

INNOVATION AMONG NEIGHBOURHOOD BAKERIES

BY

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Innovation Among Neighbourhood Bakeries" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined innovation among neighbourhood bakeries, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of innovation; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with innovation and neighbourhood. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 399 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 378 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.08). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.586$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.28, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.33$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on innovation.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of innovation among neighbourhood bakeries is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The phenomenon of innovation, while not new, has acquired fresh analytical urgency in Nigeria. Auxiliary variables, including education, income, and location, further condition how innovation is experienced across communities. Ogunlana and Adigun (2020), in a survey of relevant stakeholders, concluded that the benefits of innovation are unevenly distributed across groups. For practitioners, the practical significance of innovation cannot be overstated, given its demonstrable link with neighbourhood. The aggregate picture emerging from Bello and Osinachi (2023) points to a modest but consistent association between innovation and the outcomes of interest. Such findings reinforce the argument that innovation deserves a place of priority on the development agenda. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Few subjects attract as much policy interest in contemporary Nigeria as the question of innovation. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of innovation. Findings reported by Bello and Dauda (2018) observed that respondents with greater exposure to innovation recorded markedly different results. These developments carry important implications for policy and practice in business administration. Longitudinal research by Bello and Kalu (2016) revealed that sustained attention to innovation yields appreciable dividends over time. For practitioners, the practical significance of innovation cannot be overstated, given its demonstrable link with neighbourhood. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

Scholars have long recognised innovation as a critical determinant of outcomes in business administration. Evidence from national agencies indicates that innovation has grown considerably in recent times, underscoring the need for systematic inquiry. Comparative work by Bello and Kalu (2022) across several states uncovered a consistent pattern linking innovation with neighbourhood. Accordingly, there is a growing consensus that deliberate policy action is required. Comparative work by Bamgbose and Musa (2022) across several states uncovered a consistent pattern linking innovation with neighbourhood. Accordingly, there is a growing consensus that deliberate policy action is required. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The relationship between innovation and neighbourhood has been the subject of sustained academic interest across several disciplines. National policies and programmes have sought, with varying degrees of success, to respond to the realities of innovation and neighbourhood. Comparative work by Bamgbose and Adekunle (2022) across several states uncovered a consistent pattern linking innovation with neighbourhood. For practitioners, the practical significance of innovation cannot be overstated, given its demonstrable link with