Literature Review

Review of Issues on Data Security Cybercrimes and Image: The Nigerian Case

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ABSTRACT

The paper seeks to address the lapses in policy formulation and implementations on the issue of database in Nigeria and by extension the rest of developing countries that are confronting with various activities of cyber criminals. Most of these government pay leap service to boosting the image of their countries whereas it is in their sole responsibility to monitor communications and detect abuse on networks due to influence of globalization. Up till now, no dependable data base of citizenry in Nigeria and that makes it difficult to check people activities online which resulting to all security issues that presently deforming the country images. Images are measured by performance of invisible indicators. The study seeks on how Nigeria can improve her image by identifying the impact of information security and effective governance with the immediate application of automation system in the country since country's reputation plays a major role in attracting investment and boosting the economy, as reputation negatively affected by the increasing number of cybercrime incidents. Data security and cybercrime in Nigeria are significant and need to be addressed as a matter of urgency by taking proactive steps to improve data security, enhance cybercrime enforcement, and protect the country's image, Nigeria can build a more secure and stable digital environment for its citizens.

Keywords: Government Policy, Data Security, Country image, Internet of Things (IoT), Digital Environment.

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International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

25

1. INTRODUCTION

In recent years, Nigeria has faced numerous challenges in the realm of data security and cybercrime. Due to the forces of globalization that has been strongly linked to changes in economies, society, and politics, especially because of the effects of new information technologies that have made it possible for increased global trade and investment inter-connectedness (Keohane & Nye, 2020). Globalization is an international strife (Passas, 2017), and due to its interdependencies on a global scale, which expose inequity, identity, and influence through socially built vulnerabilities when it defies global control (Watson, Bacigalupe, Daneshpour, Han & Parra-Cardona, 2020). With the rapid growth of technology and internet usage, Nigeria has become a prime target for cybercriminals who seek to exploit vulnerabilities in the system. The society is facing multitude of cyber warfare that is known in Nigeria parlance as ''yahoo'' (Olaiya, Lamidi & Bello, 2020), to the extent that Nigeria was rated top among the countries engaging in cyber-crimes (Nnanwube, Ani & Ojakorotu, 2019). Most research on cybercrime categorized internet fraud as youth dominated crime (Aborisade, 2022), and higher institutions in most developing countries have become a settlement for cyber criminals and unfit society to reveal sensitive information as evident in studies that they lack strategies to manage people activities on internet because they lack awareness and expertise required in the fight against cybercrimes (Badamasi & Utulu, 2021). For example, the Nigeria police recently reported the case of cyber-attack of a bank whereby two young hackers successfully transferred a sum of 532million into 18 different accounts of the same bank between 23rd and 25th of April 2022. It is really tarnishing Nigeria image abroad and due to poor policy on database management.

One of the major issues with data security in Nigeria is the lack of effective policies and regulations. Many organizations have inadequate measures in place to protect sensitive information, and there is a general lack of awareness among the public about the importance of data security. This has made it easier for cybercriminals to steal sensitive information, such as personal and financial data. Other trend cybercrimes in the country

include such as hacking, phishing, and ransomware attacks, which are becoming increasingly common. The lack of technical expertise and resources to detect and prevent cyberattacks has made it difficult for law enforcement agencies to tackle this issue effectively. In addition, the increasing prevalence of cybercrime in Nigeria has damaged the country's reputation globally since reputation plays a major role in attracting investment and boosting the economy, and Nigeria's reputation has been negatively affected by the increasing number of cybercrime incidents.

By taking proactive steps to improve data security, enhance cybercrime enforcement, and protect the country's image, Nigeria can build a more secure and stable digital environment for its citizens. The issues of data security and cybercrime in Nigeria are significant and need to be addressed as a matter of urgency. There is significant link between security and country's image (Petroye, Liulov, Lytvynchuk, Paida & Pakhomov, 2020), and formation of country international image is influenced by emotions in relation to the bearer which it could be negative or positive. To address these issues, it is important for the government and private sector to collaborate in implementing strong data protection measures, raising awareness about the importance of data security, and providing technical support and training to organizations and individuals. The researchers in African countries should take a queue behind their counterpart in the developed world and focus more on studies using systematic review and survey studies on digital security to address the negative use of computer and network. By taking proactive steps to improve data security, enhance cybercrime enforcement, and protect the country's image, Nigeria can build a more secure and stable digital environment for its citizens.

The study adopted literature review method by Avgerou (2008), Heeks (2017) and Olagunju & Utulu (2021), and main authoritative sources of the work are Journal articles and Textbooks on cybersecurity, cybercrime, data management and country image. The research also makes used of comparative appraisal by comparing the Nigerian jurisdiction with the jurisdiction of other developed countries.

2. LITERATURE REVIEW

The issue of data security and cybercrime can be liking to structural functional theory by Merton (1948), cited in Abdul-Rasheed, Lateef, Yinusa & Abdullateef (2016) believing that social patterns, institutions, and structures have both manifest and latent functions and dysfunctions. Manifest functions are intended, planned, expected, imagined, and

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

27

recognized consequences or outcomes. These are functions which people expect the institutions to fulfill and are not dumbfounded when such functions or outcomes or consequences come to reality. Government of all countries require to formulate data policy that can help to protect and monitor people's activities on the internet. The latent functions on the other hand are unintended, unplanned, neglected, extemporaneous, spontaneous, and unfamiliar consequences because of lack of knowledge or resources to apply latest technology (Mosteanu, 2021). For instance, the manifest function of technology is for socio-economic development while its latent function is that it is being used to perpetrate criminal activities. It is the responsibility of all Sociologists according to Merton to analyze and examine both the manifest and latent functions of social patterns, social structures, and institutions. According to Abdul-Rasheed et.al (2016), the manifest function of cybercrime especially fraud is that it provides income for the cybercriminals, while the latent function is that it is detrimental to both the victims and the perpetrators' countries.

Merton also talked about dysfunctions, and he asserts that dysfunctions can also be manifest or latent. Manifest dysfunctions are anticipated problems and disruptions of a particular phenomenon or menace, while the latent dysfunctions are unintended disruptions and problems of a particular phenomenon. There is no gainsaying that cybercrime is dysfunctional to human society. It has the manifest and latent dysfunctions. The manifest dysfunctions are cybercrime causes financial loss to the victims, it triggers other forms of social vices, it kills creativity and hinders productivity. Having said, it is imperative to observe that cybercrime has its latent dysfunction which is that it destroys the country's external image. The unpleasant, unpalatable, and scaring image of the country has been a result of the questionable attitude of some Nigerians who specialize in cybercrime.

2.1 Telecommunications

Several studies have identified major setback on computer and internet as venerability of individual and organization due to borderless cyber space and can only be improved by applications that serve as watchdog such as federated learning (FL). This will improve accuracy and precision factors of data mining by supporting information privacy and security whereby much sensitive information will be protected on internet. (Lim, et al.; 2020). There is significant link between security and country's image (Petroye, Liulov, Lytvynchuk, Paida & Pakhomov, 2020), and formation of country international image is

influenced by emotions in relation to the bearer which it could be negative or positive. Jha (2022) suggests application of blockchain technology as new method of database system in higher institution in China and that can increase transparency and security in a country system. Blockchain could be used as a solution to IoT security issues. The continuous research of blockchain technology is key to keeping and improving on various high security that can help to solve security and privacy issues in a variety of domains (Li, Luo & Cao, 2022). Just like using blockchain technology to the adaption of intelligent learning can influence maintaining and sustaining information security and privacy in developing countries that are currently facing identity theft that is affecting both individual and country images. Privacy issues like the possibility of identifying users and quantity of transactions are other important points for users. There is need for the researchers in African countries to take a queue behind their counterpart in the developed world and focus more on studies using systematic review and survey studies in the field of blockchain and FL to address the negative use of computer and networks.

2.2 Data security

Many organizations in the developing countries lack the necessary infrastructure, policies, and personnel to adequately protect sensitive information (Jalali & Kaiser, 2018). Today, boundless space known as the internet (Ibikunle & Eweniyi 2013) has provided opportunities and transformed the ways we communicate, travel, power our homes, run our economy, and obtains government services and at the same time put both individuals and organizations at risk of numerous data breaches. The government of all countries must ensure the attainment and maintenance of the security properties of the organization and user's assets against relevant security risks in the cyber environment (Ibikunle & Eweniyi, 2013). Tomšů, (2021) sees cyber security as body of rules put in place for the protection of the cyber space, and or body of technology, processes and practices designed to protect networks, computers, programs and data from attacks, damage, or unauthorized access (Alhayani, Abbas, Khutar & Mohammed, 2021).

2.3 Cybercrime

Cybercrime has in recent times gained more attention for discussion by many stakeholders with various perspectives on the issue. It has gone beyond conventional crime and now has threatening ramifications to the national security of all countries irrespective of development levels (Ibikunle & Eweniyi, 2013; Laura, 1995). Adeniyi, (2021) observed cybercrime as any illegal act perpetrated in or through the internet with

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

29

the intent to cheat, defraud or cause the malfunction of a network device like a computer and phones among others. The simple and precise definition by Somalatha (2022), described cybercrime as an unlawful act wherein the computer either a tool, a target or both. It sees cybercrimes as crimes committed using computers or against computers.

Before the coming of internet technologies, many of the so-called cybercrimes were in existence (Idoko & Ugwuanyi, 2015. They were then committed offline, locally and on mini-scales, examples include robbery and rape among others. However, the advent of ICTs gave them international outlook and popularized them. Internet reduced the cost and other barriers in globalizing crimes (Idoko & Ugwuanyi, 2015). Cybercrimes are those crimes committed against business and non-business organizations, governments, and individuals. They are many and of different kinds. Some of the crimes are Business Email Compromise (BEC), advance fee fraud, romance, software theft, time and information theft among others (Wood, 2022).
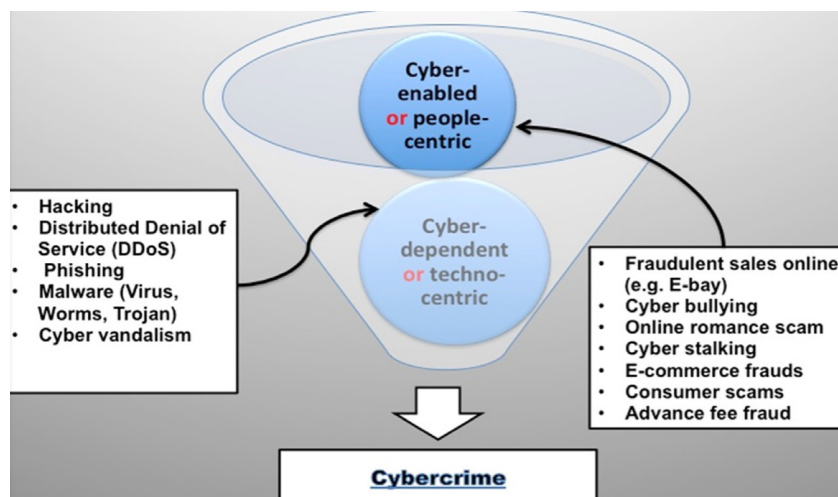
Figure 1. The Binary Model of Cybercrime
Source: McGuire & Downling (2013); Gordon & Ford (2006)

Many reasons have been advanced for the emergence and growth of computer crimes (Idoko & Ugwuanyi, 2015). One obvious reason is the magnitude of unemployment among Nigerian youths (Adesina, 2013). Others are high level of poverty in the country, corruption, porous nature of the Internet in Nigeria, unquenchable desires to get rich quick, lack of national functional database with advanced technology and so on. It is important

to address these factors to combat cybercrime in developing countries. This can be achieved through increased awareness, investment in cybersecurity infrastructure, and strengthening law enforcement and governance (Akram & Ping, 2020).

2.4 Social networks

A common ground where people socialize and interact, in fact, it is a real-life connection (Maloney, Freeman & Robb, 2021. Most social networks are well based and interact on internet and permits people to send emails and instant messages. Popular among them are Facebook, Google+, YouTube, LinkedIn, Instagram, Pinterest, Tumblr and Twitter widely used worldwide. It is important to balance the need for regulation with the need to protect freedom of speech and privacy. There is a delicate balance between ensuring that social networks are used responsibly and protecting the rights of users to express themselves freely and securely (Gillespie, 2018). It is crucial to find a way to achieve this balance through clear and transparent policies, effective enforcement mechanisms, and accountability for those who violate the rules. For example, the Royal Canadian Mounted Police and British Columbia Coroners Service launched investigations into the suicide of Amanda Michelle Todd 15 years old girl being blackmailed into exposing her breasts via webcam; bullied; and physically assaulted. Premier of British Columbia made an online statement of condolence and suggested a national discussion on criminalizing cyber bullying. Another Case of a New Jersey woman, Dana Thornton who could potentially face up to 18 months in prison for creating a fake Facebook profile for her ex-boyfriend to post pictures that intentionally defame his reputation. In India Meghna Naidu too became the victim of cyber hack and she complained to the crime branch claiming her email account was hacked. The hacker allegedly tried to malign her by telling her friends on chat that she was pregnant and abused three other actors. In a similar case, 23-year-old Nigerian Afolakemi Mojisola Adeniyi. She posted a picture of his ex-husband on Facebook and tagged him as a member of the Boko Haram, a violent jihadist terrorist group in Nigeria.

2.5 Empirical Review

The argument of data protection, cybercrime, and its effect on the image of a country has been in the front burner for years. This has geared up many researchers and scholars on the subject to conduct research that could beam light on the issue. It is in the same spirit that reviewing past research studies on the subject and filling the identified research gaps by this study becomes imperative. Aransiola & Asindemade (2011) on the understanding

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

31

cybercrime perpetrators and the strategies they employ in Nigeria. This study employed the use of qualitative technique to collect primary data from the perpetrators of cybercrime in Ile-Ife, Osun State, Nigeria. Data were collected with snowballing technique from 63 sample size and analyzed by descriptive statistics to the result affirmed that higher institutions of learning in Nigeria serve as the breeding grounds for cybercriminals, but the study did not pay a recourse to database management as possible way out to curb the menace as it has been successful in most of the developed countries. According to Muhammad, et al. (2020) on the analysis of cybercrime in Nigeria employed qualitative technique. The study did not use empirical technique to arrive at its findings and hence it is subjective. He suggested that it is a collective responsibility in the fight of cybercrime but failed to identify the methods that can be adopted in ensuring that government monitor and track down any shady deal on internet just like in developed countries. Ibikunle & Eweniyi (2013) carried out a study on approach to cyber security issues in Nigeria: challenges and solution. The study also used qualitative technique and further attempted to provide an overview of cybercrime and cyber security. The study presented practical and logical solutions to the threats identified, also mentioned database as one of the problems cybercrimes is increasing. The study did not relate it to how affects country image and need for government to create a central control for all the activities on cyber space. For example, in Europe, everyone identity is tied with a phone number and when a crime is committed it easy to trace the perpetrator.

In line with the study of Ikusika, (2022) who highlighted the need for increased investment in data security infrastructure and personnel, as well as stronger legislation and enforcement measures to address the growing threat of cybercrime in Nigeria. The identified gap in research will be filled by this current study whereby the policy makers need to understand that beyond jurisprudence, there is need to train the personnel to be up to date in the activities on cyber space, as well as latest technology to prevent digital crimes.

3. ANALYSIS OF COUNTRY's IMAGE

The internet online business services, which are ordinarily supposed to be a blessing as they expose users to opportunities in various fields of life is fast becoming a source of worry and discomfort. It has significant implication on brand image, brand experience, and brand motivation. The proposition for an integrated country of image framework is combination of attitude theory, national identity theory, and reputation management

(Buhman & Ingenheff, 2015). Image of every nation or country is becoming more positively projected, popular and it is being used by almost all developed as well as developing countries as marketing techniques to build international profiles (Johnson, 2014). The positive perception of a country's image remains an important gauge for judging her stand in the international socio-political and economic systems because it is the sum of beliefs and impressions people hold about the places (Akande, 2017). This foregoing fact makes image building effort an important informational strategy used not only for businesses that need to enhance their competitiveness abroad, but also for public policy makers with similar concerns but at the national or industry level .Countries can be seen as products and therefore associated to a certain image, either positive or negative which may not correspond to reality (Kleinová & Űrgeová, 2011), and it is pertinent for all countries to spend time working on their communications to the world and adopt national branding strategies and consider all engagements more thoughtfully (Borner & Zerfass, 2018).

According to Egele, Ikechi & Udu, (2017), attitude is opined as a learned predisposition to respond in a consistently favorable or unfavorable way towards a given object. A more positive and supportive attitude of all stakeholders will put the country at the advantage for attractiveness and competitiveness among the committee of nations (Njeru, 2010). Furthermore, in Jain (2014) attitudes do not only consist of cognitive aspects, but also include affective (i.e., specific feelings or emotions) and conative (i.e intended behaviour). Attitude theory is therefore a powerful tool because it explains how countries are viewed in the minds of consumers, that is, what beliefs (including stereotypes and schemas) and emotions towards a country they hold. More so, this information affects their reactions towards a country, that is, consumers' conceptions of the country, and details how the country differs from and interacts with other constructs typically mentioned in the research, such as consumer ethnocentric (Jin, Lynch, Attia, Chansarkar, Gülsoy, Lapoule & Ungerer, 2015) consumer animosity (Hoffmann, Mai & Smirnova, 2011) or consumer cosmopolitanism (Han & Won 2018). This concept can be used to determine the reputation of countries. All countries now realizing the important of having a strong brand image (Njeru,2010), and any nation that manages its reputation internationally can easily use that to attain its objective in the global market (Dunning, 2015). The image of a country refers specifically to the ideas, beliefs and impressions held about a nation or country which form overall basis of information about the people resident in that country

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

33

(Roth & Diamantopoulos, 2009). According to Twum & Yalley, (2021) that a strong corporate identity can be achieved through the implementation and integration of integrated marketing communications (IMC). The overall concepts and communications processes seek clarity and consistency in the positioning of a brand in the mind of consumers (Rehman, Gulzar & Aslam, 2022). So, therefore, the success of any brand is determined by the performance of certain indicators in the mind of foreigners. Such as the following.

3.1 Brand image

Branding image is now a renowned concept in marketing (Hai, Thanh, Di Ngoc, Huy,Thi, 2022). So, it could be regarded as collection of associations typically organized in a particular significant way (Rafhdian, GS & Hasan, 2017). Hung (2008) brand image is customer perception of a brand among other associations of brands that have values., and that is why it is correct to say that brand image has a direct influence on product sales volume (Lutfie & Marcelino, 2020), and its indicators are corporate image, user image and product image. The branded content marketing which is a branch of brand communication seeks to produce valuable information to satisfy consumer needs and simultaneously used as advertising a strategy of increasing sales and building a brand (Järvinen & Taiminen, 2016; Lou & Xie, 2021). It has been found to help brands, build trust and credibility (Husain, Paul & Koles, 2022). According to Kavaratzis & Hatch (2019), brand value vision may be continuity with the past or a discontinuity to start a collective reflection and conversation on novel aspects of the destination. A discontinuity of a strategy or relations may represent a moment of opportunity for rebranding, raising awareness of the need to change. A brand is recognized as one of the most valuable intangible assets of a company or place (Rachmawati, Shukri, Azam & Khatibi, 2019), and customers buy brands representing their values (Shepherd et al., 2015). According to Gondim Mariutti, & de Moura Engracia Giraldi, (2020), a strong brand is a trinity of goods or services, distinct identity, and clear features. It has a functional, personal, social, and cultural importance. The initiators and other stakeholders with the capacity to monitor the performance of a brand should know such "moment of opportunity", and always bring into discussion the position of images and possibly helping local stakeholders accept and engage with the construction of new brand meanings (Pasquinelli, 2014). Management-initiated brand proposition" may trigger multi-stakeholder interactions, facilitating brand building (Kavaratzis & Hatch, 2019). Brand building is significantly stimulated by social

media, where the management-initiated brand proposition meets and interacts with user-generated contents, inducing meaning-making and the place brand formation (Andéhn et al., 2014; Kavaratzis & Hatch, 2019; Taecharungroj, 2019). It is believed that limited attention was given to brand messages positioning and perceived destination images (Költringer & Dickinger, 2015). The comparison between the projected and perceived brand personality may unveil a significant gap between the two (Kim & Lehto, 2013), and thus necessitate a good reason for brand formation dynamics.

3.2 Brand experience

This has become an important marketing strategy for goods and services, and it is in form of creating emotion for customers. It is stimuli that appear as brand design and identity such as name, logo, signal, packaging, and other marketing communications like advertisements, brochures, websites, and positioning at a targeted audience (Brakus, Schmitt, & Zarantonello, 2009). This can be a combination of brand personality, brand community, brand trust, brand attachment, and brand love (Bairrada, Coelho & Lizanets, 2018). When it Compares to other product attributes, brand has a more "enriched" nature because its meaning is drawn from associated sources, including the brand's product attribute information, related marketing activities and consumers' experiences with the brand (Park & Chang, 2022). Generally, most marketing literatures refer to a brand as "the intangible sum of a product's attributes" (Lieven, Lieven & Barlow, 2018) or "a container for a customer's complete experience with the product" (Weber & Chatzopoulos, 2019). According to Dwivedi (2015) 'a brand is a higher-order construct that must be separated from other product characteristics. The distinction between a brand and other product features must be clarified since brands can operate and influencing how much customers value product attributes (Wang, Luo & Lee, 2019). Understanding how consumers experience brands is crucial for designing marketing strategies for goods and services, according to marketing practitioners (Schmitt, 2011). However, with the identification of dimensions of brand personality, compassion, connection, and passion, as well as brand attachment, brand experience has gotten a lot of attention in marketing practice (Li, Lu, Bogicevic & Bujisic, 2019). Furthermore, the experience construct can be used to a variety of disciplines (e.g., psychology). Convergent/analytical and divergent/imaginative thinking are both part of the thought experience. The act experience refers to motor actions and behavioral experiences in relation to social experiences, such as a reference group. Nevertheless, the brand

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

35

experience will continue to be relevant because it stands as image creation, implementation, and maintenance of brand emotions.

3.4 Brand motivation

According to Soliman (2021) opine that in structural relations among the research constructs, study showed that several direct effects from motivation factors, past travel experience, and constraints on attitude toward revisit and revisit intention. In addition, attitude toward revisit, with a positive effect on revisit intention, played a mediating role between motivation as well as past travel experience and revisit intention. The motivation dimensions such as sensory, affective, and behavioral and intellectual considered having different effects on attitude and revisit intention (Ahn & Back, 2018). Empirically, there is not enough studies support direct relationships between travel motivation and post vacation attitude change.

4. CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

This study analyzed various imaginary indicators of country image by creating an awareness of objects that make up images of a country and in relation to the public. A brand is recognized as one of the most valuable intangible assets of a company or place which the brand strategist aspires to create or maintain. With the advent of globalization, the world is rather becoming smaller, the technology such as the internet bringing the distance with international policies like creating and communicating competitive brands to the world to earn a competitive image. Some of developing countries lack the technology intervention and it poses danger to their international reputation and development. For example, the growing rate of internet fraud presents a clear danger to the image and the economy of Nigeria due to non-automation of system and environment in this era of globalization. It therefore constitutes a serious threat to the achievement of her millennium development goals as well as her vision 20:20:30. Corruption, poverty, a lack of technological prowess, and a weak democratic system continue to pose threats to the country's internal security, of which cyber-security is an important component. It was observed that Nigerian Government needs more efforts to reduce the menace of cybercrimes by having on ground an automation data system that can help to checkmate the abuse of internet which has become rampant among the youths.

The agencies empowered to fight against corrupt practices must be strengthened and project to partners locally and internationally, because it is a global crime. Though, the

economics and financial crimes commission (EFCC) has recorded success in fighting and combating Internet fraudsters in Nigeria known as Yahoo boys with many arrests and successful convictions (EFCC, 2020). For instance, almost all the fraudsters declared wanted by the FBI had been arrested and extradited to the US among which is Obinwanne Okeke popularly known as Invictus Obi, a well-known fraudster that claims to be a successful businessman. The FBI had awarded certificate of appreciation to EFCC officers that assisted in the FBI Internet fraud raid (EFCC, 2020). This effort must be improved by looking up to the developed world especially in information security. Several research have shown that Nigeria faces significant challenges in terms of data security policy and subsequently justified that Nigeria's reputation has been negatively impacted by its high incidence of cybercrime. The country is often portrayed as a hub for cybercrime and fraud in the media, which has led to a negative image both domestically and internationally. This has had a significant impact on the country's economy, with many foreign businesses and investors being wary of investing in Nigeria due to concerns about cyber security. There is need for government to urgently address some of fundamental issues identified as causes of cybercrimes most especially poverty among other issues and effectively regulate cyberspace in Nigeria with immediate formulation of new laws in fighting cyber criminals. The prevalence of cybercrime has created a bad image for Nigeria amongst commit of nations as one of the most corrupt nations in the world. The study pointed out and agued beyond doubt that some imaginary indicators are responsible for a country's image, which they are in turn have significant influence on economic development. This tarnished national image and affects the way Nigerians are treated abroad with suspicion and extreme caution as Nigerians are stereotyped to be 419 and hence not to be treated with trust. Lastly, government through its various agencies need to properly address menace in the society and able to re-position Nigeria Image, this can be used for global completeness and by implication, help quicken the pace of economic and social developments which will consequently impact nation- building.

The study has some limitations in which one of them is the source of data, it was based on existing literature, and it could be improved empirically. Hence, the study is subject to further research on cybercrimes and country's image.

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

37

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39

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How to cite this article:

Adejumo, D. A. (2023). Review of Issues on Data Security Cybercrimes and Image: The Nigerian Case, *International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection*, February 2023, 25-41.

International Journal of Marketing, Communication and New Media. Special Issue on Cybersecurity, Privacy, and Data Protection, FEBRUARY 2023

41