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Normalising the Influence of Knowledge Internalisation on Market Offerings of Professional and Technology-Driven Firms

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Abstract:

Attaining new knowledge is crucial for the growth and development of any organisation. Studies have shown that in order to compete in the global world, it is necessary for organisations in Nigeria especially the IT and Professional firms to apply the knowledge gained through internalization. Internalised knowledge plays a crucial role in improving services that firms designs to deliver value to their client thereby, enhancing the overall performance of the organisation, however, these firms are still faced with challenges of how individual knowledge can be turned into valuable asset thereby, improving perceived market offerings to clients. Therefore, this study examined the effect of internalisation of knowledge on market offerings of the selected IT and professional firms in Nigeria. This study was descriptive and also adopted a quantitative approach to elicit information from staff of selected IT and professional firms. A total of 424 out of 450 members of the sampled firms participated, representing 94% response rate. Questionnaire was used to collect information and the data collected were analyzed using measurement and structural modelling. The findings indicated that the selected IT and professional firms encouraged their staff by adopting 'learning by doing or using' where individuals virtually learned the explicit knowledge to enhance their tacit knowledge. Based on the above, there is need for both the IT and professional firms to consistently give employ-

ees opportunities to learn through doing and apply new learning in improving their product offered to customers and adapt with changes within the organization or from an outside environment.

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