

BUSINESS MODEL INNOVATION AND ORGANIZATIONAL RESILIENCE: THE MODERATING ROLE OF ENVIRONMENTAL TURBULENCE.

NAME: Samuel Gordon Etroo.

Abstract

Over the past couple of decades, business model innovation (BMI) has grown into a significant topic of study in the literature on strategic management and innovation. This study attempts to explore the impact of business model innovation on organizational resilience and examine the moderating effect of environmental turbulence.

In order to fulfill the objectives of this research, the data used to address the research questions was gathered from sampled workers from all levels at three telecom distributors in Ghana. The measuring variables are further examined, and the collected data are assessed for construct reliability and convergent validity. Multiple hierarchical regression, exploratory component analysis, and confirmatory factor analysis are all used to analyze the structural model. Out of the six stated hypotheses, the empirical study supports four of them. Results show that changes in value proposition innovation and value capture innovation have a favorable impact on organizational resilience. The results showed that environmental turbulence favorably moderates the impact of value proposition and value capture innovations on organizational resilience, supporting the same point of view. The study offers novel perspectives on how businesses can successfully adapt to their environment and get an advantage over rivals by implementing numerous business model innovation features. Managers will be informed as a result that innovations in organizational business models as well as new products and services are how firms realize their competitive drive. Once more, this study shows the contextual factors that may affect the long-term organizational resilience consequences by integrating environmental volatility as a moderating variable. Data collection and respondents' willingness to participate in answering the questionnaires were constraints on the study.

Keywords: Business Model Innovation, Organizational Resilience, Environmental Turbulence, multiple linear regression, confirmatory factor Analysis.