

HTS - Topic Selection Sample Work

Report Prepared By:

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Components	Details
Client Requirement	Topic must fall under Management, with a focus on Technology Management and Innovation in Ghana. Research should use secondary data.
Preferred Focus	Entrepreneurship and Technology Management-based Innovation
Expert Suggestion	Based on feasibility and relevance of secondary data, two unique and underexplored titles are suggested. These have not been studied extensively in Ghana.
Suggested Title 1	<i>Assessing the Impact of Technological Innovation on Entrepreneurial Growth in Ghana: A Secondary Data Approach</i>
Suggested Title 2	<i>The Role of Technology Management in Enhancing Innovation-Driven SMEs in Ghana: A Sectoral Analysis Using Secondary Data</i>
Service Type	Elite Topic Selection Service
Research Type	Qualitative/Quantitative – Secondary Data Based
Research Focus Area	Technology Management, Innovation, Entrepreneurship, Development Studies
Keywords	Technological Innovation, Entrepreneurship, SMEs, Ghana, Technology Management, Secondary Research
Database(s) Used	World Bank Data, Ghana Statistical Service, UNCTAD, Scopus, Web of Science, ResearchGate
Year of Search	2025
Outcome of Topic	Topics are viable, data-accessible, and aligned with client's goals. Both are innovative, context-specific, and appropriate for a secondary data-based thesis in Ghana.

Client Requirement: The interest of the client is to choose a topic in management background. She wants her topic to be focused on Technology management and innovation, in Ghana and using secondary data in her research.

Expert Suggestion: If it's purely based on secondary research, the thesis may not have value. However, we have taken two titles based on the feasibility of secondary data. You can go through the same, and both the titles are unique in that not been studied elsewhere superficially in Ghana.

Client requirement. Entrepreneurship and Technology Management-based Innovation

General review

Tentative Title 1: Impact of Organisational and Technological Innovation on Firm's Export Performance: An Empirical Study among Ghanaian Export Ventures

Studies on innovation on firm's export performance has been an under-researched area that remains serious concerns for business in Africa. Although previous studies indicated the evidence of social learning (Conley & Udry, 2010), stronger networking capabilities and a more organic structure enhances the innovativeness (Boso et al., 2013), skills-Information and Communication Technology (ICT) capability/capacity; unsophisticated markets; deficient fiscal policy; and organisational risks (Bartels et al., 2016) and export performance, but still, it remains unclear how this mechanism affects the exporting-innovation relationship. George et al., (2016) called for more research and argued that there is a paucity of studies shedding light on innovation and export relationship which causes serious business concerns for business in Africa. Majority of the previous studies have looked firm-level factors on export performance but not specifically on technological and organisational factors. In light of the above, the study will analyse the impact of organisational and technological innovation on firm's export performance. The study will use a repeated cross-sectional survey, World Bank Enterprise surveys and Innovation Follow-up survey.

Tentative Title 2: Do firm-level resources interacts with regional institutional quality to explain innovation output: Ghanaian Experience

Fu et al. (2018) reported that innovation positively impacts the labour productivity of both formal and informal firms in Ghana. In specific, their findings showed technological innovation had a significant impact than managerial

innovation. Another interesting finding from the study was innovation on productivity tends to be greater for formal firms than informal. This shows that firm-level resources play a major role in explaining innovation within the firm. Empirical studies conducted outside Ghana but in general African context stressed the role of firm-level resources in explaining innovation. For instance, the study by Munthali et al., (2018) identified the potential role of ICTs platforms to support innovation-intermediation role. However, despite such relationships, such as achieving such realisation has been challenging due to the wider social, organisational and institutional factors.

Further, these studies also emphasised the importance of regional /home country institutional quality in moderating the relationship. For instance, the recent study Barasa et al., (2017) emphasized the importance of regional institutional quality in creating firm-level innovation. The study was based on the survey conducted among three countries in East Africa including Kenya, Tanzania and Uganda. The present study will examine the causal effect of firm-level resources on innovative output in Ghana, and Further, it will include higher educational attainment and gender along with resources to investigate the direct impact on the innovation output. Adding the entrepreneurial factor also been stressed in the policies of Ghana. According to the Global Entrepreneurship Monitor (GEM), 2017 Report (GEM, 2017) South Africa has the lowest youth entrepreneurial participation of 12.8 per cent while non-entrepreneurial youth recorded 63.9%. This shows that still, SA had not yet unleashed its entrepreneurial potential. With this background, the study will be using firm-level data from the World Bank Enterprise Survey, and the Innovation Follow up survey module.

References

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