



# Tax Planning Strategies and Firm Value of Listed Manufacturing Companies in Nigeria: An Empirical Investigation

*Aruna Ishola MAMIDU<sup>1</sup>, Samuel Adewale FAPOHUNDA<sup>2</sup>*

<sup>1-2</sup>Department of Accounting, College of Social and Management Sciences, Achievers University Owo, Ondo State, Nigeria

Email: [mamidu.arunaishola@gmail.com](mailto:mamidu.arunaishola@gmail.com), [adewalefapohunda7@gmail.com](mailto:adewalefapohunda7@gmail.com)

## ABSTRACT

The global challenges faced by market volatility, regulatory changes, and geopolitical risks have a substantial impact on company value due to uncertainty in the global economic situation, and shifting consumer preferences further complicate tax planning strategic and investment decisions which affect investor perceptions and market valuations. Therefore, the study tends to examine the relationship between tax planning strategies and firms' value of listed manufacturing companies in Nigeria. This study employed an *ex post facto* research design. The data used were collected from secondary sources through Machameratio Data PC from 2013 to 2023. The population of the study contained 566 listed manufacturing firms on the Nigerian Exchange Group and was selected using census sampling techniques. There is a significant relationship between tax planning strategies on the firm value of manufacturing companies in Nigeria. The effective tax rate has a significant relationship with the firm value of manufacturing companies, effective marginal tax rates significantly influence the firm value of manufacturing companies. The study concludes that effective tax planning strategies lead to optimal financial outcomes, compliance with tax regulations, and savings, and implementing well-considered tax planning strategies not only reduces the tax burden for individuals and businesses but also promotes financial stability and growth. It recommends that both people and corporations be encouraged to proactively adopt a thorough tax planning policy and maintain continuous compliance and financial efficiency, strategies adjusted with the support of regular reviews of financial objectives and tax responsibilities.

**Keywords:** Tax Planning, effective marginal tax rate, effective tax rate, income effective tax, firm value

## 1.0 Introduction

Across the globe, non-compliance with tax obligations poses significant challenges at both individual and systemic levels. In Nigeria, the complexity of tax regulations necessitates a comprehensive solution to tax payment compliance. The complexity of Nigeria's tax regulations necessitates a comprehensive response to non-compliance with tax regulations at both individual and systemic levels as several aspects of the economy and government are adversely affected as a result of non-compliance (Aondoakaa et al., 2025). As Nigeria strives for sustainable growth and development, understanding and effectively implementing tax planning strategies are crucial not only for optimizing financial outcomes but also for ensuring adherence to regulatory frameworks (Fadipe et al., 2025). Tax planning and compliance are pivotal aspects of financial management in Nigeria, integral to both individuals and businesses navigating the intricate landscape of fiscal responsibilities and economic development (Tanko, 2025). In developing countries, greater emphasis is given to the manufacturing sector to attain middle-income status through incentives geared towards encouraging investment in the sector over tax planning strategies.

Agata et al. (2024), opined that firm value is the price paid by wealthy investors for the sale of a company is the firm's value, as well as the value perceived by the general public in terms of business survival. The link between tax planning strategies and firm value is the difference in recognition of income and expenses between commercial and fiscal cause differences in calculating the amount of income tax. Consequently, corporate entities must plan their taxes to reduce the tax burden and secure revenue for business growth and expansion capable of increasing firm value via tax planning strategies which becomes an inseparable element in making operational decisions for firms. The effective tax rate is the percentage of income or profits that an individual or entity pays in taxes after taking all tax deductions, exemptions, and credits into consideration and gives an accurate picture of the actual tax burden compared to the statutory tax rate (Dewanthi & Purwatiningsih, 2024; Isenmila et al., 2021). While taxable income rate refers to the percentage at which an individual and corporate entity's taxable income is subject to taxation by the relevant tax authorities. The effective marginal tax rate is the tax rate applied to an additional naira on income earned mainly the rate at which an individual's and corporate entity's next naira income is taxed. Effective marginal tax rates are the rate at which income rises and tax increases reflect progressive taxation systems where higher-income earners pay a higher percentage of their income in tax (Foertsch, 2023; Omesì & Appah, 2021). Nevertheless, one of the prominent elements that this study on tax planning strategies rarely considered is the relationship that exists between tax planning strategies and a firm's value. Therefore, this focused on how tax planning strategies can be utilized to bridge the gaps between tax planning strategies and firms' value in the manufacturing sector of the Nigerian economy considering effective tax rate, effective marginal tax rate, and as well as taxable income rate as explanatory variable.

Despite government commitment in Nigeria to promote manufacturing, most companies have recorded declining performance with financial managers focusing on financial restructuring and working capital management to revive their performance. The problem with tax planning strategies lies in the fine line between legitimate tax optimization and illegal tax evasion as a result of complex tax laws and regulations which make it challenging to navigate the boundaries between acceptable tax planning and abusive tax practices stemming from unintentional non-compliance and tax disputes with tax authorities leading to costly audits, penalties, and litigation. In Nigeria, several manufacturing firms have not benefited from deductions and exemptions through their tax planning strategies these come amidst high corporate tax rates and multiple taxes that make it extremely difficult for manufacturing firms in Nigeria to explore opportunities to expand their firm through retained earnings. The broad objective of this study is to examine the relationship between tax planning strategies and firms' value of listed manufacturing companies in Nigeria. The significance of strategic tax planning in the corporate realm cannot be overstated regardless of size or industry, firms grapple with the imperative to optimize their tax positions while concurrently fostering innovation because relevant tax authorities would find this study very useful as a way of promoting international collaboration and alignment of tax standards by making it easier to address global tax challenges among Multinational Corporation (MNC). This study majorly focused on tax planning strategies and the firm value of listed manufacturing companies in Nigeria. The study covered manufacturing companies listed on the Nigeria Exchange Group and studied a period of 10 fiscal years between 2012-2022 years.

## 2.0 Literature Review

### 2.1 Conceptual Review

#### 2.1.1 Firm Value

The market value of the share is the value in the financial market or the stock market which rapidly changes and is highly volatile which is affected by the financial position of the issuing company, supply and demand, and other factors (Agata et al., 2024; Prawesti Ningrum, 2021). The concept of firm value is said to be the level of success which usually linked to share prices. Umeh et al. (2020), assert that fair market, fair value, investment, and intrinsic worth are used to describe the notion of value that investors' willingness to spend more in the pursuit of greater financial rewards is demonstrated by the rising share price. Wada (2021), opined that firm value is the price paid by wealthy investors for the sale of a company is the firm's value, as well as the value perceived by the general public in terms of business survival. Firm value is a company's value equals its total assets that is equities and debt which includes in calculation as stock prices, stock returns, EPS, PER, Tobin's Q, and price-to-book value (P/BV) are used by investors to gauge the worth of a company (Hidayat, et al., 2019). In calculation, firm value is calculated as (total assets plus the market value of common stock less the book value of common stock less deferred tax) divided by (total assets). Several financial ratios, including price price-earnings ratio (PER), price-to-book value (PBV), and Tobin's Q, can be used to determine a firm value (Chukwudi et al., 2020).

#### 2.1.2 Effective Marginal Tax Rates

Eskandari and Zamanian (2023), posited that effective marginal tax rate as a reduction of firms' tax liability, which effectively increases their retained earnings and allows them to increase their investment. The effective marginal tax rates (EMTRs) is the income which are higher than the marginal tax rates of the personal income tax structure. The effective marginal tax rates is based on the taxable entity's margin, not its income (Williams, 2024). In a postulation of Foertsch (2023) on effective marginal tax rates as ability to frame tax expenditures as either revenue increases or spending decreases should make limiting tax expenditures appeal to corporate entities who want to reduce government spending as well as relevant tax authorities (governments) who want to use additional revenue to help shrink fiscal deficits.

#### 2.1.3 Effective Tax Rate

The effective tax rate (ETRs) is the percentage of income that an individual or corporate entity pays in taxes after taking all deductions, exemptions, and credits into considerations (Isenmila et al., 2021). Garcia-Bernardo et al. (2023) stated that effective tax rates is the estimated income statement data of multinational corporations (MNCs) that are useful for comparing MNCs' corporate income taxation across countries. The effective tax rate (ETF) for a firm is the average rate at which its pre-tax profit is taxed (Hidayat et al., 2019). Effective tax rate (ETR) provides a basic summary statistic of tax performance that describes the amount of taxes paid by a company relative to its profit before tax. Effective rate tax according to Oyeshile and Adegbe (2020), is the amount of tax that a firm pays as at when due.

#### 2.1.4 Taxable Income Rate

Taxable income rate means the percentage at which an individual or corporate entity's taxable income is subject to taxation by the government and this rate is determined based on various factors such as income level, filing status and applicable tax laws (Akintoye et al., 2020). It represents the portion of income that is subject to taxation after deductions, exemptions, and credits have been accounted for.

### 2.1.5 Tax Planning Strategies

Tax planning strategies (TPS) have been differently defined by different scholars. Adetola et al. (2023) defined tax planning strategies as any action that must be taken by a business entity to inflate taxable income or reported earnings in a given period before tax loss expires. Another definition holds that tax planning strategies include not only strategies aimed at minimization of tax liability but also consider the cash flow effect on the business in terms of when it is most advantageous for a business to settle tax liability without incurring any penalty (Bariyima & Cletus, 2014). Adetola and Oke (2016), also posited that tax planning strategies are a tool at the disposal of taxpayers to reduce the burden of tax payable. Tax planning strategies is the arrangement of one's financial affairs in such a way that without violating the legal provisions, full advantage is taken to allow tax exemptions, deductions, concessions, rebates, allowances, and other benefits permitted under the Income Tax Act (Vasanthi, 2015). Tax planning policies have been an established instance of tax optimization, and the complexity of tax fraud and evasion has been an essential component of the management of finances with alarming rates on a local and global scale that impact people's lives, businesses, and the ability of governments to generate revenue (Garcia-Bernardo et al, 2020).

## 2.2 Theoretical Review

This study reviews the following two theories Hoffman's tax planning theory and tax minimization theory. This study is hinged on theories Hoffman's tax planning theory. This theory is relevant to this study because firms exploit tax legislation loopholes while maintaining a reasonable degree of influence to minimize tax burden and boost firm profits after tax.

### 2.2.1 Hoffman Tax Planning Theory

Based on Hoffman's tax planning theory examined the nexus between tax planning and firm value (1961). Fagbemi, et al. (2019) demonstrate that this tax planning approach is appropriate to adopt. Hoffman noted some complexities and loopholes in tax laws as a result of concealed goals and concluded that good tax schemes are carried out with specific legal conceptions, and business entities' compliance with these rules results in tax savings. Akintoye, et al., (2020) established four principles of tax planning, which include the complexity of planning, multiplicity of benefits, holistic application, and ignorance of tax planning strategy. Tax planning practices are not tactics, because they cannot be maintained for a long time. Consequently, tax planning strategy promotes and enhances companies' performance if they are allowed to operate freely within applicable tax legislation (Abdul-Wahab, 2016; Akintoye et al., 2020).

### 2.2.2 Tax Minimization Theory

This theory posits that the primary goal of tax planning is to minimize the amount of tax paid by taking advantage of all available statutory deductions, credits, exemptions, and structures. Boukobza, (1995), tax optimisation is a tax choice that aims to take advantage of the disparities in the various local and international tax laws, on condition that the tax choice adopted is neither artificial nor abusive, in order to avoid moving towards tax avoidance or evasion practices. Strategies in this theory focus on optimizing financial decisions to reduce taxable income or lower the applicable tax rate where taxpayers identify and utilize all applicable deductions (such as expenses related to business, investments, or charitable contributions) and tax credits (which directly reduce tax liability) to reduce taxable income and overall taxes owed (Bazart, et al., 2020). Strategic income deferral and acceleration because taxpayers can defer income to future years or accelerate deductions into the current year to manage taxable income effectively (Adetola & Oke (2016). For example, delaying the receipt of income until a lower tax year or prepaying deductible expenses can reduce current tax liabilities. Firms disclose information including disclosure of information related to tax lies somewhere between no disclosure and full disclosure, depending on motivations (Thu Anh & Vinh, 2021). This theory assumes that motivations differ and have a significant effect on the level of disclosure among the firms and also vary between countries (Foss et al., 2019). Firms were mandatory to publish information regarding their business forecast to signal good investment opportunities.

## 2.3 Empirical Review

TAnko (2025) examined the impact of financial attributes on the corporate tax planning of listed manufacturing firms in Nigeria. Data for his study was sourced from the annual reports of sampled manufacturing firms. The study used the panel data methodology for analysis. The study used fixed effect estimation to interpret the parsimonious model and random effect was used to interpret the moderated model. The study documented that financial leverage has a positive significant influence on the tax planning of the sampled manufacturing firms. While firm growth has a negative significant impact on the tax planning of listed manufacturing firms in Nigeria. REM has a positive significant impact on tax planning.

Fadipe et al. (2025) evaluated the effect of tax policies on the sustainable development of Nigeria. Their study employed a survey research design. The population of the study was tax practitioners, public analysts, and FIRS staff involved in tax policy formulation, administration, and enforcement in Nigeria. Using a purposive sampling technique, 100 respondents were selected for the study. A validated and structured questionnaire was used to obtain data. One hundred copies of the questionnaire were administered. Data were analysed using descriptive and inferential (multiple regression) statistics were used to analyse the data at 0.05 level of significance. The result found that tax policy had significant effect of sustainable development (Human Development Index) (Adj  $R^2=0.910$ ,  $F(3,96)=324.48$ ,  $p<0.05$ ) in Nigeria.

Aondoakaa et al. (2025) examined the effect of corporate performance on tax planning of listed consumer goods companies on the Nigeria Exchange Group (NGX). The variables used for the study include; return on assets, return on equity and net profit margin. Tax planning which was the dependent variable was measured by effective tax rate. Secondary data from annual reports of 18 sampled listed consumer goods companies utilized for the study. The study employed multiple regression as a method of analysis with 108 observations for the duration of six years from 2017-2022. The study found that the return on assets, return on equity has positive and significant effect on tax planning. While net profit margin revealed a positive and insignificant effect of tax planning of listed consumer goods companies.

Agama et al. (2024) explored the relationship between tax planning policies and the firm value of multinational companies in Nigeria. The descriptive survey research design was adopted for this study, and primary data were used through the administration of a questionnaire. The population of the study involved 350 staff of the Federal Inland Revenue Service in Ondo State and Ekiti State. The veritable respondents made use of the random sampling technique in selecting 200 members of staff of the Federal Inland Revenue Service in Ondo State and Ekiti State. Their study found that there was an insignificant relationship between the tax planning policies and the firm value of multinational companies in Nigeria. Their findings revealed further that the influence of thin capitalisation, the effect of capital flight, and the impact of transfer pricing were statistically significant on the firm value of multinational companies

In a study investigated by Dewanthi and Purwatiningsih (2024) on the effect of sales growth, capital structure, and tax planning on company value in property and real estate companies listed on the Indonesia Stock Exchange for the 2018-2022 period. The population is 88 companies. The method of determining the sample using purposive sampling, obtained 13 companies with a research period of 5 years so that the total research sample was 65. Used secondary data sourced from company financial reports as data or research objects and tested the hypothesis using E-views 10 software as a test. Their finding revealed that partial sales growth has an effect on firm value, capital structure has no effect on firm value and tax planning has an effect on firm value.

Williams (2024) investigated tax planning and financial performance of firms in Ghana from the period of 2012-2017. The result showed a negative relationship between effective tax rate and financial performance. Putri et al., (2024) examined a study on the intricate interplay between strategic tax planning, Research and Development (R&D) expenditures, and firm performance. A meticulous synthesis of diverse scholarly contributions highlights the significant impact of tax incentives, such as R&D tax credits and accelerated depreciation, in fostering innovation. The exploration extends to the determinants of R&D spending, encompassing industry characteristics, firm size, and technological intensity, and offering a nuanced understanding of the multifaceted nature of corporate decision-making. Furthermore, the review underscores the dynamic evolution of tax policies and their implications for corporate behavior, emphasizing the need for adaptability in strategic tax planning.

In a study conducted by Olanda and Marietza (2024), on the effect of tax avoidance on firm value with earnings management as a mediation variable. There was an empirical gap in earlier research that sought to use agency theory and signal theory to reexamine the effect of tax avoidance on firm value, using secondary data, and a quantitative methodology. Manufacturing enterprises registered on the Indonesia Stock Exchange (BEI) for the 2018-2022 period make up the research population. Their finding revealed that tax avoidance has no effect on firm value, earnings management has no effect on firm value and earnings management cannot mediate the effect of tax avoidance on firm value.

Alkurdi, et al. (2024), investigated the relationship between corporate profitability (CP) and effective tax rate (ETR) and examined whether this relationship is moderated by board gender diversity (BGD). The multivariate regression analysis was conducted to test the relationship between related variables. This study used a sample of 70 Jordanian firms listed on the Amman Stock Exchanges for the period 2013-2020. Their finding showed a negative relationship between CP and ETR. Furthermore, the moderating variable BGD changes the strength and the sign, from a negative to a positive influence, of the relationship between CP and ETR.

Haruna, et al. (2023) investigated the influence of corporate governance, tax planning, and firm value in East Africa from 2008 to 2021. Listed 99 firms from Kenya, Tanzania, and Uganda were sampled. The result showed tax planning has a negative and insignificant effect on firm value. In the study of Muhammed (2022), the impact of tax planning strategies on the financial performance of listed manufacturing consumer goods firms in Nigeria was analyzed from 2011-2020. His findings revealed a positive non-significant connection linking tax planning strategies and performance of firms.

## 2.4 Gaps

Previous studies have delved into the diverse array of tax incentives and credits designed to encourage manufacturing expenditures, focusing on understanding how these fiscal mechanisms influence corporate decision-making processes. Innumerable studies has been done on tax planning in different countries, like studies of Agama et al. (2024) in Nigeria, Olanda and Marietza (2024) done in Indonesia Stock Exchange (BEI) for the 2018-2022; Garcia-Bernardo et al., (2023) carried out in multinational corporations (MNCs) used Orbis' unconsolidated data for the 2011-2015. However, there are few studies that covered manufacturing firms in Nigeria. Previous studies covered shorten period like 2011-2015; 2010-2021; 2018-2022. Hence, this study covered three principal variables of tax planning strategies which includes; effective marginal tax rates, effective tax rates, and taxable income rate for a 10 fiscal years between the periods of 2013-2023 listed consumer goods companies on the Nigeria Exchange Group (NGX) as at December, 2024.

### 3. Research Methodology

This study employed *ex post facto* research design. The choice of the design was because the data needed is readily available in the Machameratio Data PC. The data used were collected from secondary source through Machameratio Data PC for a period of 2013 to 2023. The population of the study contained 566 listed manufacturing firms on Nigerian Exchange Group and were selected using census sampling techniques which lead to high degree of precision and gives good representation. The study adopted the model of Owusu and Weir (2017) to meet the specific objectives of the study. The model of the study is specified in functional and linear forms as follows:

$$TQ = \beta_{10} + \beta_{11}MO_{it} + \beta_{12}IO_{it} + \beta_{13}FO_{it} + \epsilon_{it} \dots\dots\dots(i)$$

Where:

TQ = Firm Size

MO = Managerial Ownership

IO = Institutional Ownership

FO = Foreign Ownership

MDE = Managerial Discretionary Expenses

The assessment of firm value using the Price Earnings Ratio (PER) standpoint was captured in another crucial measurement for this study.

$$PER = \beta_0 + \beta_1ETR_{it} + \beta_2MTR_{it} + \beta_3TR_{it} + \beta_4FS_{it} + \epsilon_{it} \dots\dots\dots(ii)$$

Where:

PER = Price Earnings Ratio

ETR = Effective Tax Rate

EMTR = Marginal Tax Rate

IETR = Income Effective Tax

FS = Firm Size

The independent variable for this study is tax planning strategies which were proxies by effective tax rate, effective marginal tax rate, and tax rates. The dependent variable is the firm value this was proxies by the price-earnings ratio.

**Table 1: Measurement of Variables**

Variable	Abbreviation	Measurement
<b>Independent Variable</b>		
Tax Planning Strategies	TPS	Effective tax rate, effective marginal tax rate, and tax rates
Effective Tax Rate	ETR	Cash Effective Tax (%) = Tax Paid/ Profit Before Tax
Effective Marginal Tax Rate	EMTR	Change in Tax/Change in Taxable Income
Income Effective Tax	IET	Income Effective Tax(%) = Tax Expenses/Profit Before Tax
<b>Dependent Variable</b>		
Firm Value	FV	Price Earnings Ratio

Source: Authors' Computation (2024)

### 4.0 Results and Discussion of Findings

#### 4.1 Descriptive Statistics

The table below revealed the result of descriptive statistics, the mean value of market value 54.71 indicates that firm value is calculated as (total assets plus the market value of common stock less the book value of common stock less deferred tax) divided by (total assets). The Maximum and Minimum value 16.50 and 0.09 respectively simplify that total assets that is equities and debt which includes in calculation as stock prices. Effective marginal tax rate Kurtosis 45.93 denote that income which are higher than the marginal tax rates of the personal income tax structure, whereas skewness 20.28 value state that effective marginal tax rate is a reduction of firms' tax liability. While, effective tax rate mean value 39.41 designate effectively increases their

retained earnings and allows them to increase their investment. With 7.95 skewness effective marginal tax rates is based on the taxable entity's margin, not its income.

**Table 2: Descriptive Statistics**

	MV	EMTR	ETR	IETR
Mean	54.71	85.20	39.41	38.38
Median	4.95	23.46	20.45	27.50
Maximum	16.50	28.41	12.80	82.28
Minimum	0.09	-42.74	0.00	-36.16
Std. Dev.	20.17	13.17	101.97	113.72
Skewness	5.69	20.28	7.95	3.50
Kurtosis	37.63	45.93	79.66	19.18
Observations	566	566	566	566

Source: Authors' Computation (2024)

#### 4.2 Results and Discussion

The result of the regression shown that tax planning strategies has demonstrated to have a significant relationship with firm value of manufacturing industry in Nigeria. (Mean Square = 2463.095,  $F_{(3,562)} = 92.177$ ,  $P = 0.000 < 0.05$ ) that firm value is price paid by wealthy investors for the sale as well as the value perceived by the general public in terms of business survival. This revealed that there is a significance relationship between tax planning strategies and firms value.

**Table 3: ANOVA**

Source	Sum of Squares	df	Mean Square	F	P-Value
Regression	7391.286	3	2463.095	92.177	.000
Residual	1502.431	562	2673.138		
Total	2241.717	565			

Source: Authors' Computation (2024)

#### 4.3 Estimates of Coefficients

The estimates of coefficients of effective tax rate mean -0.016 implies that the percentage of income that an individual or corporate entity pays in taxes after taking all deductions, exemptions, and credits into considerations with bound 0.117. In effective marginal tax rate -.001 intensify that effective marginal tax rates dealing with the ability to frame tax expenditures as either revenue increases or spending decreases, this proven this fact with the p-value  $0.000 < 0.05$  it means that limiting tax expenditures appeal to corporate entities who want to reduce government spending as well as relevant tax authorities (governments) who want to use additional revenue to help shrink fiscal deficits. Tax income rate 1.0095 denote the percentage at which an individual or corporate entity's taxable income is subject to taxation by the government and this rate is determined based on various factors such as income level, filing status and applicable tax laws.

**Table 4: Bayesian Estimates of Coefficients**

Parameter	Posterior		P-Value	95% Credible Interval	
	Mode	Mean		Lower Bound	Upper Bound
(Intercept)	16.750	16.750	60.733	1.470	32.030
ETR	-.016	-.016	.005	-.149	.117
IET	1.0095	1.0095	.000	8.8956	1.1285
EMTR	-.001	-.001	.000	-.012	.010

Source: Authors' Computation (2024)

#### 4.4 Bayesian Estimates of Error Variance

The Bayesian Estimates of Error Variance in the variation of the study revealed the degree to which the dependent variable influences. In this case, a business entity must take tax planning strategies action to inflate reported earnings in a given period before tax loss expires. The variance 26.913 that tax planning strategies not only strategies aimed at minimization of tax liability but also consider the cash flow effect on the business in terms of when it is most advantageous for a business to settle tax liability without incurring any penalty. The Posterior Mean 28.60 is used as a tool at the disposal of taxpayers to reduce the burden of tax payable.

**Table 5: Bayesian Estimates of Error Variance**

Posterior			95% Credible Interval	
Mode	Mean	Variance	Lower Bound	Upper Bound
26.35	28.60	26.913	248.870	301.84

**Source: Authors' Computation (2024)**

#### 4.3 Discussion

Fair value and intrinsic value are used to describe the notion of value that investors are willing to spend more to pursue greater financial rewards. The marginal tax rate is applied to the next dollar of income or profit earned. It is important for decision-making at the margin, such as considering the tax implications of additional income or expenses. There is a significant relationship between tax planning strategies on the firm value of manufacturing companies in Nigeria. The effective tax rate has a significant relationship with the firm value of manufacturing companies. Also, effective marginal tax rates significantly influence the firm value of manufacturing companies. Hence, the study aligned with the report on the study of Putri et al. (2024) examined a study on the intricate interplay between strategic tax planning, Research and Development (R&D) expenditures, and firm performance, their review underscores the dynamic evolution of tax policies and their implications for corporate behavior, emphasizing the need for adaptability in strategic tax planning, and negate the report of Haruna, et al. (2023), which investigated the influence of tax planning and firm value in East Africa from 2008 to 2021. Their result showed that tax planning has a negative and insignificant effect on firm value.

#### 4.4 Conclusions and Recommendations

In conclusion to this study, effective tax planning strategies lead to optimal financial outcomes, compliance with tax regulations, and savings. Implementing well-considered tax planning strategies not only reduces the tax burden for individuals and businesses but also promotes financial stability and growth. By applying the various exemptions, deductions, and legal provisions at their disposal, taxpayers can enhance their overall financial stability and safeguard their assets. Continually reviewing and adapting these strategies as tax laws and economic conditions change is critical to maintaining optimal tax efficiency and achieving long-term financial success. It recommends that both people and corporations be encouraged to proactively adopt a thorough tax planning policy. Taxpayers might find chances to maximize credits, deductions, and tax-exempt investments by knowing the newest tax rules and consulting a knowledgeable tax professional. To maintain continuous compliance and financial efficiency, strategies can be adjusted with the support of regular reviews of financial objectives and tax responsibilities. In the long run, proactive tax preparation not only reduces risks but also boosts wealth and financial security.

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