Title of Article: Assessing the link between service innovation and performance in telecommunication industry.

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Abstract: Literature search has revealed that despite the dominance of services in modern economies, and their rapid growth worldwide, there are limited researches in the area of service innovation. This study attempted to bridge the gap by ascertaining the nature of relationship between innovation and firm performance. Survey research design was adopted and three hypotheses were formulated and subjected to statistical tests. It was discovered that service process innovation, service modification and service innovation structure are significantly related to firm performance. It was recommended that firms should put in place service innovation structure that is coupled with quality improvement practices in order to sustain and enhance its competitive advantage and customer patronage.