

TECHNOLOGICAL INNOVATION: A TOOL FOR COMPETITIVE ADVANTAGE

(A STUDY OF GUARANTEE TRUST BANK PLC, VICTORIA ISLAND, LAGOS STATE)

BY

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ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of M.Sc. in Business Administration in the Department of Business Management, College of Business and Social Sciences, Covenant University Ota, Ogun State

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DECLARATION

It is hereby declared that this thesis was undertaken by **ORJI OBA, Uzoma Brenda**. This research report is based on her original study, in the Department of Business Management, School of Business, College of Development Studies, Covenant University, under the supervision of Dr. O. O. Iyiola. Ideas and views of this thesis are products of the original research undertaken by Orji Oba, U. B. and the views of other researchers have been duly expressed and acknowledged.

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CERTIFICATION

It is hereby certified that this Thesis, written by **ORJI OBA, Uzoma Brenda**, a student in the Department of Business Management with matriculation number 09AG08678 in partial fulfillment of the award of a degree of Masters of Science (M.Sc) in Business Administration was under my supervision. The work represented in the project is original, and has not been submitted in part or in full for any other diploma or degree of this or any other university.

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DEDICATION

This research work is first and foremost dedicated to **God Almighty** for His mercies, grace, love and protection throughout my education. Indeed you are gracious for your mercy endures forever.

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ABSTRACT

This study is aimed at measuring technological innovation as a determinant of an organization's competitive advantage tool using a selected Nigerian Commercial Bank. The study utilized descriptive survey design and was based on the selected variables used to measure technological innovation and an organization's competitiveness. A simple random sampling method was used to select two hundred and thirty five participants from Guarantee Trust bank Plc. Four hypotheses were posed to guide the study and a structured questionnaire was employed to collect data. Demographic data were presented using frequency tables while the four hypotheses were analyzed using both the Pearson Moment Correlation and Linear Regression. Major findings indicated that perceived ease of use (PEOU) of technological innovation has significant influence on product development as: $F=9.78$, $\beta=4.550$, $P>0.05$. This result implies that the use of new technology in an organization should clear and understandable so that employees can easily make use of technological innovation to gain a competitive advantage. However, findings also showed that there is a significant relationship between perceived usefulness (PU) of technological innovation and market penetration as $F=47.336$, $\beta=1.875$, $P>=0.05$ and this implies the usefulness innovative ideas will help enhance effectiveness of employees in order for an organization to improve their competitiveness. Based on these findings, it is recommended that organizations take time out to explain the functions or the usefulness of the technological innovation and how the technology will help to foster market penetration and product development. Also, organizations are encouraged to invest on research and development in order to enhance their competitiveness.

Keywords: Attitude Determinants, Competitive Advantage, Market Penetration Strategy, Perceived Relative Advantage, Product Development Strategy, Research and Development, Technological Innovation.

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