

# THE PREDICTIVE ROLE OF KNOWLEDGE ACQUISITION ON CASSAVA AGRIBUSINESS IN NIGERIA

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## ABSTRACT

*Knowledge enables one to function advantageously. How this knowledge is translated into value is referred to as knowledge assets. This study examined the role of knowledge acquisition on cassava agribusiness in Nigeria. Several decades of neglect in non-oil sectors, especially in the agricultural sector, has adversely led people to leave the farms for alternative jobs leading to high rural-urban migration, yet the country has maintained its stance as the world's largest producer of the cassava crop with an insignificant export ratio. This study adopted survey design and data was collected using questionnaire. Using the Gill, Johnson and Clark sample determinant method, a sample size of 656 was derived through members of the Nigerian Cassava Growers Association in Lagos, Ogun and Oyo state chapters. However, 556 were retrieved and adjudged usable for analysis. The Structural Equation Modelling was used for analysis specifically the partially least square method. Knowledge acquisition had a strong degree of relationship with agribusiness. The study recommended the adaptation of modern technologies, improved skills acquisition of modern and alternative farming procedures and adequate government system support for a more robust value chain and trade stance of the cassava crop. Educational learning curriculum should also reflect modern and alternative forms of cassava farming.*

**Keywords:** Agribusiness, Cassava, Capability, Knowledge Acquisition, Value.

## INTRODUCTION

Knowledge is the cognitive ability to create, own and use capabilities or competencies. Knowledge is sought after because it is the practical ownership of how to create solutions to existing problems. Karamitri et al. (2020), describes knowledge as a cognitive structure which gives meaning, insight and judgment to information. According to Gonzalez & Martins (2017), knowledge acquisition refers to the absorption and facilitation of knowledge through a systemic process.

They drew a trajectory of acquisition through focusing on the learning process, recognition and assimilation of new knowledge, and the innovative degree to transform knowledge for improvement. It is the direct, indirect, tacit and explicit sources through which knowledge is obtained and absorbed for competitive advantage (Almuet & Zawaideh, 2019).

Agribusiness was coined as a combination of Agriculture and Business. It is defined as the entire operation encompassing farm produce, production, processing, storage, sharing,