



Editorial

This issue of NIU *Journal of Humanities* touches on Development Administration, Entrepreneurship Studies, Social Psychology, Religious Studies as well as Language and Literary.

The first part of the Journal focuses on Development Administration. One of the papers in this section explores the relationship between economic performance and transport investments. It is argued that the level of economic performance determines the usage of transport in Africa and Nigeria in particular. Findings in the study align with existing research in the field of transportation economics, emphasizing the persistent role of historical passenger travel patterns and the nuanced impact of economic factors, such as GDP and inflation, on railway passenger travel. These consistent findings underscore the need for comprehensive, long-term planning and investment strategies in the rail transportation sector, taking into account a range of factors beyond just economic conditions.

One of the papers, in the second section on Entrepreneurship Studies, argues that Government policies and a supportive ecosystem have a positive impact on innovation and performance while Sectoral variations necessitate tailored strategies. The study therefore, recommends strategic resource allocation, adoption of context-specific metrics, collaboration with government initiatives, and sector-specific focus to enhance startup success. These recommendations, according to the research work, are instrumental for startups, policymakers, and stakeholders in the Nigerian entrepreneurial ecosystem.

Papers in section three explore issues in Social Psychology. Examining whether appearance of consumer products creates a particular impression that compels a consumer to make his choice of a product leading to sales, one of the papers in this section postulates that in spite of new technologies and materials, consumer's choices and desires constitute the most important elements that drive the marketing process. Therefore, the ceramic designer must put the customer in the fore front not himself when it comes to product appearance. The designer must also look into brand personality, the five (5) brand personality dimensions, deliberate feedback etc. as added issues to the six roles of product packaging to compel the psychology of consumers' choice and sales. Thus, the postmodernist philosophy of self-projection in our productive endeavours at the expense of consumer choice must be discouraged at this stage of development of ceramic if wares will compel their commercial values and retain customers' loyalty beyond the five life cycle of a product.

Using the encounter between King Herod and John the Baptist as narrated in Matthew 14:1-5, one of the research works, in Section Four which centers on Religious Studies, interrogates the texts to identify how religious leaders can play the function of the conscience of the society in ensuring that morality prevails in the society. Using the textual critical method of study, the hermeneutics contained in the text were identified and contextualized to the current Nigerian environment. The work identified seven distinct areas in which religious leaders in Nigeria can make their impact felt in becoming the conscience of the society. It is the contention of this work that religious leaders are most appropriately poised to lead the crusade against moral degradation in the Nigerian society.

Papers in the last section deals with issues in Language and Literary Studies. One of the papers in this Section examines Idioms in both Yoruba and French Languages. This is because Yoruba and French languages are so rich in the use of idiomatic expressions which lend themselves easily in the hands of those who know the two languages, through limitless improvisation of idiomatic expressions. In friendly, family and societal conversations, idiomatic expressions occupy a unique place. Their importance cannot be over emphasized as they add beauty to the speeches that employ them and provide knowledge and wisdom for better and clear understanding of the messages being projected. This paper therefore, examines idiomatic expressions in both languages at different fora.

On the whole, this issue of *NIU Journal of Humanities* features many empirical and theoretical based articles which can be of great benefit to every reader.

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