COLLABORATIVE INNOVATION MARKETING STRATEGY AND SUSTAINABILITY DEVELOPMENT OF TELECOMMUNICATION FIRMS IN RIVERS STATE, NIGERIA.

BY

D. C. Igani (Ph.D.)
Department of Marketing,
Ignatius Ajuru university of Education, Port Harcourt,
Rivers State.
igani22@gamil.com

Anuonyeh, Anselem
Department of Marketing,
Ignatius Ajuru university of Education, Port Harcourt,
Rivers State.

Abstract

This study empirically examined collaborative innovation marketing strategy and sustainability development of telecommunication firms in Rivers State, Nigeria. The objective of the study was to determine the relationship between collaborative innovation marketing strategy and sustainability development of the telecommunication firms in Rivers State. Two research questions were posed and two hypothesis were formulated to guide the conduct of the study. The population of this study comprised of 381 respondents which are the customers of the telecommunication firms in Rivers State, through the use of Icrejice and Morgan table 1970 to determine its sample size. The research design adopted for this study was Pearson product moment correlation statistics. The results were that collaborative innovation marketing strategy has a positive significant relationship with sustainability development of telecommunication firms in Rivers State, Nigeria. The findings of this study were a positive significant relationship between collaborative innovative marketing strategy with information sharing and resource sharing of the telecommunication firms in Rivers State, Nigeria. We concluded that collaborative innovation marketing strategy has a significant relationship with sustainability development of telecommunication firms in Rivers State, Nigeria. We recommended that telecommunication should make adequate uses of effective information and resource sharing, which will enhance development in the society and also to foster customer loyalty and brands in the life of the users.

Keywords: Collaborative Innovative Marketing Strategy, Sustainability Development, Informative sharing, resource sharing and customers.

Introduction

Sustainable marketing requires a consideration of environmental, economic and social issues in all elements of marketing strategy planning, from objective setting to target market selection to strategic and tactical decisions regarding each of the marketing mix variables. Sustainable marketing is a holistic, integrative approach that puts equal emphasis on environmental, social equity, and economic concerns in the development of marketing strategies www.undp.org, but as earlier mentioned, the focus in this study is on the ecological aspect due to limitation/reasons. Business activities, including marketing practices, have a detrimental impact on planetary ecosystems. However, adoption of sustainable business practices can, and are, providing solutions to many of these problems with the qualification that managers have the requisite education and motivation to implement such practices (Bridges & Wilhelm 2008, GarciaRosell & Moisander, (2008).

Collaborative innovation strategies have been shown to be more advantageous than authoritative or competitive strategies especially when dealing with 'wicked problems', i.e. those where no definitive statement can be made about the problem itself, where stakeholders

champion alternative ways to frame it and to propose solutions, and where constraints to the solving process are constantly changing (Roberts, 2000). More- over, there is now a consensus among scholars of public and non-profit management and administration that especially fruitful are those collaborations among actors from the public, private for-profit, and private nonprofit sectors, with authors referring to them with labels-just to name a few-as diverse as cross-sectoral partnerships (Huxham, 1996; Huxham & Vangen, 2005), integrated networks (Provan & Milward, 1995), networked government (Agranoff, 2007), inter-organizational partnerships for value creation (Le Pennec & Raufflet, multi-stakeholder partner- ships (MacDonald et al. 2019), and social partnerships (Yin & Jamali, 2020). Whereas the reference to complex and wicked problems often implies without making explicit the need for new solutions, Hartley (2005) explicitly highlights the existence of a relation between networked governance and innovation.

Statement of the problem:

The telecommunication firms in Rivers State, Nigeria are geared toward the application and business impact within the context of our society. Very obvious, the telecommunication firm has achieved their firm goals from its inception, that maximum profit growth large market share growth and customer satisfaction.

Furthermore, the firm has been seen in the course of the study that, although they make profit, but there are circumstances of not attaining the best possible opportunities in sustainability development goals in Nigeria as a society. Therefore the telecommunication firm anticipates the problems of knowledge sharing and knowledge creation.

This work is geared towards producing solutions to such problems, hence collaborative innovation marketing strategy and sustainability development of telecommunication firms in Rivers State, Nigeria.

Study Variables and Research Framework:

In this paper collaboration innovation marketing strategy and sustainability development of telecommunication firms in River State, Nigeria collaborative innovation marketing strategy is our predictor variable with its measure as well, while criterion variable in measured as knowledge sharing and knowledge creation.

The study variables are expressed in functional relationships as stated below:

SD=FCIMS) ---- 1

CIMS =.CIMS---2

SD = IS, RS -----3

Where;

SD = Sustainability development

CIMS = collaborative innovation marketing strategy

IS = information sharing

RS = Resource creation

Collaborative innovation marketing strategy: It seeks to integrate contribution on collaborative governance, as well as collaborative innovation solution to marketing strategy, such as environmental, economic and social issues in planning to achieve them.

Sustainability development: This focuses on improving the quality of life for all the Earths citizens without increasing the use of natural resources beyond the capacity of environment to supply them indefinitely.

Resource sharing: refers to corporative use of tangible and intangible assets in logistics in fracture, human capital, technology and financial resources.

Conceptual / Operational Framework

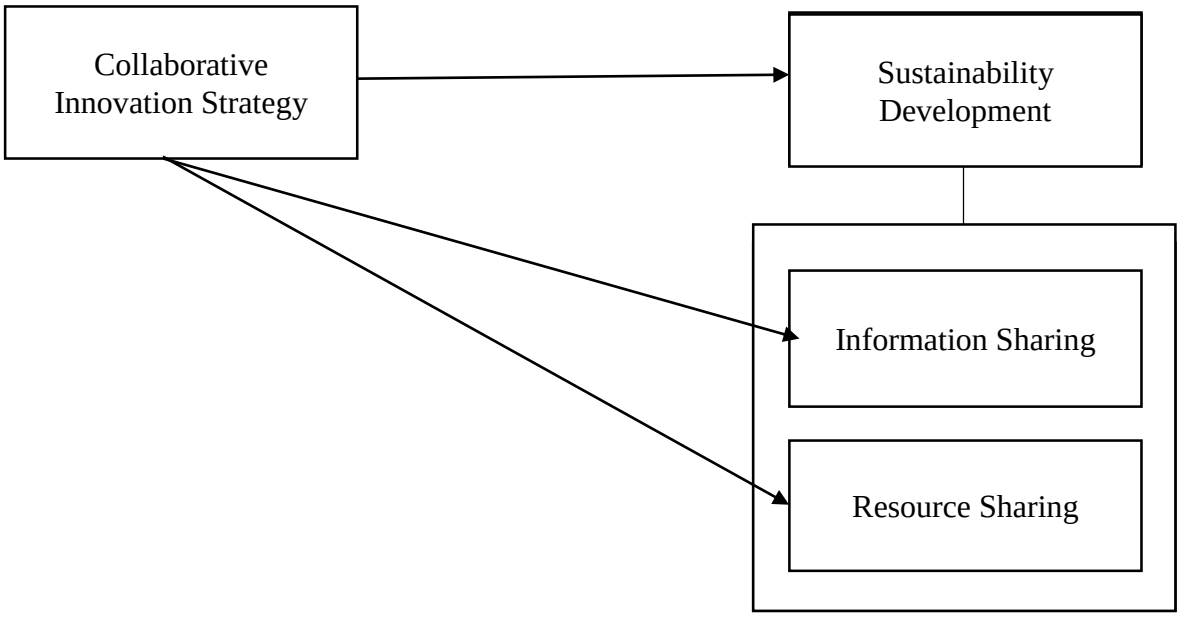

Figure 1.1: Conceptual / operational framework of collaborative innovative marketing strategy and sustainability of telecommunication firms in Rivers State, Nigeria.

Source: Mariani et al (2022),Cao & Zhang,(2019); and Wang,(2018)

Objective of the study:

The objective of the study was to determine re31ationship between collaborative innovative marketing strategy and sustainability development of telecommunication firms in River State, Nigeria. Specifically, the papers sought to;

1. ascertain the relative between collaborative innovation marketing strategy and knowledge sharing of telecommunication firms in Rivers State, Nigeria.
2. determine the relationship between collaborative innovation marketing strategy and knowledge creation of telecommunication firms in Rivers State, Nigeria.

Information sharing: it is the enabler of collaboration, coordination, strategic alignment among the supply chain partners.

Research Question

The following research question guided this paper;

1. What is the relationship between collaborative innovation marketing strategy and information sharing of telecommunication firms in Rivers State Nigeria?
2. What is the relationship between collaborative innovation marketing strategy and resource sharing of telecommunication firms in Rivers State Nigeria?

Research Hypothesis

The following null hypothesis were formulated and tested at 0.05 level of significance;

Ho_1 There are no significant relationship between collaborative innovation marketing strategy and information sharing, of telecommunication firms in Rivers State.

Ho_2 There are no significant relationship between collaborative innovation marketing strategy and resource sharing, of telecommunication firms in Rivers State.

Literature Review

Concept of collaborative innovation marketing strategy

In fact, Bommert (2010) notes that collaborative innovation is especially suited to solve persistent as well as emergent problems "because it opens the innovation cycle to a variety of actors and taps into innovation resources across borders, overcomes cul-tural restrictions and creates broad socio-political support for public innovation." (Bommert, 2010).

More recently, Torfing (2019) notes a renewed interest in the concept of collaborative innovation prompted by a growing body of literature which seeks to integrate contributions on collaborative governance (Ansell & Torfing. 2014a; Bryson et al., 2014, 2015; Cristofoli et al., 2021a, b; Emerson et al., 2012; McGuire, 2006) with those that rely more generally on theories

of innovation in public sector settings (Eggers & Singh, 2009; Hartley, 2005; Sorensen & Torfing, 2011; Torfing et al., 2020; Trivellato et al., 2021). As it ascribes a crucial role to cross-sector partnerships, this literature assumes that "the participants in collabora-tive innovation are public and private actors that either have relevant knowledge, ideas and resources or are affected by the problem or the innovative solution and, therefore should be included in order to ensure that the problem is properly understood and the solution is feasible and solves the prob-lem." (Torfing, 2019)

Collaborative innovation is, according to Hofstad and Torfing (2016), a promising means to address the 'wicked and unruly' problems that increasingly characterize public policy arenas, including those related to the challenges posed by sustainable development. Examples of such problems include climate change, congested cities, protection of natural resources and social inequalities in health and education (Torfing & Ansell, 2017), as well as homelessness, integration of immigrants and refugees, or gang-related crime (Sorensen & Torfing, 2017). In fact, all these examples pertain to areas of sustainable development in their social, environmental, and economic dimensions (Sachs, 2012). As such, collaborative innovation holds promise to address these issues as it "brings together a range of stakeholders from the public, for-profit, and nonprofit sectors, as well as users and citizens themselves, in interactive arenas that facilitate the cross-fertilization of ideas, mutual and transformative learning, and the development of joint ownership of solutions. “(Hartle et al. 2013;Trivellato et al., 2019).

To assess how collaborative innovations may in practice contribute to the 2030 Agenda, we draw from a framework that was originally developed by Sorensen and Torfing (2011) for the analysis of collaborative innovation and we add contributions from the literature on grassroots innovations for sustainability (Seyfang & Haxeltine, 2012; Seyfang & Smith, 2007; Smith et al., 2014), and from the societal orientation literature (Duque-Zuluaga & Schneider, 2008; Hsich et al., 2008; Liao et al., 2001). Our framework highlights the elements, and the interactions thereof, that lead to the generation of innovation outputs; we build on it by making explicit how these innovation outputs generate benefits that contribute to sustainable development.

Given their central role within the framework, it is helpful to point out at the outset that innovation outputs are seen as including new forms of governance, organization, or process work; product and service innovations; and policy innova-tions (Sorensen & Torfing, 2011). In the case of sustaina-bility-oriented bottom-up initiatives such as low impact housing developments or community composting schemes-these innovations are further characterized

by the common goal of promoting sustainable development, and by a strong involvement of NPOs in the innovation process. The results are "novel bottom-up solutions for sustainable development; solution that respond to local situation and interest and values of communities involved (Sollang & Smith, 2007)

This motivations that improves performance based on ecological, economic, and social criteria for definition of such performance (Booms et al, 2013; Carrillo- Hemosilla et al 2010) and whose characteristics may differ according to specific spatial, temporal, and cultural conditions (Booms et al; 2013).

Sustainable Development

It seems reasonable to interpret sustainable development as development that can continue "forever" or at least for a very long time; say, for several generations. It is clear that the time dimension is crucial in sustainable development; it is a dynamic concept. It is a development path that can or cannot be continued over a very long time. However, simply being sustainable does not make a development path desirable. It also matters whether it is the sort of development path society wants to follow and this depends on what determines well-being for its members. Measuring well-being at points over time gives evidence whether the current development path is in line with societal goals and hence worth sustaining or not (UNECE/OECD/Eurostat, (2008). Sustainable development of human society has environmental, material, ecological, social, economic, legal, cultural, political and psychological dimensions that require attention: some forms of sustainable development can be expected to be much more acceptable to humans and, therefore, much further away from eventual collapse than others. A just and fair society, for example, is likely to be more securely sustainable than a materially sustainable brutal dictatorship (Balaton Group, 1999).

The most frequently used definition of sustainable development (European Commission, 2006) is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It was coined in 1987 by the United Nations-appointed World Commission on Environment and Development, also known as the Brundtland Commission after its chair, former Norwegian Prime Minister Gro Harlem Brundtland. Sustainable development is a vision and a way of thinking and acting. It will not be brought about by policies only it must be taken up by society at large as a principle guiding the many choices each citizen makes every day, as well as the big political and economic decisions that affect many.

Sustainable development (SD. Crate away) focuses on improving the quality of life for all of

the Earth's citizens without increasing the use of natural resources beyond the capacity of the environment to supply them indefinitely. It requires an understanding that inaction has consequences and that we must find innovative ways to change institutional structures and influence individual behavior. It is about taking action, changing policy and practice at all levels, from the individual to the international. Sustainable development is not a new idea. Many cultures over the course of human history have recognized the need for harmony between the environment, society and economy.

Sustainable development, in fact, is a complex concept, debating with different temporal and spatial scales and with multiple stakeholders. As such, it requires a pluralistic approach to deal with multiple actors and multiple levels, so as to create a common vision of the planet's future, and to resolve potential trade-offs (van Zeijil- Rozema et al., 2008). This need for an integrated approach to tackle the SDGs is, in fact, a pillar of the 2030 Agenda for Sustainable Development, where the Goals and the targets are meant to stimulate action in the following five areas: people, planet, prosperity, peace, and partnerships. A key part of the 2030 Agenda is also the Addis Ababa Action Agenda, which contains concrete measures in relation to public and private resources, international trade and aid, and a range of issues related to science, technology, innovation and capacity-building, and data, monitoring and follow-up (UN General Assembly, 2015).

Sustainable development challenges include issues such as the consequences of climate change, inequalities in access to health and education, integration of immigrants and refugees, and several others which embody the 'wicked problems' (Sorensen & Torfing, 2017; Torfing & Ansell, 2017) that are best addressed through forms of governance involv-ing partnerships and multi-actors' networks (Hofstad & Torfing, 2016; Koppenjan & Klijn, 2004; Sorensen & Torf-ing, 2011; Van Huijstee et al., 2007). Within the New Public Governance approach (Ansell & Torfing, 2014a, 2014b; Crosby & Bryson, 2010; Koppenjan, 2012; Osborne, 2006, 2010), such wicked problems may be fruitfully addressed through collaborative innovation, which involves constructive integration of partners' differences and resources, and the development of new solutions that disrupt established practices (Hofstad & Torfing, 2016).

Information Sharing:

Information sharing is a core pillar of supply chain management (SCM) and a critical enabler of collaboration, coordination, and strategic alignment among supply chain partners. In the context of SCM, information sharing refers to the timely, accurate, and transparent exchange of data such as demand forecasts, inventory levels, sales trends, capacity constraints, and

logistics updates between entities in a supply chain (Wang et al., 2018). The purpose of such sharing is to minimize uncertainties, align expectations, and support integrated decision-making processes across the supply chain. By fostering transparency, information sharing facilitates synchronized act or s among partners and improves both upstream and downstream responsiveness. In today's highly volatile and customer-centric markets, the ability to access and disseminate accurate information in real-time has become a vital competitive advantage for firms seeking to achieve supply chain agility and resilience.

The strategic value of information sharing lies in its ability to reduce the well-known "bull whip effect" a phenomenon where small fluctuations in consumer demand lead to amplified variations in inventory levels as information travels up the supply chain. When demand information is distorted or delayed, suppliers tend to overreact, resulting in inefficiencies, stockouts, or ecos inventory (Cheng, Chen, & Huang (2019), Information sharing counteracts this by pro ding visibility across all tiers of the supply chain, enabling each partner to plan more accurately and reduce buffers and safety stocks. In collaborative supply chains, visibility is not only a technical requirement but a trust-building mechanism that allows firms to align their goals and perform ar ce metrics. The outcome is a more synchronized supply chain with optimized operations, reduced costs, and enhanced customer satisfaction.

Technological advancements have greatly enhanced the capacity and quality of information sharing in modem supply chains. The proliferation of digital platforms, cloud computing, in net of things (IoT), and enterprise resource planning (ERP) systems has made it easier for firms to collect, store, and disseminate data across organizational boundaries. Real-time analytic and decision support systems allow for proactive adjustments and predictive planning based on current data trends (Zhang et al., 2021). These technologies enable partners to engage in event-driven, planning, track product movement with high accuracy, and monitor demand patterns, thereby strengthening responsiveness. However, effective implementation depends on organization culture, data governance, and mutual willingness among partners to invest in shared systems. Without these, even the most sophisticated technologies can fail to deliver value.

Despite its benefits, the practice of information sharing is often limited by a lack of trust among supply chain partners. Many firms are reluctant to disclose sensitive information due to contempt over opportunism, competitive advantage, or data misuse.

Resource Sharing:

Resource sharing refers to the cooperative use of tangible and intangible assets such as logistics infrastructure, human capital, technology, and financial resources-among supply chain partners to optimize performance, reduce operational redundancies, and create mutual value. This collaborative practice shifts the traditional competitive model, where firms operate in isolation, toward a more interconnected system that emphasizes joint investment and utilization of resources. The essence of resource sharing lies in its potential to reduce costs, increase capacity utilization, and enhance service delivery across the supply chain. According to Govindan et al. (2020), resource sharing enables partners to tap into collective capabilities and mitigate individual constraints, especially in environments where capital and technological access are limited. As firms strive for leaner, more responsive supply chairs, resource sharing offers a viable strategy to improve efficiency without significant financial burden.

One of the most common forms of resource sharing in supply chains is the joint use of logistics infrastructure such as warehouses, transportation fleets, and distribution networks. This approach is particularly valuable for firms that face high capital expenditure requirements but have fluctuating demand cycles. By sharing warehousing space or pooling transportation services, firms can reduce underutilization and benefit from economies of scale. For instance, in the Nigerian context, telecommunications and retail firms often face logistical challenges due to poor infrastructure and high transport costs. Collaborative use of delivery networks and storage facilities not only cuts costs but also enhances last-mile delivery efficiency (Adebambo & Toyin, 2011) Furthermore, shared infrastructure minimizes environmental impact by reducing redundant fleet movement, aligning with the broader goals of green supply chain management.

Resource sharing also extends to human capital, particularly in areas requiring specialized skills or temporary labor. Firms can share technical experts, IT personnel, or even customer service teams on a project-by-project basis, especially in collaborative initiatives such as joint product development or market entry strategies. In doing so, they avoid duplicating recruitment and training efforts while ensuring knowledge transfer across firms. According to Cao and Zhang (2019), strategic human resource sharing enhances innovation capacity and accelerates me-to-market in dynamic industries. In service-oriented sectors like telecommunications, the ability to deploy shared technical support teams across multiple service locations can lead to faster issue resolution, increased customer satisfaction, and improved resource utilization.

In the digital age, technology and information systems have become pivotal resources this can

be shared across supply chains to foster integration and visibility. Firms can co-invest in Enterprise Resource Planning (ERP) systems, cloud platforms, or blockchain networks that allow for real-time data exchange, performance monitoring, and predictive analytics. These systems often require significant initial investment and technical expertise, which may be a barrier for small-amid-sized enterprises. Through resource sharing, partners can collectively fund and manage these systems, reducing the financial and technical burden on individual firms

Theoretical Review:

New Public Governance Theory

Our theoretical framework is built on the premise that collaboration can play a crucial role in solving societal problems, especially within the inter-organizational partnerships that are one of the pillars of the SDGs, and which are the object of analysis in this work. As detailed below, we propose an integration of two different literature strands, so as to connect the 'meso' level of the collaboration / network of partners with the 'micro' level of the individual collaborating organizations. A meso-level perspective—grounded in New Public Governance theory (Ansell & Torfing, 2014a, 2034b; Crosby & Bryson 2010; Koppenjan, 201.2; Osborne, 2006, 2010)—sheds light on how multi-stakeholder collaboration may help to address the 'wicked problems' of sustainable development. A micro-level (organizational) perspective focusing on individual non-profit organizations—and grounded in the non-profit management and market orientation literature (Duque-Zuluaga & Schneider, 2008; Hsieh et al., 2008; Kotler & Levy, 1969; Liao et ah, 2001)—emphasizes that an NPO needs to adopt a so-called 'societal orientation' to survive and fulfil its mission, with collaboration being a major component of such orientation. Joining these two perspectives highlights the positive role to be played by collaboration both for society and for individual NPOs, in the latter case through its impact on organizational performance (Duque-Zuluaga & Schneider, 2008), with the implication that increased micro-level collaborative behaviour will contribute to improved outcomes also at the mesa and ultimately macro level.

Resource-Based View Theory

The resource-based view (RBV) of the firm is a strategic management theory that posits that a company's competitive advantage is derived from the effective utilization and deployment of internal resources that are valuable, rare, inimitable, and non-substitutable (Barney, 1991). Unlike external positioning models such as Porter's Five Forces, which emphasize industry structure and market competition, the RBV emphasizes internal firm capabilities as the primary source of sustained competitive advantage. Resources, in this context, include both tangible

assets like infrastructure and technology and intangible ones such as organizational culture, managerial competence, and inter-firm relationships. The theory proposes that firms possessing and leveraging such distinctive resources are more likely to outperform competitors and secure long-term profitability and market relevance.

In the context of supply chain management collaboration (SCMC), the RBV provides a theoretical justification for why firms should build and maintain collaborative relationships as strategic resources. Collaborative practices such as information sharing, resource sharing, and decision synchronization are not just operational tactics—they are capabilities that can be developed and refined over time to become sources of competitive differentiation (Fawcett, Magnan, & McCarter, 2008). In the Nigerian telecommunications sector, especially in Port Harcourt, where firms face infrastructural challenges, regulatory hurdles, and intense competition, SCMC becomes a critical capability. By forming alliances, sharing infrastructure like telecom towers, jointly planning service rollouts, and synchronizing supply and demand data, firms can reduce costs, improve service quality, and accelerate time-to-market advantages that are directly attributable to the effective use of inter-organizational resources.

Moreover, the RBV is particularly relevant to understanding consumer purchase decisions, as consumers are influenced by both product performance and perceived service quality.

Telecommunications firms that utilize their resource-based advantages to deliver reliable ne work coverage, seamless connectivity, responsive customer support, and innovative bundles grit; an edge in influencing consumer behavior.

Additionally, the RJBV perspective is crucial for understanding long-term sustainability of consumer loyalty. Firms that consistently invest in developing strategic resources such as advanced CRM systems, data analytics for consumer behavior, and inter-firm coordination tools— position themselves to not only attract but retain consumers through personalized and responsive offerings. These resources create feedback loops where data from consumer interactions are reintegrated into operational strategies, allowing for adaptive learning and service innovations in the competitive Port Harcourt telecom market, such dynamic capabilities may differentiate a firm that thrives from one that merely survives.

Theory of Planned Behaviour

The theory of planned behavior (TPB), developed by Icek Ajzen (1991), is a widely adopted psychological theory that explains how human behavior is guided by intentions, which in turn are influenced by three critical factors: attitude toward the behavior, subjective norms, and perceived behavioral control. The theory posits that individuals are more likely to engage in a

behavior if they have a favorable evaluation of the outcome (attitude), perceive social pressure to perform the behavior (subjective norms), and believe they have the ability and resources to carry out the action (perceived behavioral control). In consumer behavior research, TPB is often used to predict purchasing intentions and actual buying behavior by evaluating the cognitive processes leading to consumer decisions.

Empirical Review

O'Sullivan (2025) explored how supply chain collaboration within retail and distribution channels influences sustainable consumer behavior and purchasing patterns, particularly in food systems. The study employed a longitudinal panel data methodology, capturing changes in consumer purchasing over 18 months across three major retail chains. Through empirical analysis, it was found that when retailers and suppliers jointly developed sustainability goals, shared data and synchronized logistics operations, consumers reported higher satisfaction levels and made more deliberate purchase decisions in favor of ethically branded products. Furthermore, collaborative SCM efforts allowed for the reduction of household food waste and increased consumer loyalty. The study emphasized the role of shared technological platforms in real-time decision synchronization, which ensured that product availability matched promotional efforts--thus influencing impulse and routine purchase behaviors. Although not focuses on telecommunications, the findings underscore the general applicability of SCMC in enhancing value creation that reaches the end-consumer. The study's implication is clear: when supply chain actors operate cohesively, consumer experience is streamlined, leading to increased purchasing decisions rooted in perceived reliability and brand alignment.

Rindfleisch and Heide (1997) remains seminal in exploring the relationship between inter-organizational collaboration and consumer outcomes. The armors conducted a comparative case study and quantitative survey across consumer goods firms to evaluate how different forms of inter-firm governance—particularly relational governance and collaboration—impacted downstream consumer responses. Findings showed that firms with stronger collaborative ties in their supply chains achieved greater consistency in product delivery service quality, and innovation, which in turn positively influenced consumer satisfaction and purchase intention. The study emphasized the reduction of transaction uncertainty through joint planning and communication, directly linking SCMC practices with higher consumer trust end purchasing behavior. Although the focus was not on telecommunications or the modem digital ecosystem, this study laid the groundwork for understanding the consumer implications of collaborative supply chain strategies. The limitation, however, lies in its dated context; supply

chain complexity and consumer expectations have significantly evolved since then. Nevertheless, it validates the theoretical foundation for why SCMC contributes to consumer loyalty and behavior, forming a useful contrast to more recent empirical studies.

(Dubey et al., 2021). In Nigeria, where digital adoption in supply chains is still emerging, such cooperative models can accelerate the diffusion of digital tools and bridge technology gaps among local firms.

Another critical area of resource sharing is access to financial capital and risk- sharing mechanisms. Collaborative financial strategies such as joint procurement agreements, shared in inventory financing, and cooperative insurance schemes enable firms to leverage collective bargaining power and reduce exposure to financial risk. For example, shared procurement allows smaller risk to pool their orders and negotiate better terms with suppliers, thus achieving cost savings.

Research Methodology

This study adopted a correlational research design, which is considered appropriate.

Population of the Study

The population composed of all the consumers of telecommunication firms in Port Harcourt. The target population are 382.

Research Question One: What is the relationship between collaborative innovation marketing strategy and information sharing of telecommunication firms in Rivers State?

Hypothesis One: There is no significant relationship between collaborative innovation marketing strategy and sharing in Rivers State.

Table 2: Computation of relationship between collaborative innovative marketing strategy information sharing of telecommunication firms in Rivers State.

Correlation

		Collaborative Marketing Strategy	Information Sharing
Collaborative innovation marketing Strategy	Pearson Correlation	1	.747
	sig. (2-tailed)		.004
	sum of squared and cross products	106.147	16.147
	Covariance	.279	.042
	N	382	382
Pearson Correlation		.747	1
Sig. (2-tailed)		.004	
Sum of squares and cross products		16.147	114.147
Covariance		.042	.300
N		382	382

Correlation is significant at 0.05 level (2-tailed)

Source: SPSS output, 2025

Data in: Table 2. Indicate the relationship between collaborative innovative marketing strategy and information sharing of sustainability development of telecommunication firms in Rivers State, Nigeria. This result show that the P-value of 0.004 less than 0.05 level of significance has positive relationship between collaborative innovation marketing strategy and information sharing of sustainability development of telecommunication firms in Rivers State, Nigeria. This result indicate 0.747 (74.70%) co-efficient that as same in collaborative innovation marketing strategy increases, there is also increase in the scores in information sharing. Simply, means that the null hypothesis is rejected while the alternate hypothesis is not rejected. Therefore, that is significant relationship between collaborative innovation marketing strategy and information sharing of telecommunication firms in Rivers State, Nigeria.

Research Question Two: What is the relationship between collaborative innovation marketing strategy and resource sharing of telecommunication firms in Rivers State, Nigeria.

Hypothesis Two: There is no significant relationship between collaborative innovation marketing strategy and resource sharing of telecommunication firms in Rivers State, Nigeria.

Table 3: Computation of relationship between collaborative innovation marketing strategy and information creation of telecommunication firms in Rivers State, Nigeria.

Correlation

		Collaborative Marketing Strategy	**Information Sharing**
Collaborative innovation marketing Strategy	Pearson Correlation	1	.881
	sig. (2-tailed)		.000
	sum of squared and cross products	91.312	16.521
	Covariance	.240	.043
	N	382	382
	Pearson Correlation	.881	1
	Sig. (2-tailed)	.000	
	Sum of squares and cross products	16.521	91.720
	Covariance	.043	.24
	N	382	382

Correlation is significant at 0.05 level (2-tailed)

Table 3. Show the relationship between collaborative innovation marketing strategy and resource creation of sustainability development of telecommunication firms in River State. This result revealed that the p-value of 0.00 less than 0.05 level of significance show positive relationship between collaborative innovation marketing strategy and knowledge creation of consumers of telecommunication firms in Rivers State, Nigeria. The result revealed that the coefficient of 0.881 (88.10%) indicates collaborative innovation marketing strategy correlates on resource creation of sustainability development of telecommunication firms in Rivers State, Nigeria, therefore, the null hypothesis is rejected while the alternate hypothesis is not rejected. The result of null hypothesis is that there is a significant relationship between collaborative

innovation marketing strategy and resource creation of the sustainability development of telecommunication firms in Rivers State, Nigeria.

Conclusion:

The study demonstrates that collaborative innovation marketing strategy significantly enhances the sustainability development of telecommunication firms in Rivers State, Nigeria.

Recommendations:

We therefore, recommended that;

1. Telecommunication firms should adopt the use of collaborative innovation marketing strategy in order to enhance effective information sharing with the consumers in order to facilitate the furtherance of sustainability development goals in Nigeria.
2. Telecommunication should try as much as possible to adhere strictly to the use of resource sharing as an avenue to increase the sustainability development goals in our society, which will enhance both customer loyalty and brands in life of the users.

References

Agranoff, R. (2007). *Managing within networks: Adding value to public organization*. Georgetown University Press.

Ansell, C., & Torfing, J. (Eds). (2014). *Handbook on theories of governance*. Edward Elgar.

Balaton Coroup. (1999).

Bommert, B. (2010). Collaborative innovation in the public sector. *International Public Management Reviews*, *11*(1), 15–33.

Boons, F., Montaluo, C., Quist, J., & Wagner, M. (2013). Sustainable innovation, business models and economic performance: An overview. *Journal of Cleaner Production*, *45*, 1–8.

Bryson, J. M., Crosby, B. C., & Bloomberg, L. (2014). Public value governance: Moving beyond traditional public administration and the new public management. *Public Administration Review*, *74*(4), 445–456.

Bryson, J. M., Crosby, B. C., & Stone, M. M. (2015). Designing and implementing cross-sector collaboration—Needed and challenging. *Public Administration Review*, *75*(5), 647–663.

Cao, Y., & Zhang, W. (2019). Collaborative governance of environmental conflicts in China: A case study of the Qinghai Lake region. *Sustainability, 11*(23), 6744. https://doi.org/10.3390/su11236744

Carrillo-Hermosilla, J., du Rio, P., & Konnola, T. (2010). Diversity of eco-innovations: Reflections from selected case studies. *Journal of Cleaner Production*, *8*(10), 1073–1083.

Cheng, Y., Chen, Y., & Huang, L. (2019). Public sector innovation in China: A collaborative governance perspective. *Public Management Review, 21*(9), 1351–1373. https://doi.org/10.1080/14719037.2018.1559343

Cristofoli, D., Douglas, S., Torfing, J., & Trivellato, B. (2021). Having it all: Is it possible for collaborative governance to be both legitimate and accountable? *Public Management Review*. https://doi.org/10.1080/14719037.2021.1960736

Crosby, B. C., & Bryson, J. M. (2010). Integrative leadership and the creation and maintenance of cross-sector collaborations. *The Leadership Quarterly*, *21*(2), 211–230.

Dubey, R., Gunasekaran, A., Childe, S. J., Papadopoulos, T., Luo, Z., Wamba, S. F., & Roubaud, D. (2021). Big data analytics and artificial intelligence pathway to operational performance under the effects of entrepreneurial orientation and environmental dynamism: A study of manufacturing organizations. *International Journal of Production Economics, 231,* 107861. https://doi.org/10.1016/j.ijpe.2020.107861

Duque-Zulnuga, L. C., & Schneider, U. (2008). Market orientation and organizational performance in the nonprofit context: Exploring both concepts and the relationship between them. *Journal of Nonprofit & Public Sector Marketing*, *19*(2), 25–47.

Egger, W. D., & Singh, S. (2009). *The public innovations playbook*. Harvard Kennedy School of Government.

Emmerson, K., Nabatchi, T., & Balogh, S. (2012). An integrative framework for collaborative governance. *Journal of Public Administration Research and Theory*, *22*(1).

Hertley, J. (2005). Innovation in governance and public service: Past and present. *Public Money & Management*, *25*(1), 27–34.

Hertly, J., Sorensen, E., & Torfing, J. (2013). Collaborative innovation: A viable alternative to market competition and organizational entrepreneurship. *Public Administration Review*, *736*, 821–830.

Hofstad, H., & Torfing, J. (2016). Collaborative innovation as a tool for environmental, economic and social sustainability in regional governance. *Scandinavian Journal of Public Administration*, *19*(4), 49–70.

Hsieh, J., Curtis, K. P., & Smith, A. W. (2008). Implication of stakeholder concept and market orientation in the KS nonprofit arts context. *International Review on Public and Nonprofit Marketing*, *5*(1), 1–13.

Huxchan, C. (1996). *Creating collaboration advantage*. Sage.

Huxchan, C., & Vangen, S. (2005). *Managing to collaborate: The theory and practice of collaborative advantage*. Routledge.

Koppenjan, J. F. M. (2012). *The new public governance in public service delivery*. Eleven International Publishing.

Koppenjan, J. F. M., & Klijin, E. H. (2004). *Managing uncertainties in networks*. Routledge.

Liao, M. N., Foreman, S., & Sergeant, A. (2001). Market versus societal orientation in the nonprofit context. *International Journal of Nonprofit and Voluntary Sector Marketing*, *6*(3), 254–268.

MaeDonald, A., Clarke, A., & Huang, L. (2019). Multi-stakeholders partnerships for sustainability: Designing decision making processes for partnership capacity. *Journal of Business Ethics, 160*, 409–426.

Mariani, L., Trivellato, B., & Martin, M. (2022). Achieving sustainable development goals through collaborative innovation: Evidence from four European initiatives. https://doi.org/10.1007/s/055/-22-05193-2

McGuire, M. (2006). Collaborative public management: Assessing what we know and how we know. In *Public Administration Review*, *66*(s1), 33–43.

Osborue, S. P. (Ed.). (2010). *The new public governance?*. Routledge.

Provan, K. G., & Milward, H. B. (1995). A preliminary theory of inter-organizational network effectiveness: A comparative study of four community mental health systems. *Administration Science Quarterly, 40*(1), 1–33.

Sachs, J. (2012). From Millenium development goals to sustainable development goals. *Lancet, 379*, 2206–2211.

Seyfang, G., & Smith, A. (2007). Grassroots innovations for sustainable development: Towards a new research and policy agenda. *Environmental Politics, 16*(4), 584–603.

Seyfang, G., & Haxeltine, A. (2012). Growing grassroots innovations exploring the role of community-based initiatives in governing sustainable energy transitions. *Environmental and Planning C, 30*(3), 381–400.

Syrenson, E., & Torfing, J. (2011). Enhancing collaborative innovation in the public sector. *Administration and Society, 43*(8), 842–868.

Torfing, J. (2019). Collaborative innovation in the public sector: The argument. *Public Management Review, 21*(1), 1–11.

Torfing, J., & Ansell, C. (2017). Strengthening political leadership and policy innovation through the expansion of collaborative firms of governance. *Public Management Review, 19*(1), 37–54.

Trivellato, B., Mariani, L., Martini, M., & Cavenago, D. (2019). Leading knowledge mobilization for public value: The case of the congestion charge zone (Area C) in Milan. *Public Administration, 97*(2), 311–324.

Trivellato, B., Martini, M., & Cavenago, D. (2021). How do organizational capabilities sustain continuous innovation in a public setting? *The American Review of Public Administration, 51*(1), 57–71.

U. N. General Assembly. (2015). *Transforming our world: The 2030 agenda for sustainable development*. Resolution adopted by the General Assembly on 25 September, 2015. https://www.un.org/ga/scarch/view-doc.asp?symbol=A/RES/70/1&Lang=E

Van Zeijil-Rozema, C., Kemp, R., & Martens, P. (2008). Governance for sustainable development: A framework. *Sustainable Development, 16*(6), 410–421.

Wang, J. (2018). Innovation and collaborative governance in China: Case studies of local government reform. *Journal of Chinese Governance, 3*(3), 322–345. [https://doi.org/10.1080/23812346.2018.1502757](https://doi.org/10.1080/23812346.2018.1502757

Yin, J., & Jamali, D. (2020). Collide or collaboration: The interplay of competing logics and institutional work in cross-sector social partnership. *Journal of Business Ethics*. https://doi.org/10.1007/s10551-020-04548-8