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Master Thesis Abstract

**Influence of Creativity and Innovation on the
Entrepreneurial Performance of a Public Electricity
Company**

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Summary

This research study examined the Influence of Creativity and Innovation on the Entrepreneurial Performance of a Public Electricity Company: A Case Study of the Transmission Company of Nigeria. The objective of the research was to examine the Influence of Creativity and Innovation on the Entrepreneurial Performance of a Public Electricity Company. Both primary and secondary data were used for the data gathered. The survey research method was used through the distribution of four hundred (400) questionnaires to Staffers of the Transmission Company of Nigeria. Thereafter, data gotten were statistically analysed. In analysis of the data gathered, it was found that creativity and innovation through product quality, new technology, and new product development significantly affect the performance of a public electricity transmission company. The study recommends that to enhance performance and sustainability public electricity transmission companies should engage more on technology in improving the quality of its electricity product.

Keywords: Creativity, Electricity Transmission Company, Entrepreneurial Performance, Innovation, New Product Development, New Technology, Product Quality, Public Electricity Transmission Company, Product Innovation, Process Innovation, Technology Innovation, Transmission Company of Nigeria, Nigeria

Objectives of the Thesis

The general objective of this study is to analyze the Influence of Creativity and Innovation on the Entrepreneurial Performance of a Public Electricity Company. The specific objectives of this study are as follow:

- i. To determine the effect of high quality electricity product on the profitability of a public Electricity Transmission Company.
- ii. To determine the effect of introduction of new technology on the profitability of a public Electricity Transmission Company.
- iii. To determine the effect of improved product development on the sales turnover of a public Electricity Transmission Company.

Methodology

In order to correctly capture the influence of creativity and innovation on entrepreneurial performance of the Transmission Company of Nigeria, both primary and secondary data were used. The quality of electricity product and technology were used to determine creativity, and improved electricity product development was used to determine innovation. Profitability, productivity and electricity transmission sales turnover were used to determine the entrepreneurial performance of the Transmission Company of Nigeria (TCN). The Primary data were gotten through the administration of questionnaires while the secondary sources used included information on the activities of the company gotten from, abstracts, dissertations, journals, magazines, newspapers, periodicals, textbooks, and so on.

A quantitative technique in designing of the questionnaire was chosen in order to intelligently capture the variables that can actually determine the dependent and independent constructs of this research. Data is collected nationwide from staffers of the transmission company of Nigeria. There was no restriction on the position nor educational status of respondents in the company. Thereafter, the data collected was analyzed.

Conclusion

This research survey examined the influence of creativity and innovation on the entrepreneurial performance of a public electricity transmission company. The study has proven that creativity and innovation has a significant effect on the profitability, productivity and sales turnover of electricity transmission companies. The different dimension examined have shown valuable relationship which is a pointer for enhanced performance of electricity transmission companies. Considering the data collected and presented, the level of creativeness and innovativeness as regards to product quality, new technology and business performance of the Transmission Company of Nigeria although adequate, is not extraordinary. In the meanwhile the company's level of improved product development is considered fairly high as explained earlier. Therefore in relation to these findings it is necessary to conclude that electricity transmission companies engage in creative and innovative activities which help to enhance their performance and sustainability over time

Suggestion for Further Studies

This research work focused on the influence of creativity and innovation on the entrepreneurial performance of a public electricity transmission company. The study examined the effect of specific creativity and innovation variables such as product quality, new technology, and new product development on the entrepreneurial performance of an electricity transmission company. The researcher therefore suggests that further studies in the research topic be carried out using more innovation and especially creativity variables.

Recommendations

Based on the findings of this research work, the following recommendations are hereby given below;

1. Given the importance of electricity transmission to the economy of a country, it is essential that electricity transmission companies adopt creativity and innovation in their daily operations to enhance their productivity as this research survey have proven beyond doubt that creativity and innovation has a significant positive impact on the performance of electricity transmission companies.
2. Electricity transmission companies should engage in improved product development as this leads to the production of a quality and better electricity product which in turn increases sales turnover as well as profitability.
3. The importance of new technology cannot be overemphasized in electricity transmission Hence, electricity transmission companies should employ the use of new technology as this enhances productivity and to a large extent reduces the cost of production.
4. Finally electricity transmission companies should be involved in extensive employee empowerment through trainings so as to foster the growth of a creative and innovative way of reasoning in employees.

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