time market data enhances decision-making and competitiveness. Similarly, in agriculture, farmers rely on communication technologies for information on weather patterns, input availability, and market prices. Consequently, the expansion of telecommunications infrastructure has far-reaching implications for productivity and economic diversification.

Recent discourse in economic literature emphasizes the strong linkage between telecommunications infrastructure and economic growth. Access to digital tools such as mobile phones, internet services, and financial technologies has become increasingly essential for both individual advancement and national development. Empirical studies affirm that improved connectivity fosters innovation, supports entrepreneurship, and enhances service delivery across sectors (Onuk & Aminu, 2021; Luka & Apat, 2021).

Within this context, Abuja, Nigeria's Federal Capital Territory, represents a strategic case for examining the developmental impact of telecommunications. As a rapidly expanding urban center, Abuja has experienced significant improvements in connectivity, largely driven by investments from MTN Nigeria (Akinwale et al., 2021). The company's deployment of advanced network infrastructure, including 4G and emerging 5G technologies, has enhanced access to digital services and supported

economic activities in sectors such as banking, education, and public administration. Moreover, MTN's initiatives targeting small and medium enterprises (SMEs), financial inclusion through mobile money platforms, and corporate social responsibility programmes have further strengthened its contribution to socio-economic development.

Despite these advancements, challenges such as infrastructural deficits, rising operational costs, and macroeconomic instability continue to shape the extent of telecommunications-driven development. Against this backdrop, this study seeks to critically examine the role of MTN Nigeria in promoting economic development in Abuja, providing insights into how telecommunications can drive sustainable growth in emerging urban economies.

Statement of the Problem

Between 2015 and 2025, MTN Nigeria is widely presumed to contribute to economic development in the Federal Capital Territory. Existing evidence suffers from three critical deficiencies: reliance on aggregated national data that masks Abuja's distinct local dynamics, failure to quantify the opportunity cost of profit repatriation on local reinvestment, and lack of rigorous counterfactual or cost-benefit frameworks in evaluating CSR initiatives. Consequently, policymakers and stakeholders lack a credible, disaggregated understanding of MTN's net economic impact on Abuja. This study addresses these gaps by employing longitudinal, city-level panel data combined with spatial micro-econometrics and full cost-benefit modelling.

This study was guided by the following research questions

- i. What is the nature of the Multinational Telecommunication Network (MTN) and Economic Development in FCT?
- ii. How has the Multinational Communication Network impacted on Economic Development in FCT?
- iii. What are the challenges faced by Multinational Telecommunication Network (MTN) in Economic Development in FCT?
- iv. What measures are put in place to minimize the challenges faced by Multinational Telecommunication Network in Economic Development in FC?

Objectives of the Study

- i. To profile Abuja's key economic indicators that MTN's services are expected to influence.
- ii. To quantify MTN's direct and indirect contributions to GDP, employment, SME growth, and digital inclusion.

- iii To identify the principal regulatory, infrastructure, security, and market barriers inhibiting MTN's expansion.
- iii. To recommend data-driven improvements that will sustain MTN's positive impact on Abuja's economy.

Research Propositions

- i. MTN's extensive capital investments and network infrastructure development in Abuja significantly define its role and nature in driving the city's economic development.
- ii. The expansion of MTN's telecommunications services and digital platforms has a positive and measurable impact on economic growth, job creation, and digital inclusion in Abuja.
- iii. MTN faces critical challenges such as infrastructural constraints, regulatory pressures, and operational costs that hinder its full potential contribution to economic development in Abuja.
- iv. Strategic measures including increased capital expenditure, network modernization, and corporate social responsibility initiatives implemented by MTN effectively address challenges and enhance its contribution to sustainable economic development in Abuja.

Empirical Review of Literature

Nature of Multinational Telecommunication Networks (MTN) and Economic Development in Abuja

Empirical studies consistently highlight the central role of multinational telecommunication networks in driving economic development. Lawal (2021) employed a qualitative case study approach involving interviews with industry stakeholders and analysis of financial data to examine MTN Nigeria's contribution to economic transformation. The findings indicate that MTN has significantly enhanced employment, infrastructure development, and government revenue generation. However, the study raises concerns about profit repatriation, which limits local reinvestment and reduces the overall developmental impact.

Similarly, Iwemi (2020) adopted a quantitative econometric approach using panel data to assess the relationship between MTN's infrastructure expansion and economic growth indicators. The study found a statistically significant positive relationship between telecommunications development, employment generation, and business growth. Despite its robustness, the reliance on Edo State as a proxy limits its contextual relevance to Abuja.

Using a mixed-methods design, Abutaleb and Hashem (2021) combined survey data and secondary analysis to evaluate the broader role of information technology firms, including MTN. Their findings show that

telecommunications infrastructure enhances economic efficiency by reducing transaction costs and improving communication across sectors. However, the study's broad scope limits its ability to isolate MTN's specific contributions within Abuja.

Impact of Multinational Telecommunication Networks on Economic Development in Abuja

Several studies provide empirical evidence on the economic impact of telecommunications. Akinwale, Sanusi, and Surujlal (2021) applied advanced econometric techniques, including Fully Modified Ordinary Least Squares (FMOLS) and error correction models, to analyze time-series data. Their findings confirm that telecommunications investment significantly influences economic growth in both the short and long run, although the use of national data obscures regional variations.

In a related study, Usman and Mazadu (2021) utilized the Autoregressive Distributed Lag (ARDL) model and Granger causality tests to examine the telecom-growth nexus. The results indicate a bidirectional relationship between telecommunications investment and economic growth. While methodologically rigorous, the study is limited by its reliance on aggregate data and lack of Abuja-specific analysis.

Sharif (2017) further supports this relationship through regression analysis, demonstrating that increases in telecommunications revenue significantly contribute to GDP growth. However, the study does not adequately address issues of reverse causality or regional disparities, limiting its applicability to urban contexts such as Abuja.

Challenges Facing Multinational Telecommunication Networks in Abuja

Despite their contributions, multinational telecommunication networks face significant operational challenges. Oladipo and Eze (2023) used qualitative methods to identify regulatory bottlenecks, including fragmented institutional responsibilities and lengthy approval processes. These challenges increase operational costs and delay infrastructure deployment.

Akinola and Yusuf (2022) examined the impact of unreliable power supply using a mixed-methods approach. Their findings reveal that frequent power outages significantly affect network reliability, forcing operators to rely on expensive alternative energy sources, thereby increasing operational costs and reducing service quality.

Nwosu and Chukwu (2023) explored the socio-economic drivers of infrastructure vandalism through survey data and regression analysis. The study found that unemployment and poverty are key predictors of vandalism, which disrupts network operations and increases maintenance costs. However, the cross-sectional design limits causal inference.

Measures for Addressing Challenges in Telecommunications and Economic Development

Policy and institutional responses have been proposed to address these challenges. The Nigerian Communications Commission (2024) emphasizes regulatory reforms, infrastructure planning, and public-private partnerships as critical strategies for enhancing telecommunications development. While comprehensive, the report lacks empirical rigor and localized analysis.

Oyeniran and Alliyu (2016) employed pooled Ordinary Least Squares regression to examine the relationship between telecommunications infrastructure and economic growth. Their findings support continued investment in infrastructure and policy support to sustain growth. However, the study acknowledges limitations in capturing regional variations such as those specific to Abuja.

Richtmann (2019) used regression analysis to demonstrate that increased telecommunication sector revenue positively influences economic growth. The study recommends sustained investment and improved regulatory frameworks but notes that its findings may not fully reflect current realities due to data limitations and lack of city-level focus.

Synthesis of the Literature

Overall, the empirical literature demonstrates that multinational telecommunication networks, particularly MTN, play a significant role in economic development through infrastructure expansion, employment creation, and digital inclusion. However, challenges such as regulatory inefficiencies, infrastructural deficits, and macroeconomic instability continue to constrain their full potential. Furthermore, most existing studies rely on national or proxy data, highlighting the need for more context-specific research focused on Abuja to better inform policy and practice.

Methods

Design

This study adopted a mixed-methods cross-sectional design, integrating both quantitative and qualitative approaches to examine the relationship between Multinational Telecommunication Network (MTN) operations and economic development in Abuja, Nigeria. Data were collected from both primary and secondary sources within a defined period.

Population

The study population comprised 3,067,500 residents across six Local Government Areas (LGAs) in the Federal Capital Territory—Abaji, Abuja Municipal Area Council, Bwari, Gwagwalada, Kuje, and Kwali—identified as major users of MTN services.

Table 1: Showing Distribution of Target Population of the Study Area

Location	local government
Target population	
Abuja	Abaji
127,900	
	Abuja Munincipal Area Council
1,693,400	
	Bwari
500,100	
	Gwagwalada
346,000	
	Kuje
212,100	
	Kwali
188,000	
	Total
3,067,500	

Source: Population Projections (May, 2025)

A sample size of 400 respondents was determined using the Rakesh (2013) formula for known populations:

$$S = \frac{PS}{1 + PS (pe)^2}$$

$$= \frac{3,067,500}{1 + 3,067,501}$$

$$= 399.9$$

Approximately = 400.

In view of these, 400 copies of questionnaires were administered to the sampled respondent's base on the sample size determined above. The questionnaires is administered in each sampled Local Government.

Table 2: Showing Distribution of Sample Size of the Study Area

Location Sample Size	Local Government	Target Population
Abuja 17	Abaji	$\frac{127,900}{3,067,500} \times 400 =$
221	Abuja Munincipal areacoincil	$\frac{1,693,400}{3,067,500} \times 400 =$
	Bwari	$\frac{500,100}{3,067,500} \times 400 = 62$
45	Gwagwalada	$\frac{346,000}{3,067,500} \times 400$
	Kuje	$\frac{212,100}{3,067,500} \times 400 = 28$
26	Kwali	$\frac{188,000}{3,067,500} \times 400$
	Total	3,067,500
400		

Source Field Survey 2024

Sampling Techniques

Based on the nature of subject matter of this research, cluster and simple

random sampling techniques were employed in the selection of the respondents. FCT is grouped into organization and each organization were selected for this research work.

Table 3: Showing Distribution of Interview Area of the Study Area

State population of Interviewers	Local Government	Target
Abuja	Abaji	1
	Abuja Munincipal Area Council	2
	Bwari	2
	Gwagwalada	1
	Kuje	1
	Kwali	1
		Total
8		

Source: Field Survey May 2025

Proportionate allocation was used to distribute the sample across the LGAs. Participants were selected using a combination of cluster and simple random sampling techniques.

Procedure

Primary data were collected structured questionnaires and semi-structured interviews were used for data collection. The questionnaire employed a 5-point Likert scale and was divided into two sections: demographic information and items addressing the study objectives. A total of 392 questionnaires were successfully administered. Additionally, eight key informants were purposively selected for in-depth interviews based on their knowledge of the subject matter. Secondary data were obtained from academic literature, including textbooks, journals, and previous research studies.

Technique for Data Analysis

Quantitative data were analyzed using descriptive statistics (frequencies and percentages) with the aid of SPSS version 27. Qualitative data from interviews were analyzed using thematic analysis, while content analysis was applied to secondary data to support interpretation. The combined methodological approach enhanced the robustness, validity, and reliability of the findings.

Results

Table 4: Questionnaire Administered

Location Size	Local Government Percentage%	Sample
Abuja 11	Abaji	44
32	Abuja Munincipal Area Council	133
15	Bwari	65
	Gwagwalada	58
	Kuje	53
	Kwali	47
	Total	400
100%		

Source : Field Survey May 2025

Table 4 presents the distribution of questionnaires administered across various local government areas in Abuja totaling 400 respondents. The purpose of this table is to show how the study targeted different categories of stakeholders for data collection.

Abaji local government represent 11% out of the 400 questionnaire distributed, while the Abuja municipal Area Council represent 32% of the distributed questionnaire, Bwari local government represent 16%, Gwagwalada local government represent 15% of the total of 400 questionnaire distributed, Kuje local government 14% out of the total number of 400 questionnaire distributed, and lastly Kwali local government represent 12% of the total questionnaire distributed.

Data Analysis and Result

In the course of this research work, 400 questionnaires were distributed, but only 392 were retrieved. In the regard, the questionnaire administered will be based on 392.

Table 5: Age Distribution of Respondents

Age Bracket Percentage	Frequency
15-18	86
19-25	65
26-35	107
36 and above	134
36%	

Total	392
100%	

Source Field Survey May, (2025)

Table 5 shows age distribution of respondents. Eighty-six respondents representing 20% between 15-18 years old. Sixty-five respondents representing 17% are between 19-25 years of age, one hundred and two 107 respondents represent 27% fall between 26-35, while 134 respondents representing 36% fall between the ages of 36 and above. Therefore, the most of the respondents fall between the ages of 36 and above.

The implication of The age distribution in this study shows a deliberate inclusion of both youth and adults, ensuring a well-rounded understanding of community issues across age lines. However, with 63% of respondents aged 26 and above, the findings may lean more toward the experiences and opinions of more mature, possibly more influential individuals in society. While youth (ages 15-25) are adequately represented (37%), their relatively lower proportion suggests a need for increased youth engagement in future research or development planning.

Table 6: Gender Respondents

Gender Percentage	Frequency
Male	273
72%	
Female	119
28%	
Total	392
100%	

Source: Field survey May 2025

Table 6 shows that two hundred and seventy-three (273) respondents represent 72% of the total population of 392 were male while 119 respondents represent 28% of the total population of 392 were female. Hence most of the respondents are female.

This implies that overwhelming majority of male respondents (72%) compared to females (28%) highlights a gender imbalance in participation. This could limit the depth of gender-sensitive insights, particularly around women's experiences, roles, and challenges. For future studies, greater efforts may be needed to promote female inclusion.

Table 7: Marital Status

Status Percentage	Single
Marriage	49%
Single	41%

Divorced	40	10%
Total		392
100%		

Source: Field Survey May 2025

Table 7 shows that 192 respondents representing 49% of the total population of 392 are married while 154 respondents representing 41% of the total population of 392 are single and 40 respondents represent 10% of the total population of 392 are divorced.

This implies that the marital status distribution shows that both family-oriented and single individuals are well-represented in the study. With 49% married and 41% single, the data suggests a fairly balanced input from different life stages

Table 8: Occupation of Respondents

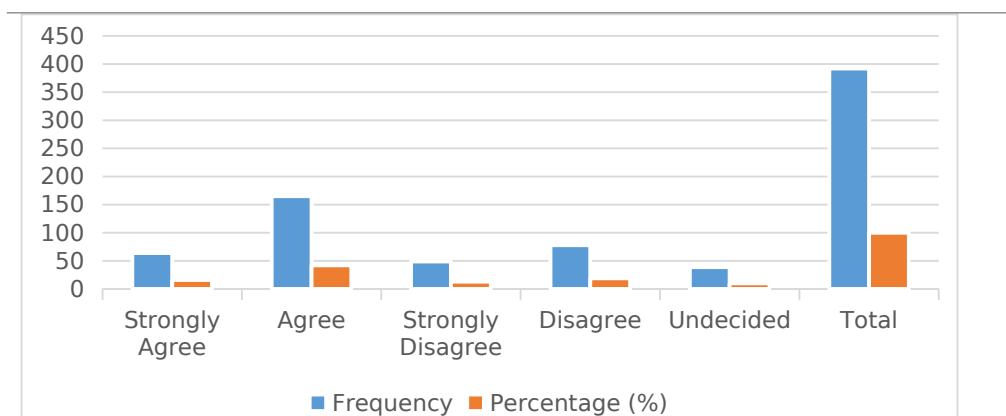
Occupation		Frequency
Percentage%		
Civil servant	63	17%
Farming	88	22%
Trading	54	14%
Laborer	67	15%
Others	177	45%
Total		392
100%		

Source: Field Survey May (2025)

From the above table 8, sixty-three (63) respondents represent 17% of the total population of 392 are civil servants while two hundred and five (88) respondents represents 22% of the total population of 392 are farmers. Also, fifty-four (54) respondents represent 14% of the total population of 392 are traders, while fifty-five (67) respondents represent the total population of 392 are labourers and lastly 177 respondents representing 45% of the total population represent others (not working class at all).

The data shows that a large portion of the respondents (47%) have no formal education, while only 15% have attained higher education (college/polytechnic or university). This suggests that educational access remains a major challenge in the region surveyed. The high number of individuals with only secondary or no education may affect their capacity to access better economic opportunities, engage in governance, or fully understand and contribute to development initiatives.

Figure 1: The availability of MTN network services has positively impacted business operations in Abuja.



Source: Field Survey May 2025

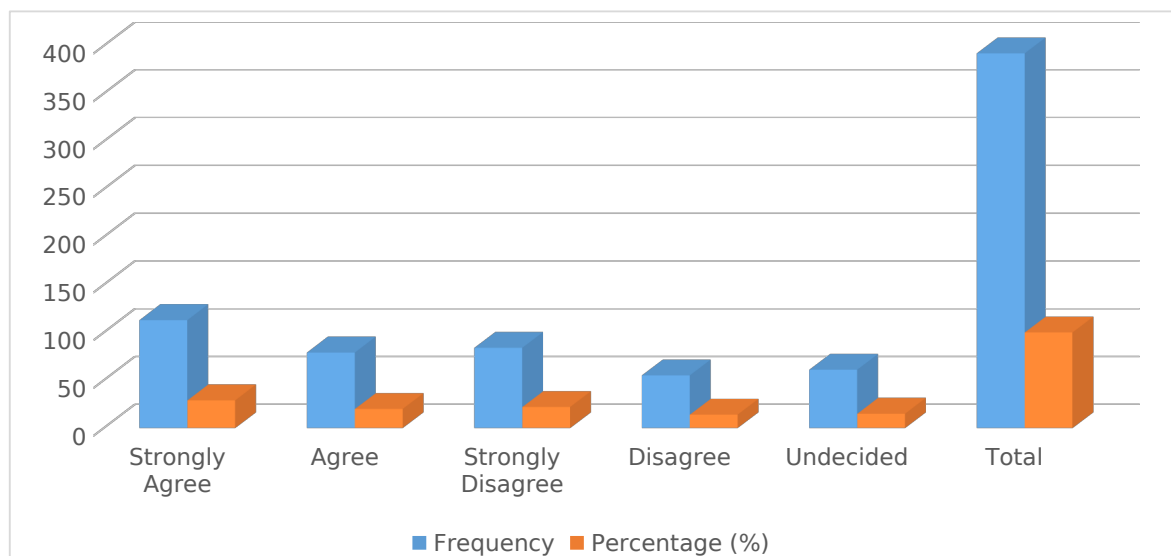
The figure 1 above compares both the frequency and percentage of responses regarding the impact of MTN network services on business operations in Abuja. The data shows that the majority of respondents "Agree" (165 responses, 42%) or "Strongly Agree" (64 responses, 16%) that MTN's network services have had a positive impact, making up a combined 58% of the total responses. On the other hand, 19% "Disagree" (78 responses) and 13% "Strongly Disagree" (49 responses), totaling 32%, indicating a notable proportion of dissatisfaction or negative experiences. The "Undecided" group stands at 10% (39 responses), reflecting some uncertainty or neutrality among respondents. This distribution implies that while MTN's network services are generally perceived as beneficial to business operations in Abuja, a significant portion of users remain dissatisfied or unconvinced, highlighting the need for MTN to address service quality and reliability issues to further strengthen its positive impact and reputation within the business community.

Interview conducted for Mr. Adamu from Kubwa Local Government of Abuja

Mr. Adamu explained that the state of multinational telecommunication networks in Abuja, especially in Kubwa, has seen significant progress over recent years, driven largely by the presence of major multinational operators such as MTN, Airtel, and Glo. These companies have invested heavily in infrastructure development, expanding network coverage and improving service quality across the city. In Kubwa, this has translated into better mobile phone connectivity and more reliable internet access, which are crucial for both personal communication and business operations. He noted that these improvements have played a vital role in fostering economic activities, as local entrepreneurs and small businesses increasingly rely on mobile and internet services to reach customers, conduct transactions, and access information. Despite these positive developments, Mr. Adamu pointed out that challenges remain, including occasional network congestion during peak hours and issues with service affordability for lower-income residents, which can limit access for some community members. He also mentioned that

while urban areas like Kubwa benefit from relatively good coverage, more remote or less developed parts of Abuja still experience gaps in service, underscoring the need for continued investment and expansion. Furthermore, Mr. Adamu emphasized the importance of supportive government policies and regulatory frameworks to encourage competition, improve service standards, and ensure that telecommunication services are accessible and affordable to all segments of the population. Overall, he expressed optimism that with sustained efforts from both multinational companies and government authorities, the telecommunication sector will continue to grow and contribute significantly to Abuja's economic development, enhancing connectivity, creating jobs, and supporting digital inclusion across the city.

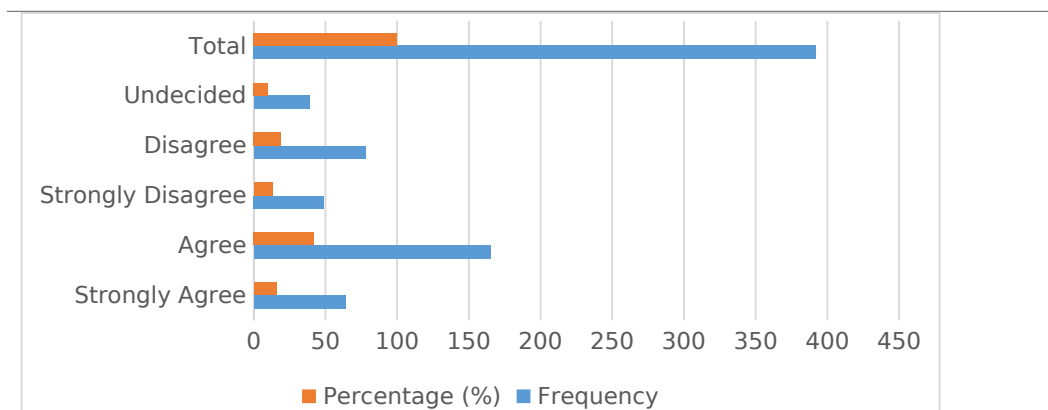
Figure 2: MTN has enhanced access to financial services such as mobile banking in Abuja.



Source Field Survey May 2025

The figure 2 above displays both the frequency and percentage of responses regarding the impact of MTN network services on business operations in Abuja. Specifically, 16% of respondents "Strongly Agree," 42% "Agree," 13% "Strongly Disagree," 19% "Disagree," and 10% are "Undecided." The chart shows that the majority of respondents (58%) have a positive perception of MTN's impact, as reflected in the combined "Agree" and "Strongly Agree" categories, while 32% have a negative perception ("Disagree" and "Strongly Disagree"), and 10% remain undecided. This suggests that although MTN is generally seen as beneficial for business operations in Abuja, there is still a significant portion of the population that is either dissatisfied or unconvinced, highlighting the need for MTN to continue improving its service quality and reliability to address the concerns of the less satisfied respondents.

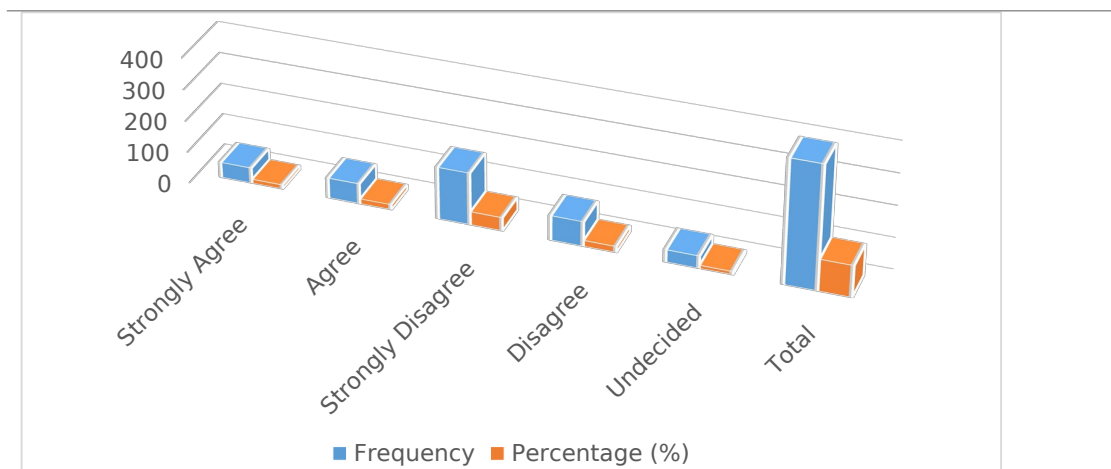
Figure 3: MTN's customer service effectively addresses issues that affect business operations in Abuja.



Source Field Survey May 2025

The figure 3 illustrate respondents' perceptions of MTN's customer service in addressing issues that affect business operations in Abuja. According to the table, 29% of respondents "Strongly Agree" and 20% "Agree" that MTN's customer service is effective, making a combined 49% who have a positive view. On the other hand, 22% "Strongly Disagree" and 14% "Disagree," totaling 36%, believe that MTN's customer service is not effective, while 15% are "Undecided." This analysis shows that although nearly half of the respondents are satisfied with MTN's customer service, a significant portion remain dissatisfied or unconvinced about its effectiveness. The implication is that while MTN has made progress in customer service delivery, there is still considerable room for improvement to address the concerns of dissatisfied customers and to convert undecided users into satisfied ones, which is crucial for supporting business operations and maintaining a strong reputation in Abuja's competitive business environment.

Figure 4: MTN's infrastructure development has positively influenced other sectors of Abuja's economy.



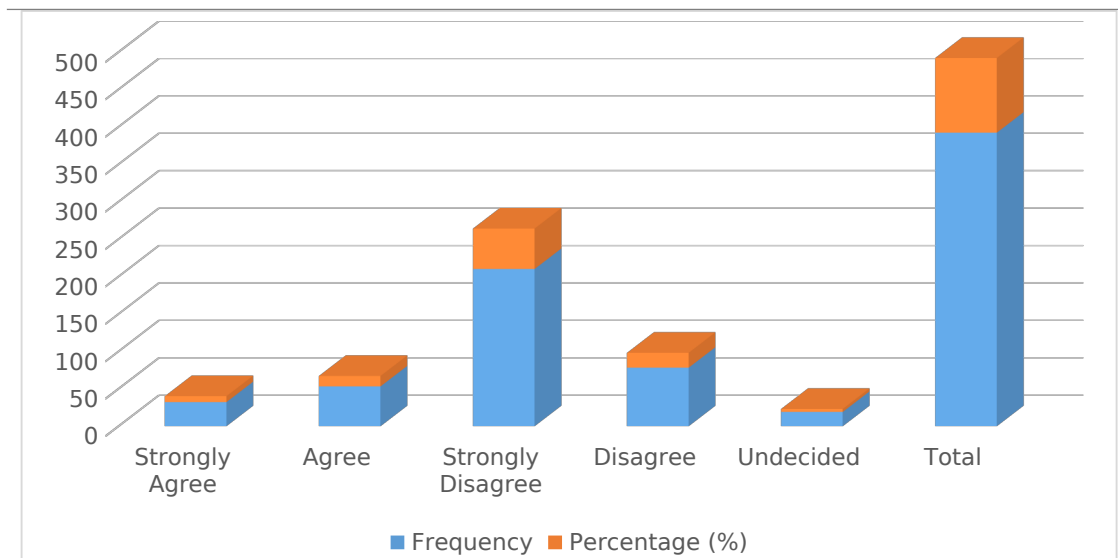
Source Field Survey May 2025

The figure 4 show that only 29% of respondents ("Strongly Agree" 13% and "Agree" 16%) believe that MTN's infrastructure development has positively influenced other sectors of Abuja's economy, while a significant 61% ("Strongly Disagree" 42% and "Disagree" 19%) do not share this view, and 10% are undecided. This suggests that the majority of respondents are either dissatisfied or have not observed positive effects of MTN's infrastructure development in sectors beyond telecommunications. The implication is that MTN may need to do more to ensure its infrastructure investments translate into visible and tangible benefits for other sectors of the economy. This could involve improved collaboration with other industries, greater transparency in infrastructure projects, and more effective communication of the broader economic impacts of their developments to the public. Addressing these gaps could help MTN enhance its reputation and value proposition as a driver of economic growth in Abuja.

An interview conducted for Hajiya Hsabe an indigene of Gwagwalda aea Council in Abuja

Haiya Asabe, an indigene of Gwagwalada Area Council in Abuja, expressed that MTN's infrastructure development has not significantly influenced other sectors of the local economy. She noted that while network coverage has improved, this advancement has not translated into tangible benefits for critical areas such as healthcare, education, or local businesses. According to her, the roads remain in poor condition, and there are no new job opportunities attributable to MTN's presence. She emphasized that despite better communication services, the everyday challenges faced by residents, including inadequate social amenities and limited economic growth in farming and trading sectors, remain unchanged. Therefore, Haiya believes MTN's development efforts have largely been confined to enhancing their own network infrastructure without positively impacting other sectors of the economy in Gwagwalada.

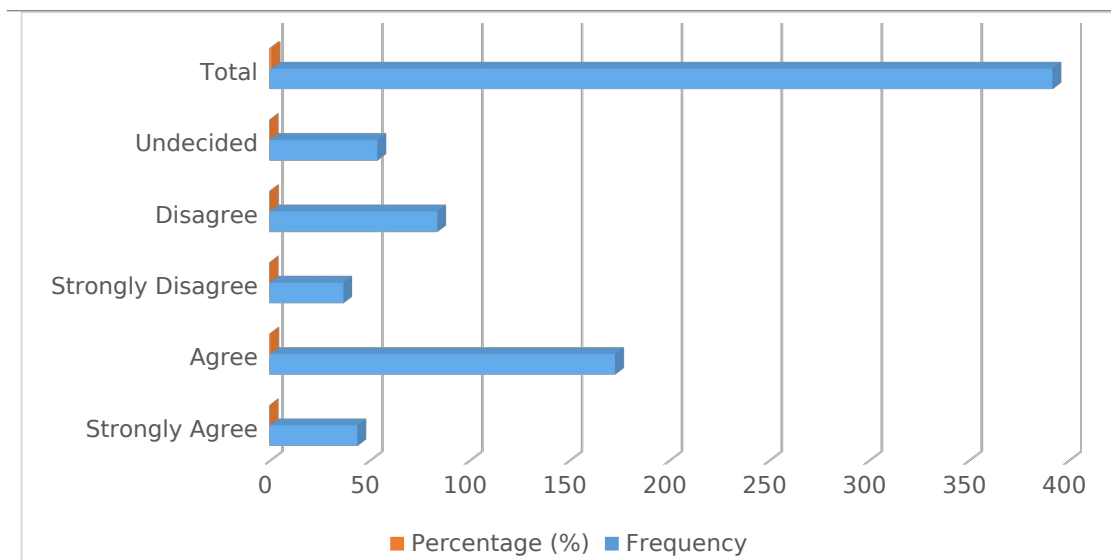
Figure 5: MTN's investment in Abuja has contributed to the city's overall economic growth.



Source Field Survey May 2025

Figure 5 indicate that only a small proportion of respondents believe MTN's investment has contributed to Abuja's overall economic growth, with just 8% "Strongly Agree" and 14% "Agree" (a combined 22%). In contrast, a significant majority—54% "Strongly Disagree" and 20% "Disagree" (a total of 74%) do not perceive MTN's investment as having a positive economic impact, while 4% remain undecided. This suggests that most respondents are either dissatisfied with or have not observed the broader economic benefits of MTN's investments in the city. The implication is that MTN may need to reassess and better communicate the tangible outcomes of its investments, ensuring that economic benefits are more visible and widespread across Abuja. Additionally, MTN might consider engaging more with local stakeholders and communities to address concerns, improve impact, and foster a more positive public perception of its role in Abuja's economic development.

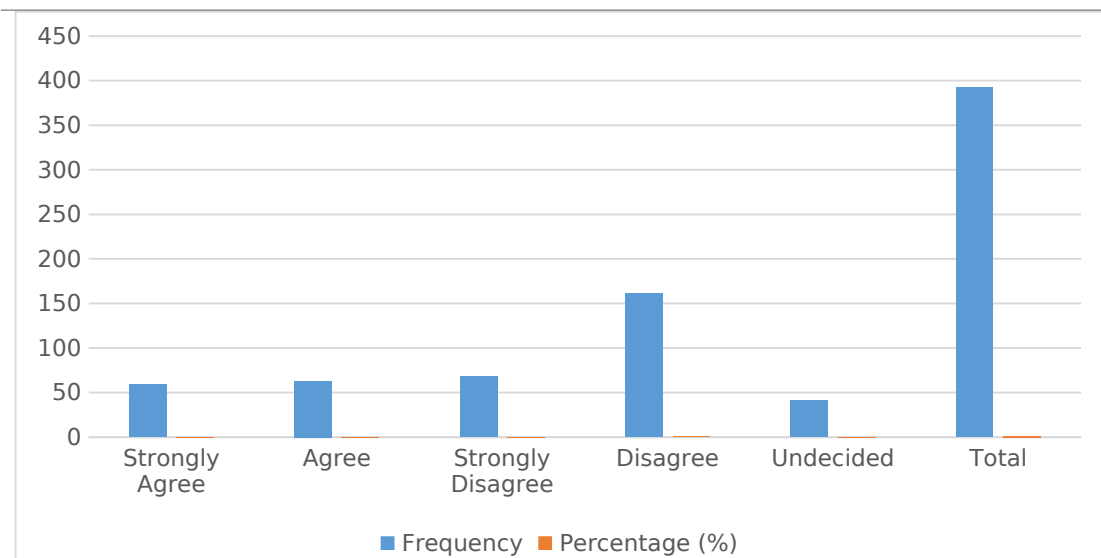
Figure 6: MTN's network coverage is sufficient to meet the needs of businesses in both urban and suburban areas of Abuja.



Source Field Survey May 2025

Figure 6 above shows that 56% of respondents (12% strongly agree and 44% agree) believe MTN's network coverage sufficiently meets the needs of businesses in both urban and suburban areas of Abuja, indicating a generally positive perception. However, 30% (21% disagree and 9% strongly disagree) feel the coverage is inadequate, highlighting notable dissatisfaction that could affect business operations. Additionally, 14% remain undecided, suggesting some uncertainty or limited experience with the network. These results imply that while MTN has a solid coverage foundation, there is significant room for improvement, particularly in underserved areas, to enhance customer satisfaction and better support business activities across Abuja.

Figure 7: MTN has helped small and medium enterprises (SMEs) in Abuja to grow.



Source: Field Survey May 2025

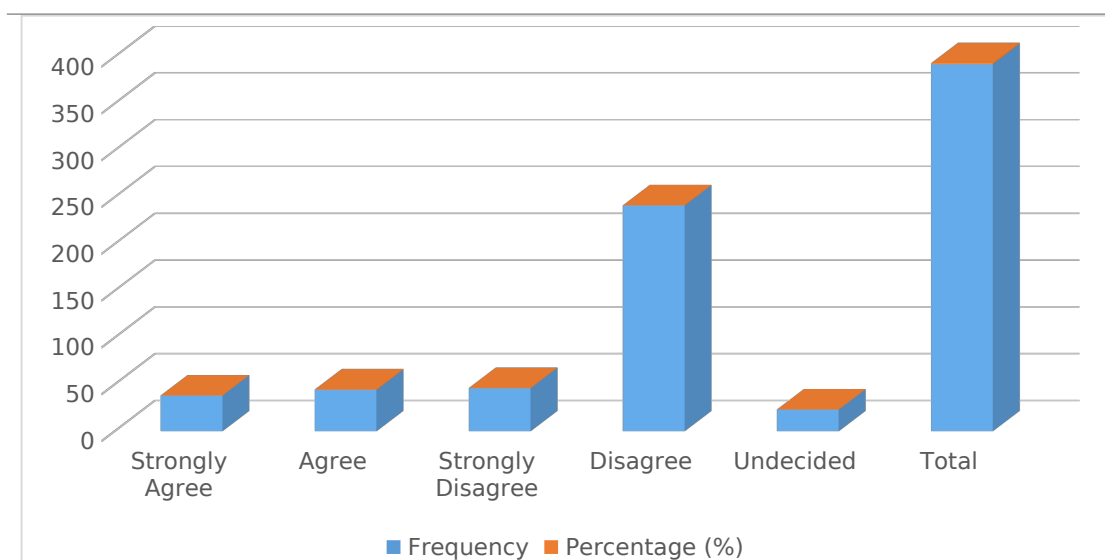
The figure 7 shows that only 31% of respondents (15% strongly agree and 16% agree) believe MTN has helped small and medium enterprises (SMEs) in Abuja to grow, while a larger 58% (41% disagree and 17% strongly disagree) feel MTN has not significantly supported SME growth. This suggests that many SMEs are dissatisfied with MTN's contribution, possibly due to issues like service quality, pricing, or lack of tailored solutions for businesses. Additionally, 11% of respondents are undecided, indicating some uncertainty or limited experience with MTN's impact. The implication is that MTN needs to improve its engagement with SMEs by offering more relevant products and better support to meet their specific needs. Without addressing these concerns, MTN risks losing SME customers to competitors. There is also an opportunity for MTN to collaborate with government and business groups to create initiatives that better support SME growth through improved telecommunications services.

An interview conducted for Mr shaloms an indigene of Abuja Municipal Area Council

As an indigene of Abuja Municipal Area Council, I recognize that MTN has played a notable role in supporting the growth of small and medium enterprises (SMEs) in Abuja. MTN's provision of reliable telecommunications services, including affordable data plans and SME-specific products, has

enabled many small businesses to improve communication, reach wider markets, and operate more efficiently. These services are essential in today's digital economy, where connectivity is a key driver of business success. However, some SMEs feel that MTN's impact has been limited by occasional network inconsistencies and customer service challenges, which can disrupt business activities. Additionally, there is a need for more tailored support and affordable pricing options that better meet the unique needs of smaller businesses. Despite these challenges, MTN's recent investments in network infrastructure and expanded SME programs demonstrate a commitment to addressing these issues. With continued improvements, MTN can significantly enhance its contribution to the growth and sustainability of SMEs in Abuja Municipal Area Council and across the city.

Figure 8: MTN's customer service effectively addresses issues that affect business operations in Abuja.

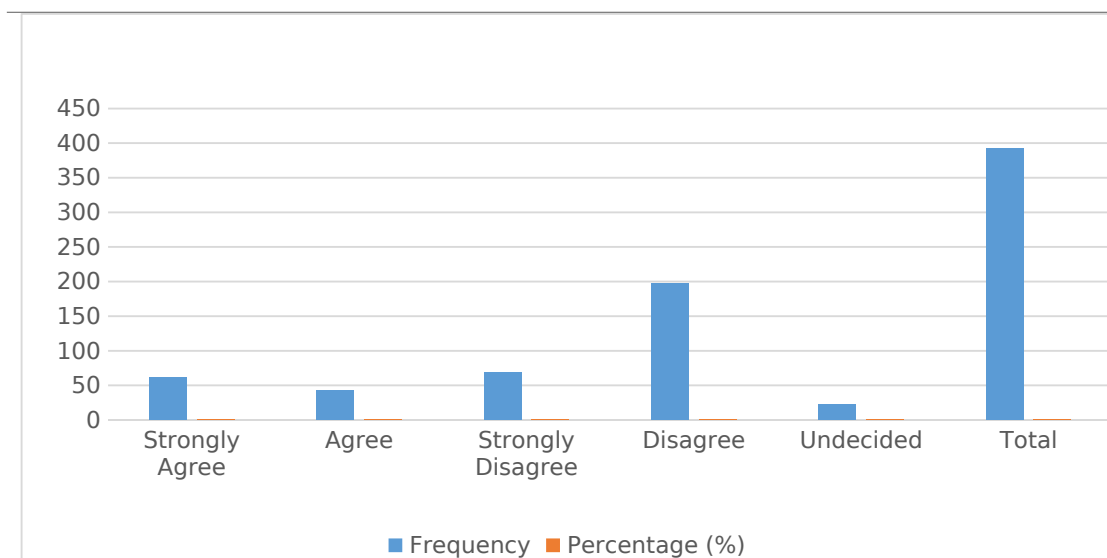


Source: Field Survey May 2025

The figure 8 indicates that 58% of respondents (16% strongly agree and 42% agree) believe MTN's customer service effectively addresses issues affecting business operations in Abuja, reflecting a majority positive perception of MTN's responsiveness and support. However, 32% of respondents (19% disagree and 13% strongly disagree) feel that customer service is inadequate, suggesting that a significant portion of businesses experience challenges or dissatisfaction when seeking assistance. Additionally, 10% remain undecided, which may indicate uncertainty or inconsistent service experiences. The implication is that while MTN's customer service is generally viewed as effective by most businesses, there is still a notable gap in meeting the expectations of all customers. To strengthen its position and foster greater

business confidence, MTN should focus on improving service quality, responsiveness, and problem resolution processes to reduce dissatisfaction and better support the operational needs of businesses in Abuja.

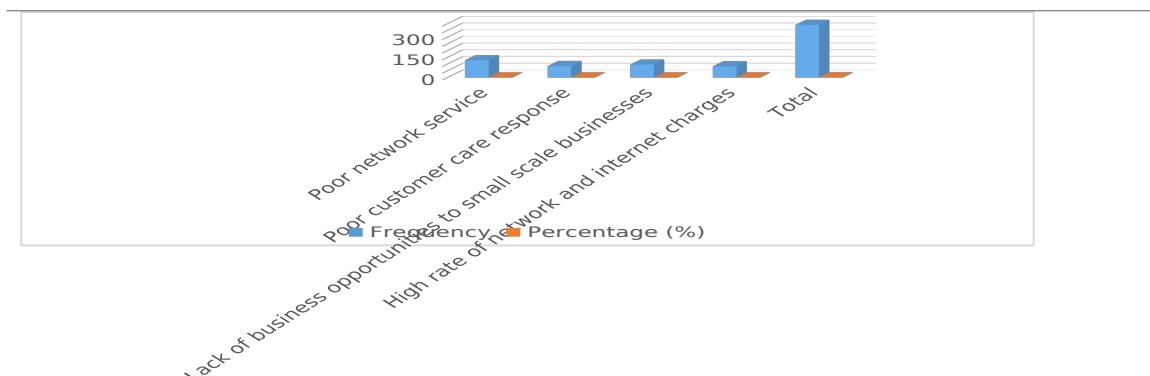
Figure 9: MTN plays an important role in promoting digital literacy and technology adoption in Abuja.



Source: Field Survey May 2025

The figure 9 26% of respondents (15% strongly agree and 11% agree) have a positive view regarding the statement in question, while a significant majority of 68% (50% disagree and 18% strongly disagree) hold a negative perception. Additionally, 7% of respondents are undecided, indicating some uncertainty or lack of experience. This distribution suggests widespread dissatisfaction or disagreement among the respondents about the issue addressed, highlighting a critical area of concern that needs attention. The implications are that the subject whether it relates to service quality, product effectiveness, or another factor may be failing to meet the expectations or needs of the respondents. To improve overall satisfaction and outcomes, stakeholders should investigate the root causes of dissatisfaction and implement targeted improvements. Addressing these concerns proactively could enhance trust, loyalty, and performance in the relevant area

Figure 10: Challenges Facing Multinational Telecommunication Network (MTN) and Economic Development in Abuja, Nigeria



Source Field Survey May 2025

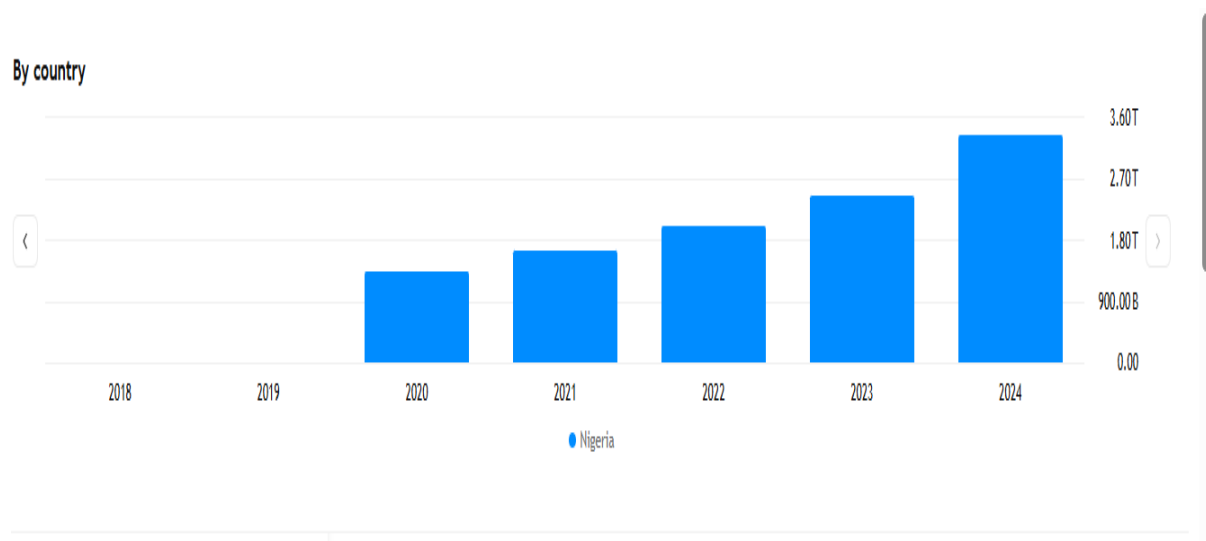
Figure 10 highlights the key challenges MTN faces in supporting economic development in Abuja, with poor network service identified by 33% of respondents as the most pressing issue, followed closely by the lack of business opportunities for small-scale businesses (24%) and poor customer care response (22%). High network and internet charges also affect 21% of respondents, indicating cost remains a significant barrier. These challenges collectively suggest that despite MTN's dominant market presence, infrastructural and service-related shortcomings are impeding its ability to fully support business growth and economic development in Abuja. The prevalence of poor network service aligns with recent reports of outages, fiber cuts, and vandalism, which MTN has acknowledged and is addressing through major investments planned for 2025 to upgrade infrastructure and improve service quality. Poor customer care response further exacerbates user frustration, undermining customer loyalty and business confidence. Additionally, high costs and limited business opportunities for SMEs indicate that MTN's pricing and service models may not be fully aligned with the needs of smaller enterprises, potentially restricting their growth. The implications are clear: MTN must continue and accelerate its investment in network infrastructure, enhance customer service responsiveness, and develop more affordable, SME-friendly offerings to foster a more enabling environment for economic development in Abuja. Failure to address these challenges risks customer attrition and limits MTN's contribution to the region's business ecosystem, while successful resolution could position MTN as a key driver of digital inclusion and economic growth in Nigeria's capital.

Interview conducted for Mr. sakolo from Kuje Local Government Abuja

Mr. Sakolo from Kuje Local Government highlights several challenges that MTN faces in supporting economic development in Abuja, particularly in areas like Kuje. Poor network service remains a major issue, with frequent disruptions caused by fibre cuts, vandalism, and power instability negatively impacting business operations, especially for small and medium enterprises

(SMEs) that rely heavily on consistent connectivity. Additionally, there is a perceived lack of tailored business opportunities for small-scale enterprises, indicating that MTN's current services may not fully address the unique needs of businesses in local government areas like Kuje. Customer care response has also been a concern, with many users expressing dissatisfaction over how their issues are handled, underscoring the need for improved service quality and responsiveness. Furthermore, the high cost of network and internet services poses affordability challenges for many businesses and individuals in the area. In response, MTN has committed to significant investments aimed at expanding network capacity, enhancing infrastructure resilience, improving customer service, and offering more affordable, SME-focused solutions. These initiatives reflect MTN's commitment to overcoming these challenges and fostering a more reliable, accessible telecommunications environment that supports business growth and economic development in Kuje and across Abuja.

Figure 11: Multinational Telecommunication Network (MTN) Revenue Trend Growth



Source: NBS May 2025

From figure 11 above, it shows that Multinational Telecommunication Network (MTN) have a high growth rate in the past years. It indicate steady growth and suggested that company has made increasing contribution to Nigeria's Economy over the years through taxes, employment, infrastructure and corporate social responsibilities.

Discussion of Findings

Following a detailed and robust investigations carried out in the cause of this research, enormous and stimulating revelations have been made from the questionnaire distributed and interviews conducted on the respondents that are concerned with the issue of Multinational Communication Network (MTN) and Economic Development in Abuja Nigeria. All these findings are due to be discussed accordingly through guidance of the research objectives as follows:

Objective 1: To examine the nature of Multinational Telecommunication Network (MTN) in Economic Development in Abuja

The objective of this study is to examine the nature of Multinational Telecommunication Network (MTN) in economic development in Abuja by analyzing how MTN's investments and operations contribute to the city's digital infrastructure, economic growth, job creation, and overall enhancement of various economic sectors. This includes assessing MTN's role in expanding network coverage, enabling digital inclusion, supporting local businesses, and fostering innovation that drives productivity and development within Abuja's economy. The study aims to understand the extent to which MTN's presence acts as a catalyst for economic transformation and sustainable development in the region.

Objective 2: To find out how Multinational Telecommunication Network (MTN) Impacted on Economic Development in Abuja

The objective of this study is to find out how Multinational Telecommunication Network (MTN) has impacted economic development in Abuja by evaluating the contributions of MTN's investments, digital infrastructure, and services to the growth of the local economy. This includes assessing MTN's role in expanding network coverage, enhancing digital inclusion, supporting job creation, and enabling other sectors through improved communication and technology access. The study aims to understand the extent to which MTN's presence has driven economic activities, increased productivity, and fostered sustainable development within Abuja.

Objective 3: To identify the challenges faced by Multinational Telecommunication (MTN) Network in Economic Development in Abuja

The objective of this study is to identify the challenges faced by Multinational Telecommunication Network (MTN) in contributing to economic development in Abuja by examining the financial, regulatory, and operational obstacles impacting the company. This includes exploring issues such as economic instability, high inflation, foreign exchange volatility, regulatory uncertainties, infrastructure costs, and pricing constraints that affect MTN's ability to invest, expand digital infrastructure, and support other sectors of the economy. The study aims to understand how these challenges hinder MTN's effectiveness in driving sustainable economic growth and development within Abuja.

Objective 4: To access the measures put in place in Tackling the Challenges Faced by Multinational Telecommunication Network (MTN) in economic Development in Abuja

The objective of this study is to assess the measures put in place to tackle the challenges faced by Multinational Telecommunication Network (MTN) in contributing to economic development in Abuja. This includes evaluating MTN's strategic investments in digital infrastructure, such as expanding network coverage and deploying 5G technology, as well as initiatives like the MTN Skills Academy and financial inclusion programs through MoMo PSB. The study also aims to examine regulatory and tariff adjustments, partnerships with local suppliers, and efforts to enhance service quality and customer value, all designed to overcome operational, financial, and regulatory obstacles while supporting sustainable economic growth in Abuja.

Conclusion

This study examined economic development and the challenges associated with MTN in Abuja. It found that the rapid growth in MTN users has led to network issues that negatively affect some economic activities, particularly due to poor coverage. These challenges are not limited to MTN alone but also extend to other providers like Airtel and Globacom. Despite these limitations, economic activities in Abuja remain relatively strong. The study highlights the need for evidence-based policies, improved network infrastructure, and greater stakeholder collaboration to enhance inclusive and sustainable economic development in the region.

Recommendations

- i. MTN should expand investments in healthcare, education, and skills development to strengthen its social impact in Abuja.
- ii. The company needs a more innovative, employee-friendly culture to reduce bureaucracy, improve retention, and enhance performance.
- iii. Greater investment in digital infrastructure, especially in underserved areas, will boost connectivity and support economic inclusion.
- iv. MTN should also work with regulators to ensure fair pricing that supports sustainability and continued sector growth.

Limitations to the Study

The study encountered some challenges, particularly limited cooperation from certain respondents. Some viewed the questionnaire as a disruption to their routine, while others were hesitant due to misconceptions about the purpose of the study or concerns about sharing personal information. Despite these constraints, appropriate measures were taken to address them, and the study's objectives were successfully achieved.

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