INVESTIGATING BUSINESS INTELLEIGNCE AND ANALYTICS ON SMES COMPETITIVENESS: EVIDENCE FROM COMPUTER VILLAGE, LAGOS STATE

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A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER OF SCIENCE, BUSINESS ADMINISTRATION (MSC) DEGREE IN BUSINESS ADMINISTRATION IN THE DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF MANAGEMENT AND SOCIAL SCIENCE, COVENANT UNIVERSITY.

September, 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of Master of science, Business Administration (MSC) Degree in Business Administration in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, **OLANIYI, KEZIAH OLUWADAMILOLA (19PAB01881),** declares that this research was carried out by me under the supervision of Dr Ayodotun.S. Ibidunni of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

OLANIYI, KEZIAH OLUWADAMILOLA **…….**

Signature and Date

CERTIFICATION

We certify that this dissertation titled **"**Business Intelligence and Analytics on SMEs Competitiveness: Evidence from Computer Village, Lagos State**."** is an original work carried out by Olaniyi, Keziah Oluwadamilola (19PAB01881), in the Department of Business Management, College of Management and social sciences, Covenant University, Ota, Ogun State, Nigeria, under the supervision of Dr. Ayodotun. S. Ibidunni. We have examined and found this research work acceptable as part of the requirements for the award of Master of Science Business Administration (MSC) Degree in Business Administration.

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DEDICATION

This research work is dedicated to God, the giver of wisdom and knowledge, who provided supernaturally all through this program.

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TABLE OF CONTENTS

CONTENT	Pages
COVER PAGE	I
TITLE PAGE	II
ACCEPTANCE	III
DECLARATION	IV
CERTIFICATION	V
DEDICATION	VI
ACKNOWLEDGEMENTS	VII
TABLE OF CONTENTS	VIII
LIST OF TABLES	XII
ABBREVIATION	XIII
ABSTRACT	XIV
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the study	1
1.2 Statement of the Problem	3
1.3 Researchs Question	4
1.4 Objectives of the study	4
1.5 Research Hypotheses	5
1.6 Significance of the study	5
1.7 Scope of the Study	5
1.8 Operationalization of Research Variables	6
1.9 Operationalization of Terms	8
CHAPTER TWO: LITERATURE REVIEW	**9**
2.0 Preamble	9
2.1 Conceptual Review	9

2.1.1 Business Intelligence and Analytics 9

2.1.2 BI&A Evolution and Trends 11

2.1.3 Business Intelligence, Business Analytic & Big Data 13

2.1.4 Business intelligence &Analytics adoption 15

2.1.4.1 BI&A Adoption in SMEs 20

2.1.5 Business Intelligence and analytics Culture 22

2.1.6 Business Intelligence and analytics Structure 23

2.1.5 Business Intelligence and Analytics System 25

2.1.6 Business intelligence and analytics Value Creation 25

2.1.7 Distinctive Competence 28

2.1.8 Innovativeness 29

2.1.9 Service Quality 31

2.1.1.10 Customer service and SME performance 33

2.1.11 Operational Competence 34

2.2 Theoretical Review 35

2.2.1 Resource Based Theory 35

2.2.2. The Dynamic Capabilities View 37

2.3 Empirical Review 39

2.3.1 Business intelligence & Analytics adoption and distinctive competence 39

2.3.2 Business intelligence & Analytics culture and innovativeness 40

2.3.4 Business intelligence & Analytics system and customer value orientation 41

2.3.5 Business intelligence & Analytics value creation and operational competence 42

2.4 Gap in Literature 47

CHAPTER THREE: METHODOLOGY **49**

3.0 Preamble 49

3.1 Study Area 49

3.2 Research Philosophy 49

3.3 Research Design 49

3.4 Population of The Study 50

3.5 Sample Size Determination 50

3.6 Sampling Frame 50

3.7 Sampling Technique 51

3.8 Sources of Data Collection 51

3.9 Research Instruments and Method of Data Collection 52

3.9.2 Qualitative Instrument 52

3.10 Validity of The Research Instruments 52

3.11 Reliability of Research Instrument 53

3.12 Methods of Data Analysis 53

CHAPTER FOUR: RESULTS AND DISCUSSION 56

4.0 Preamble 55

4.1 Data Presentation and Analysis 55

4.2 Test of Hypotheses 73

4.3 Discussion of Findings 101

4.3.1 Theoretical findings 101

4.3.2 Empirical Findings 102

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS 105

5.0 Introduction 105

5.1 Summary 105

5.2 Conclusion 106

5.3 Contributions to Knowledge 106

5.4 Recommendation 108

5.5 Suggestions for Further Study 109

REFERENCES 106

APPENDICES 118

LIST OF TABLES

Table	Title of Tables	Pages
3.2	Reliability business intelligence and analytics on competitiveness	52
4.1.2	Demographic Characteristics of the Respondents	55
4.3.1	Frequency Distribution for business intelligence and analytics adoption	59
4.3.2	Frequency Distribution for business intelligence and analytics culture	60
4.3.3	Frequency Distribution for business intelligence and analytics structure	61
4.3.4	Frequency Distribution for business intelligence and analytics system	62
4.3.5	Frequency Distribution for business intelligence and analytics value creation	64
4.3.6	Frequency Distribution for distinctive competence	65
4.3.7	Frequency Distribution for innovativeness	66
4.3.8	Frequency Distribution for service quality	67
4.3.9	Frequency Distribution for customer value creation	68
4.3.10	Frequency Distribution for operational competence	69
4.4.1	Factor loading for business intelligence and analytics adoption on distinctive competence	72
4.4.2	path coefficients for business intelligence & analytics adoption and distinctive competence	73
4.4.3	Factor loading for Business intelligence & Analytics culture on innovativeness	75
4.4.4	path coefficients for business intelligence & analytics culture and innovativeness	77
4.4.5	Factor loading for Business intelligence & Analytics structure on service quality	79
4.4.6	path coefficients for business intelligence & analytics structure and service quality	81
4.4.7	Factor loading for Business intelligence & Analytics system on customer value orientation	83
4.4.8	Path coefficients for business intelligence & analytics system and customer value orientation	85
4.4.9	Factor loading for Business intelligence & Analytics value creation on operational competence	87
4.4.10	path coefficients for business intelligence & analytics value creation and operational competence	89
4.4.11	Emerging themes based on business intelligence and analytics on budgeting	90
4.4.12	Emerging themes based on business intelligence and analytics improves competitiveness	92
4.4.13	Emerging themes based on business intelligence and analytics on innovativeness	94
4.4.14	Emerging themes based on obstacles inhibiting SMEs from adopting business intelligence and analytics	96

LIST OF FIGURES/GRAPHS

Figures	Title of Figures	Page
2.1	Evolution of decision support technologies	12
2.3	depicts the usual BI&A structure	25
4.1	Predictive relevance (Path coefficient) of Business intelligence &Analytics adoption on distinctive competence of SMEs	72
4.2	Predictive relevance (Path coefficient) of Business intelligence &Analytics culture on innovativeness of SMEs	76
4.3	Predictive relevance (Path coefficient) of Business intelligence &Analytics structure on service quality of SMEs	80
4.4	Predictive relevance (Path coefficient) of Business intelligence &Analytics system on customer value orientation of SMEs	84
4.5	Predictive relevance (Path coefficient) of Business intelligence &Analytics value creation on operational competence of SMEs	88

ABBREVIATIONS

BI&A- BUSINESS INTELLIGENCE AND ANALYTICS

CSF- CRITICAL SUCCESS FACTOR

DBMS- DATABASE MANAGEMENT SYSTEM

DSS- DECISION SUPPORT SYSTEM

DW- DATA WAREHOUSE

EIS- EXECUTIVE INFORMATION SYSTEM

ERP- ENTERPRISE RESOURCE PLANNING

IS- INFORMATION SYSTEMS

IT- INFORMATION TECHNOLOGY

KM- KNOWLEDGE MANAGEMENT

KPI- KEY PERFORMANCE INDICATOR

MIS- MANAGEMENT INFORMATION SYSTEM

PDSS- PERSONAL DECISION SUPPORT SYSTEM

RBV- RESOURCE-BASED VIEW SAAS SOFTWARE-AS-A-SERVICE

SME- SMALL AND MEDIUM-SIZED ENTERPRISE

VRIN- VALUABLE, RARENESS, INIMITABLE, AND NON-SUBSTITUTABLE

ABSTARCT

The issue of Business intelligence and Analytics (BI&A) adoption in businesses has always been a challenge to organisation especially SMEs. However, the idea has always been on how to adopt BI&A technology into the system of the business in boosting competitiveness and understanding importance of data collection. The main purpose of this study is to explores the impact of business intelligence and analytics on competitiveness of SMEs in Nigeria. Questionnaire were administered to the owners of SMEs at Computer village, Lagos state. A total of 384 copies of the questionnaire were administered to the owners of SMEs in Computer village. The analysis of the data collected was done using IBM SPSS (Statistical package for social science), structural equation model (SMART-PLS). the qualitative data was analysed and interpreted using thematic analysis. Result of data analysis showed that there exists positive relationship between construct of business intelligence and analytics and competitiveness. Based on the finding, the study recommended that organisation should imbibe the use of computer software foe easier access to information and also be updated about new technology application that is related to their firms, this will increase productivity and increase easy accountability. However, as technology keeps advancing SMEs continuously receives new methods and equipment for operation, it is imperative to offer practical training for effective results.

Keywords: Business intelligence and analytics, Competitiveness, SMEs