

**MANAGEMENT INNOVATION AND ITS EFFECT ON
ORGANISATIONAL COMPETITIVENESS: A STUDY OF DUFIL
PRIMA PLC**

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JULY, 2022

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PRIMA PLC**

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POST
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ADMINISTRATION IN THE DEPARTMENT OF BUSINESS
MANAGEMENT, COLLEGE OF MANAGEMENT AND SOCIAL
SCIENCE, COVENANT UNIVERSITY.**

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, **OKEOWO JOHNSON OLUWANIYI (20PAB02202)** declare that this research titled **MANAGEMENT INNOVATION AND ITS EFFECT ON ORGANISATIONAL COMPETITIVENESS: A STUDY OF DUFIL PRIMA PLC**, was carried out by me u under the supervision of Dr. Omotayo A. Adegbuyi, of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria. I attest that this dissertation 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 are duly acknowledged.

OKEOWO JOHNSON OLUWANIYI

Signature and Date

CERTIFICATION

This is to certify that this research work titled **MANAGEMENT INNOVATION AND ITS EFFECT ON ORGANISATIONAL COMPETITIVENESS: A STUDY OF DUFIL PRIMA PLC**, was undertaken by **OKEOWO JOHNSON OLUWANIYI WITH MATRICULATION NUMBER 20PAB02202** under the supervision of Dr. Omotayo A. Adegbuyi and submitted to the Department of Business Management of the College of Management and Social Sciences, Covenant University, Ota.

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DEDICATION

I dedicate this dissertation to the Almighty God, the creator and the source of all things and also to my amazing Uncle (Otunba Collins Adewunmi), family and loved ones.

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ABSTRACT

In the face of fierce competition, a changing environment, and rising customer and societal demand for new and better products, strategies alone seem inadequate for Pharmaceutical enterprises to obtain competitive advantage and preserve organisational competitiveness. Therefore, businesses are always striving to grow and expand by sustaining competitive advantage or competitive edge over their rivals in the market. So, there is a need for manufacturing firms and organisations to adopt and implement innovative approaches and practice into their managerial practices. Some of the objectives of this study are to: determine the influence of radical innovation on product differentiation; assess the effect of incremental innovation on employee engagement; explore the relationship between employee learning and product quality. This research employed survey research design in examining whether management innovations practices affect organisational competitiveness. The whole population of the study was 300 and as a result, the sample size determined is 172. A structured well administered questionnaire was made use of as the instrument for collection of data which was distributed to 172 research participants of which 150 were retrieved and filled out appropriately. Generalized structural equation modelling coupled with ordinal logistic regression analysis was employed to analyze the data. The results suggested from tested hypotheses that, radical innovations has positive but no significant effect on product differentiation. Findings also showed that incremental innovation have no significant effect on employee engagement. Findings also revealed that disruptive innovation has significant impact on market share. Findings also revealed that employee learning has significant effect on product quality. Lastly, findings showed that research and development has significant impact on product reliability. The research concluded that that innovations are positive influencers of organisation performance, especially in these times of dynamic changes in the business environment due to globalization. In addition, the study recommended that organisations should strive to be innovative in their managerial practices and implement innovations in all their activities. Lastly, this research recommended that future research on manufacturing companies needs to be carried out to validate the result of this study and expand more knowledge about the issue.

Keywords: *Disruptive innovation, employee engagement, incremental innovation, market share and organizational competitiveness.*