

ORGANIZATIONALL LEARNING CAPPABILITY, PRODUCTION INNOVATION PERFORMANCE AND FIRM PERFORMANCE IN THE GHANAIAN FREIGHT FORWARDING INDUSTRY: THE MEDIATING ROLE OF KNOWLEDGE INTEGRATION MECHANISMS (KIMs).

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Abstract

Rapid advancement in technology, COVID-19 pandemic and political upheaval in Europe have significantly disrupted the supply chain distribution in the global arena and Ghana is not an exception. This study, therefore, sought to examine the influence of the dimensions of organizational learning capability such as risk-taking, participative decision making. experimentation and dialogue on product innovation performance. Besides the direct relationship between these dimensions and product innovation performance, the study focused on the mediating role of knowledge integration mechanisms (KIMs) between these constructs. This phenomenon was investigated within the theoretical framework of knowledge-based view and resource-based view theories. Quantitative research approach was deployed in conducting this study. Purposive technique was used to select all 558 respondents making up all registered freight forwarding firms with the Ghana Institute of Freight Forwarders. Survey questionnaires were administered to selected individual respondents. Out of the 558 targeted respondents, 305 responded to the survey questionnaires. The statistical tool used to aid in the analysis was ordinary least square regression (OLS). The result of the study revealed that independent variable such as risk- taking and participative decision making has a positive and significant effect on product innovation performance. Although experimentation and dialogue had a positive effect, their effect was not significant on product innovation performance. Furthermore, risk- taking, and participative decision through the mediation of knowledge integration mechanism had a positive and significant effect on product innovation performance. Meanwhile, experimentation and dialogue, through the mediation of knowledge integration mechanism, were not found to have had any significant effect on product innovation performance. Product innovation performance had significant influence on firm performance.

Keywords: product innovation performance, knowledge integration mechanism, firm performance, dimensions, organizational learning capability, influence, construct, freight forwarders, Ghana, resource-based view, knowledge-based view.