

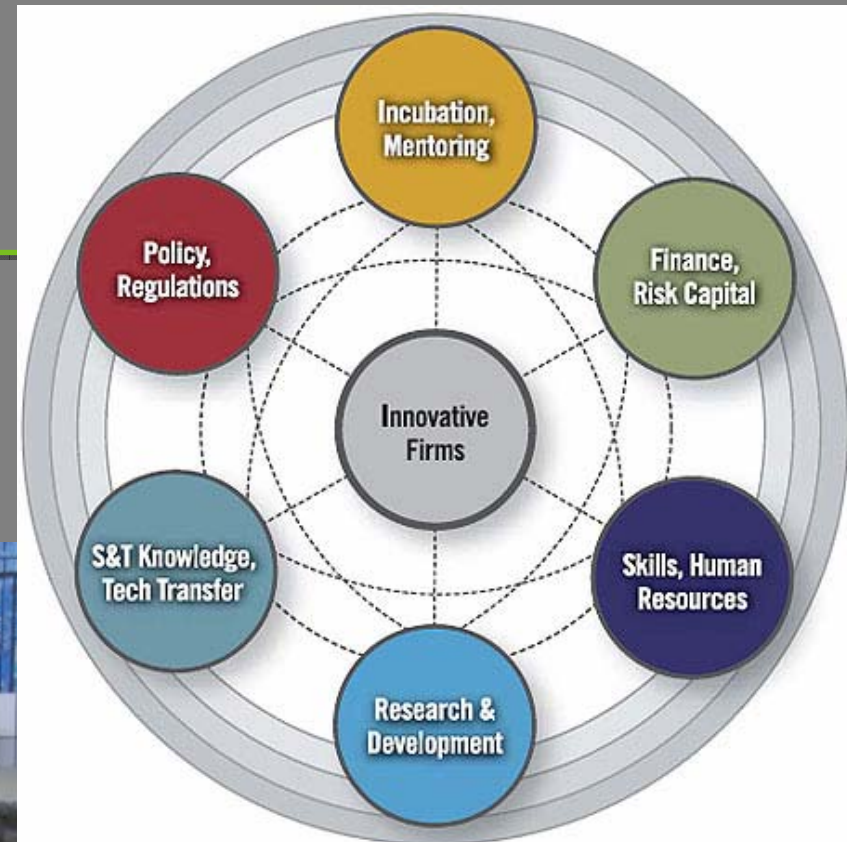
Exploring the potentials of ICT enabled co-creation platform for SMEs in Ikeja ICT cluster, Lagos

A research agenda

**Oparaocha,
Gospel**

Agenda

- ☐ Overview of Concept
 - ☐ Research Objectives
 - ☐ Background/
 - ☐ Research Question
 - ☐ Methodology & Research Design
 - ☐ Expect Contribution
-



Overview

☐ Growing ICT & SME sector in emerging markets (Nigeria)

- In Nigeria, SMEs account for some 95% of formal manufacturing activity and 70% of industrial jobs.
- They employ an average of 50 percent of the working population as well as contributing up to 50 percent of Nigeria's industrial output

☐ SMEs have compelling growth potential in Nigeria

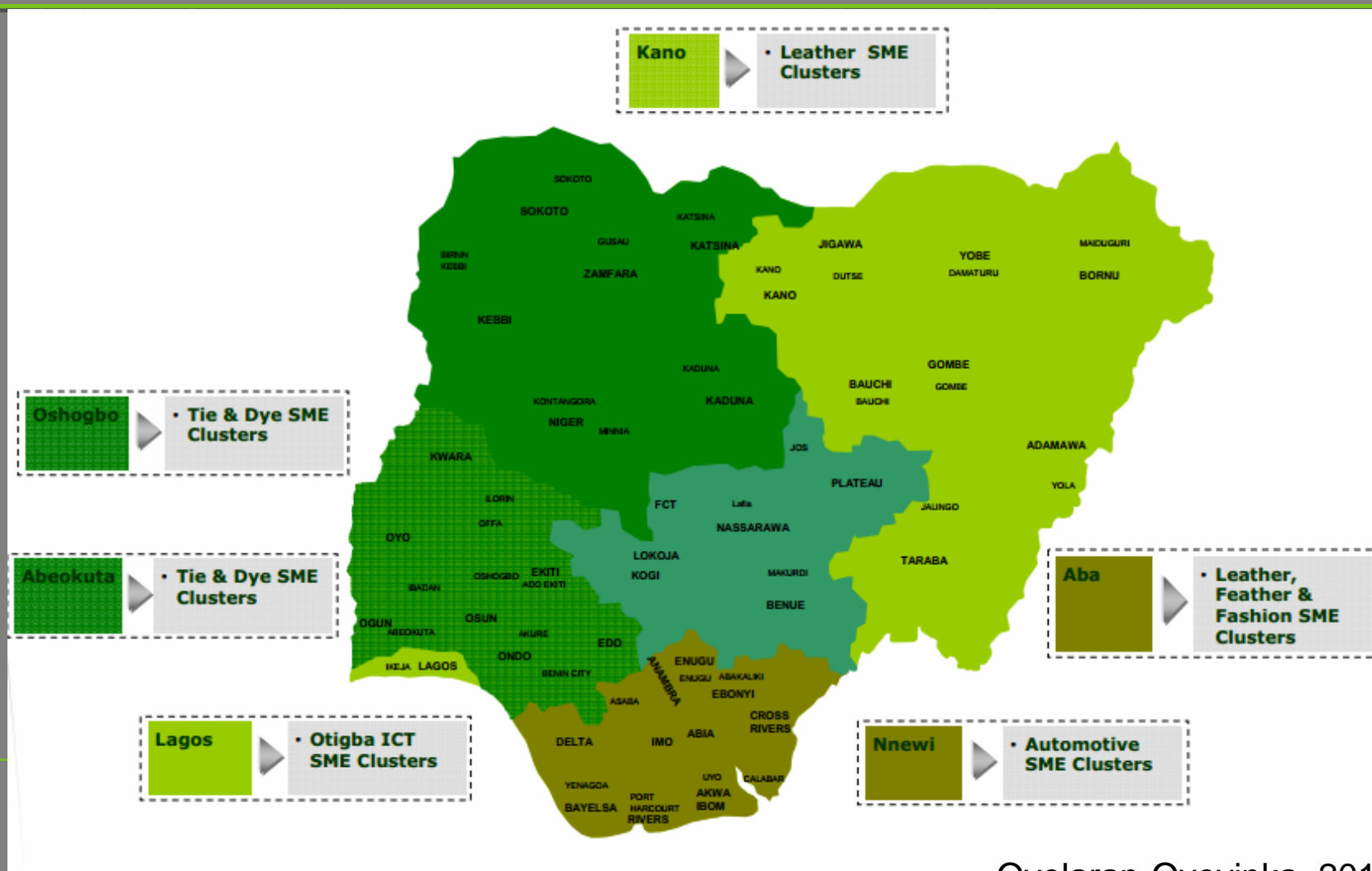
☐ ICT sector is seen as key sector for Vision20 2020

<http://www.cbn.gov.ng/>

Some General Issues

- ❑ Inadequate and inefficient infrastructural facilities, which tend to escalate costs of operation for SMEs
- ❑ Lack of adequate funding/credit for SMEs: bankers committee intervened in 2001 with a scheme themed “Small and medium industries Equity Investment Scheme”(SMIEIS)
- ❑ Complexity of innovation processes & vulnerability to MNCs
- ❑ Consumers of the digital era

(Mambula, 2002)



Oyelaran-Oyeyinka, 2013

Objective

- ☐ Investigate the role of ICT in inter-firm networks and dyadic relationships
 - ☐ Potential for ICT-sector specific open innovation platform
 - ☐ Possibilities and critical factors for organizing the ICT cluster as smart community of co-creators who are reliant on each other for process, product and market innovations
 - ☐ Pilot platform with in the Ikeja ICT cluster
-

Research Question

- ❑ *How can the Ikeja ICT cluster be organized as smart communities of co-creators?*
 - ❑ *What are the potentials and competitive landscape for co-creation innovation in Ikaja ICT cluster?*
 - ❑ *How can the SMEs utilize an ICT platform for open innovation and network relationship to overcome emerging market country liabilities and the liabilities of smallness?*
-

Literature background

- ❑ The existing literature has consistently emphasized the importance of SMEs as major vehicle for generating steady economic and innovation flow which is essential for sustainable economic and social revitalization (Floyd & McManus 2005; Ayyagari et al., 2007)
 - ❑ Due to resource constraints, small businesses face diverse barriers to creating and maintaining innovative capacity, resource generation and international expansion (Ruzzier et al., 2006; Phelps, 2010; Rese & Baire, 2011, p. 138).
 - ❑ Therefore, SMEs rely on different external network alliances in order to augment their resource incapacity (Street & Cameron, 2007; Shamsuddoha et al., 2009; Torkkeli et al., 2010).
-

-
- ❑ Even-though the recent years have seen enormous growth in collaborative innovations; however, majority of SMEs in the emerging markets are especially disadvantaged due to several factors including “emerging market liabilities and the liabilities of smallness”
 - ❑ Complexity, high costs and shorter commercialization circle
 - ❑ Firms that figure out the best strategy to leverage collaborative network systems are the ones that will lead the innovation frontiers in these emerging markets (Rese & Baire 2011)
-

-
- ❑ The information and communication technology sector is among the most fast-paced sectors in terms of the speed of commercialization and dissemination of innovations.
 - ❑ ICT sector complexity of innovation processes has led to growth in the small-businesses' usage of external networks in their innovation process.
 - ❑ Positive relationships between inter-firm cooperation and innovation performance of entrepreneurial firms especially within the ICT sector (cf. Mohannak, 2007; Todd & Javalgi, 2007).
-

Specific problems

- ☐ **Most of the existing CRM and cloud-based project management platforms are not suitable for many emerging markets**
 - ☐ **Popular social media platforms are not suitable platforms for inter-firm collaboration**
 - ☐ **Poor investment in own platforms**
 - ☐ **Difficulty in inter-firm collaboration**
-

Methodology & Research Design

☐ Qualitative reseach

- ☐ Video-interviews with a random sample of 10 – 20 SMEs
- ☐ Co-creation of platform/UI
- ☐ Pilot test with a different sample group

Expected contribution

- a) bridging the gap in literature in the area of emerging market's ICT firm's inter-firm network relationships for innovation creation and dissemination using a digital co-creation platform.
- b) b) Inter-firm collaborations influencing rapid successful internationalization?
- c) Development of a typology of inter-firm networks dynamics within the ICT sector in the emerging markets perspective.
- d) Contribution towards managerial implication is inevitable. The results may help owners-managers of small-to-medium-size ICT firms towards a strategy fit for harnessing full potentials of inter-firm collaboration in developing and sustaining innovations both for the local market and for internationalization.

