

**KNOWLEDGE MANAGEMENT AND CASSAVA AGRIBUSINESS
CAPABILITIES IN NIGERIA: THE MODERATING ROLE OF
EXPORTS ORIENTATION**

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EXPORTS ORIENTATION**

BY

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**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
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IN THE DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF
MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA, OGUN
STATE, NIGERIA.**

OCTOBER, 2021

ACCEPTANCE

This is to attest that this Thesis is accepted in partial fulfilment of the requirements for the award of the degree of the Doctor of Philosophy in Business Administration in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria.

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DECLARATION

I, **OHAEGBU AWELE VICTORIA (15PAB00981)**, declare that this research was carried out by me under the supervision of Dr. Omotayo A. Adegbuyi and Dr. Ebeguki E. Igbino, of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria. I attest that the thesis has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis were duly acknowledged.

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Signature and Date

CERTIFICATION

We certify that the thesis titled **“Knowledge Management and Cassava Agribusiness Capabilities in Nigeria: The Moderating Role of Exports Orientation”** is an original work carried out by **OHAEGBU AWELE VICTORIA (15PAB00981)** in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria, under the supervision of Dr. Omotayo A. Adegbuyi and Dr. Ebeguki E. Igbinoba. We have examined and found this work acceptable as part of the requirements for the award of Doctor of Philosophy Degree in Business Administration.

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DEDICATION

This thesis is dedicated to God Almighty for His mercies that kept me alive to attain this feat.

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TABLE OF CONTENTS

CONTENT	PAGES
ACCEPTANCE	iii
DECLARATION	iv
CERTIFICATION	v
DEDICATION	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	x
LIST OF TABLES	xiv
LIST OF ABBREVIATIONS	xvi
ABSTRACT	xvii
 CHAPTER ONE	 1
INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Research Problem	4
1.3. Research Questions	7
1.4 Objectives of the Study	7
1.5 Research Hypotheses	8
1.6 Significance of the Study	8
1.7 Scope of the Study	10
1.8 Operationalization of Research Variable	11
1.9 Conceptual Model	11
1.10 Structure of the Work	13
1.11 Definition of Terms	13
1.12 Overview and Prospects of Cassava as a Cash Crop	14
1.13 Brief Profile of Studied Respondents	17
 CHAPTER TWO	 18
LITERATURE REVIEW	18
2.1 Conceptual Review	18
2.1.1 Concept of Knowledge	18
2.1.2 Types of Knowledge	18

2.1.3 Characteristics of Knowledge	19
2.1.4 Economic Value of Knowledge	19
2.1.5 Concept of Knowledge Management	21
2.1.6 Dimensions of Knowledge Management	22
2.1.7 Knowledge Management as a Cycle	27
2.1.8 Indigenous Knowledge, Knowledge Management and Agriculture	27
2.1.9 Concept of Agribusiness	30
2.1.11 Challenges of Agribusiness in Nigeria	38
2.1.12 Export Orientation	40
2.2 Theoretical Review	43
2.2.1 The Dynamic Capability Theory	43
2.2.2 Porter's Diamond Theory of National Advantage	46
2.2.3 Export Led Growth Hypothesis (ELGH)	49
2.3 Empirical Review	50
2.3.1a Knowledge Acquisition and Participation	50
2.3.1b Knowledge Acquisition and Production	52
2.3.1c Knowledge Acquisition and Processing	55
2.3.1d Knowledge Acquisition and Promotion	56
2.3.2a Knowledge Refinement and Participation	58
2.3.2b Knowledge Refinement and Production	59
2.3.2c Knowledge Refinement and Processing	61
2.3.2d Knowledge Refinement and Promotion	62
2.3.3a Knowledge Sharing and Participation	64
2.3.3b Knowledge Sharing and Production	65
2.3.3c Knowledge Sharing and Processing	66
2.3.3d Knowledge Sharing and Promotion	67
2.3.4a Knowledge Validation and Participation	68
2.3.4b Knowledge Validation and Production	69
2.3.4c Knowledge Validation and Processing	70
2.3.4d Knowledge Validation and Promotion	70
2.3.5 Knowledge Management, Agribusiness Capabilities and Exports Orientation	72
2.4 Gaps in Literature	73

CHAPTER THREE	75
3.1 Preamble	75
3.2 Research Design	75
3.3 Population of the Study	76
3.4 Sample Size Determination	77
3.5 Sampling Techniques	79
3.6 Sources of Data Collection	79
3.7 Research Instruments	79
3.7.1 Quantitative Data Instrument	79
3.7.2 Qualitative Data Instrument	81
3.8 Method of Data Analysis	81
3.8.1 Quantitative Data	81
3.8.2 Qualitative data	82
3.9 Validity of the Research Instrument	82
3.10 Reliability of Research Instrument	83
3.11 Ethical Consideration	83
CHAPTER FOUR	84
RESULTS AND DISCUSSION	84
4.1 Preamble	84
4.2 Response Rate	84
4.3 Demographic Profiles of Respondents	85
4.4 Descriptive Analysis	87
4.5 Measurement Model for Hypotheses Testing	102
4.5.1 Hypothesis One	102
4.5.2 Hypothesis Two	113
4.5.3 Hypothesis Three	122
4.5.4 Hypothesis Four	132
4.5.5 Hypothesis Five	142
4.5 Discussion of Results	147
4.5.1 Quantitative Findings	147
4.5.2 Theoretical Findings	153

CHAPTER FIVE	155
CONCLUSION AND RECOMMENDATIONS	155
5.1 Preamble	155
5.2 Summary of Key Findings	155
5.3 Conclusion	156
5.4 Recommendations	158
5.5 Contribution to Knowledge	160
5.6 Limitations of the Study	163
5.7 Suggestions for Further Studies	163
REFERENCES	164
APPENDIX 1	185
APPENDIX 2	186
APPENDIX 3	187
APPENDIX 4	188
APPENDIX 5	193
APPENDIX 6	199

LIST OF TABLES

Table	List of Tables	Page
Table 2.1:	Top Ten (10) Agricultural Exports and Revenue Value as at Q2 2018	37
Table 3.1:	Distribution of NCGA members	76
Table 3.2:	Sample Size Distribution	77
Table 3.3	Sample Size Sharing	78
Table 3.4:	Data Collection Analysis	80
Table 3.5:	Analytic Description	82
Table 4.1:	Respondents' Response Rate	84
Table 4.2	Respondents Demographic Profile	85
Table 4.3	Knowledge Acquisition	88
Table 4.4	Knowledge Refinement	90
Table 4.5	Knowledge Sharing	91
Table 4.6	Knowledge Validation	93
Table 4.7	Participation	94
Table 4.8	Production	95
Table 4.9	Processing	97
Table 4.11	Exports Orientation	100
Table 4.12:	Construct validity and Reliability for Hypothesis One	107
Table 4.13	Path Coefficients for Knowledge Acquisition and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	109
Table 4.14:	Discriminant Validity for Hypothesis One	110
Table 4.15:	Construct validity and Reliability for Hypothesis Two	117
Table 4.16	Path Coefficients for Knowledge Refinement and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	118
Table 4.17:	Discriminant Validity for Hypothesis Two	120
Table 4.18:	Construct validity and Reliability for Hypothesis Three	127
Table 4.19	Path Coefficients for Knowledge Sharing and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	129
Table 4.20:	Discriminant Validity for Hypothesis Three	130
Table 4.21:	Construct validity and Reliability for Hypothesis Four	137
Table 4.22	Path Coefficients for Knowledge Validation and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	138
Table 4.23:	Discriminant Validity for Hypothesis Four	140
Table 4.24:	Path Coefficients for Knowledge Management, Exports Orientation and Agribusiness Capabilities	144

LIST OF FIGURES

Figure Title	Page
LIST OF FIGURES	xv
Fig 1.1: Conceptual Model of the Study	12
Fig 2.0: Adopted from Knowledge Management Process (Nonaka & Takuechi, 1995)	24
Fig 2.1: Types of knowledge	26
Fig 2.2 Total Merchandise Trade through Regional Trade Agreements	32
Figure 4.1: PLS algorithm model of Knowledge Acquisition and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	103
Figure 4.2: PLS Bootstrapping Model with β and P values of Knowledge Acquisition and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	105
Figure 4.3: PLS Bootstrapping Model with β and T values of Knowledge Acquisition and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	106
Figure 4.4: PLS algorithm model of Knowledge Refinement and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	114
Figure 4.5: PLS Bootstrapping Model with β and P values of Knowledge Refinement and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	115
Figure 4.6: PLS Bootstrapping Model with β and T values of Knowledge Refinement and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	116
Figure 4.7: PLS algorithm model of Knowledge Sharing and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	123
Figure 4.8: PLS Bootstrapping Model with β and P values of Knowledge Sharing and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	125
Figure 4.9: PLS Bootstrapping Model with β and T values of Knowledge Sharing and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	126
Figure 4.10: PLS algorithm model of Knowledge Validation and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	133
Figure 4.11: PLS Bootstrapping Model with β and P values of Knowledge Validation and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	135
Figure 4.12: PLS Bootstrapping Model with β and T values of Knowledge Validation and Agribusiness Capabilities (Agricultural Participation, Production, Processing and Promotion)	136
Figure 4.13: PLS Model for Knowledge Management, Exports Orientation (Entrepreneurial motive, Learning adaptation and Market knowledge) and Agribusiness Capabilities	143
Figure 5.1 Model showing the relationship between knowledge management and agribusiness capabilities in Nigeria.	161

LIST OF ABBREVIATIONS

AGOA	– African Growth and Opportunity Act
CBN	– Central Bank of Nigeria
CMD	– Cassava Mosaic Disease
DD	– Dutch Disease
EBA	– Everything but Arms
FAO	– Food and Agricultural Organisation
FCT	– Federal Capital Territory
GATT	– General Agreement on Tariffs and Trade
GDP	– Gross Domestic Product
GVC	– Global Value Chain
HQCS	– High Quality Cassava Starch
IITA	– International Institute of Tropical Agriculture
IK	– Indigenous Knowledge
IMF	– International Monetary Fund
KDD	– Knowledge Discovery in Databases
KM	– Knowledge Management
KMS	– Knowledge Management Strategy
KM4D	– Knowledge Management for Development
MK	– Market Knowledge
MSME	– Micro, Small and Medium Enterprise
NBS	– National Bureau of Statistics
NCGA	– Nigeria Cassava Growers’ Association
OECD	– Organisation for Economic Co-operation and Development
PLS	– Partial Least Square Method
RTA	– Regional Trade Agreement
SECI	– Socialisation, Externalisation, Combination and Internalisation
SEM	– Structural Equation Model
UNDP	– United Nations Development Programme
WTO	– World Trade Organisation

ABSTRACT

Over the years, Nigeria has maintained its position as the world's largest producer of cassava but the least on the table of exporters. This implies that despite producing so much, the country's earnings does not align with its status as a top producer in the international market. Arguably, the country's agricultural knowledge is still crude and traditional as against modern application of value adding processes beyond merely subsistence agriculture. Therefore, this study examined the moderating role of exports orientation on the relationship between knowledge management and agribusiness capabilities in Nigeria. The study is hinged on the resource based theory, capability theory and Porter's diamond theory of national advantage. This study employed survey design, copies of questionnaires and semi structured interviews were used as research instrument. The sample size of 659 was administered to members of the Nigerian Cassava Growers' Association (NCGA) through 3 of its state chapters. Of the 659 copies of questionnaires distributed, 556 were retrieved and adjudged usable for analysis. In-depth interview was also conducted for two private cassava value chain. The Structural Equation Modelling (SEM), specifically the partial least square method was used to measure the relationship between variables. Findings revealed a strong degree of relationship between knowledge management and agribusiness capabilities with participation having the highest predictive value amongst dependent variable constructs. It was also revealed that exports orientation has a moderating role, which implies that its highest predictive construct-entrepreneurial orientation is relevant towards scaling up the cassava value chain which in turn lead to improved cassava products exports. This study recommends that modern technologies and processes be adapted within local contexts. There should be deliberate efforts towards retaining a quality pool of participants into the value chain. It is also imperative that an enabling environment be sustained, so as to attain improved local cassava businesses and enhanced products suitable for international trade.

Keywords: Agribusiness Capabilities, Cassava, Exports Orientation, Knowledge Management, Value Chain