

KNOWLEDGE SHARING AND COMPETITIVENESS OF SELECTED PHARMACEUTICAL MANUFACTURING COMPANIES IN ANAMBRA STATE, NIGERIA

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ABSTRACT

Poor knowledge sharing has made many employees inadequate and less capable in performing their duties. It has consequently placed many organisations in a less competitive position. This study focused on knowledge sharing and competitiveness in selected Pharmaceutical Manufacturing Companies in Anambra state. The specific objective is to determine the relationship between staff training and customer satisfaction in pharmaceutical companies in Anambra state. A research question and hypothesis were formulated in line with the specific objective. The study was anchored on Penrose resource based view of the firm and a descriptive survey design was adopted. Complete enumeration method was adopted due to manageable size of the population. Reliability test was conducted using cronbach alpha while Pearson Moment Correlation was used for hypothesis testing at 0.01 level of significance. The finding of the research revealed that knowledge sharing through employee training was linked to improved employee performance and customer satisfaction. Based on the findings, the study concludes that shared knowledge through staff training is a basis for individual action and organisational competitiveness. It recommended that management should encourage knowledge sharing through on-the-job and off-the-job staff training and reward employees' initiatives. Experts should be employed to enhance knowledge sharing and product quality of pharmaceutical firms.

Keywords: Knowledge sharing, staff training, competitiveness, customer satisfaction, Pharmaceutical companies.