

**DIGITAL INNOVATION, MANAGEMENT BY OBJECTIVES AND
BUSINESS PROCESSES OF TELECOMMUNICATION INDUSTRY IN
NIGERIA.**

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JULY, 2022

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BY

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**BEING A MASTERS DISSERTATION SUBMITTED TO THE
DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF
MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY,
OTA. IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF MASTER'S (MBA) IN BUSINESS ADMINISTRATION**

JULY, 2022

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of a Master's degree (MBA) in Business Administration in the department of Business Management, College of Management and Social Sciences, Covenant University.

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DECLARATION

I, CHIGBUNDU, PRINCE OSITA (20PAB02200) declare that this research was carried out by me under the supervision of Prof. Rowland Worlu, of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria. The report of this project has not been taken or presented elsewhere for any degree award. The ideas and views of this research project are products of the research conducted by me. Where other researchers' views and ideas have been expressed, they have been properly acknowledged.

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Signature and Date

CERTIFICATION

We certify that this thesis titled “**DIGITAL INNOVATION, MANAGEMENT BY OBJECTIVES AND BUSINESS PROCESSES IN TELECOMMUNICATION INDUSTRY IN NIGERIA**” is based on original research, carried out by **CHIGBUNDU, PRINCE OSITA (20PAB02200)** under our supervision and that it has not been submitted for the award of any degree in this or any other university.

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DEDICATION

I dedicate this research to the Almighty God the creator and source of all things and also to everyone who have supported my growth and progress.

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ABSTRACT

There is now a technology revolution that is drastically transforming how individuals are living, working, and interacting with each other across the globe. This massive and encompassing digitalization of business and technology is creating both challenges and new possibilities for organizations. Businesses need to restructure their operational structure to accommodate new kinds of resources and work methods associated with new goods and services. The broad objective of this study is to explore the moderating role of Management by Objectives (MBO) in the relationship between digital innovations and business process. While also confirming the role digital innovation plays on businesses processes. A well-structured questionnaire was made use of as the instrument for collection of data, and distributed to research participants, of which 269 were retrieved and filled out appropriately. Partial Least Square analysis was used to analyze the data. The research concluded that digital innovation has a positive and significant impact on the business processes of telecommunication companies in Nigeria. However, it was discovered that management by objectives has a positive but insignificant role on the relationship between digital innovation and business processes. In addition, the study recommended that telecommunication companies in Nigeria should implement digital innovative strategies to drive better performance of its business processes. Lastly, this research recommended that future research should focus on other companies within and outside the telecommunication industry. Also, further research can be conducted using mixed method, as it may provide a stronger result.

Keywords: Technological Innovation Capabilities, Performance, Profitability, Research and Development Capability, SMEs.