Newspaper Leadership Competence and Sustainability in Nigeria

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Abstract
The study was carried out to examine the influence of leadership competence on the growth of select newspaper organisations in Nigeria. The researchers adopted a survey research design. The population was 2,820 staff of 10 newspaper organisations. The newspaper organisations are *Business Day*, *Daily Independent, Daily Times, Daily Trust, Nigerian Tribune, The Guardian, The Nation, The Punch, The Sun* and *Thisday*. A sample size of 621 respondents was derived using the Taro Yemane formula (1967). Questionnaire was used to collect data and data collected were analysed using descriptive and inferential statistics. The findings showed that leadership competence significantly influenced the growth of newspaper organisations (*Adj.* $R^2 = 0.378$, $F(4, 585) = 90.349$, $p < 0.001$). Thus, it was concluded that leadership competence plays a determining role in the growth and sustainability of newspaper organisations in Nigeria. It was recommended, therefore, that newspaper leaders should make every effort to strategically improve on their decision-making skills and knowledge to enable them detect changes in internal and external factors for growth and sustainability of the newspaper industry.

Keywords: Leadership Competence, Newspaper Growth, Newspaper Organisation, Ownership Interference, Sustainability