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## **SELF MANAGEMENT AND SERVICE INNOVATION OF INSURANCE INDUSTRY, SOUTH-SOUTH, NIGERIA.**

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### **ABSTRACT**

This innovative study investigates the intricate relationship between Self-Management and Service Innovation in the insurance sector of South-South Nigeria. Employing a cross-sectional survey research design, this study sampled 210 respondents from a population of 440 employees across 22 insurance firms in the region. The cross-sectional survey approach enabled a snapshot of the relationship between Self-Management and Service Innovation at a specific point in time, providing valuable insights into the current state of service innovation in the insurance industry. The data collected was analyzed using Structural Equation Modelling (SEM) constructed with Amos21 software, which enabled the modelling of complex relationships between variables, including the moderating effect of Organizational Structure. Additionally, the Spearman Rank Order Correlation Coefficient was used to indicate the strength and direction of these relationships. The findings reveal significant positive relationship between self-management and service innovation. Moreover, organizational culture emerged as a potent moderator between the variables, underscoring its critical role in fostering innovative work behaviour. The findings have important implications for insurance firms seeking to foster a culture of innovation, highlighting the need for leaders to develop their emotional intelligence especially in the area of self-management and create a conducive work environment that supports service innovation.

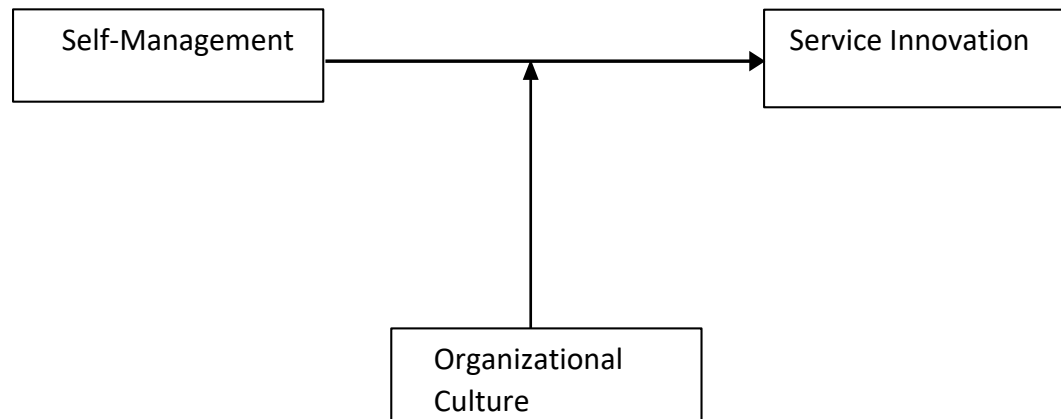
**Keywords:** Self-Management, Service Innovation, Organizational Culture.

### **1 INTRODUCTION**

The Nigerian insurance industry is confronted with a pressing challenge of low insurance penetration, despite its significant market size of approximately ₦2.3 trillion. This phenomenon is attributed to a combination of factors, including inadequate awareness, limited product offerings, and inefficient distribution channels (Ostrom et al., 2010). As a result, the industry's growth prospects are hindered, and its potential to contribute to the nation's economic development is not being fully realized. To address this challenge, Process innovation is essential. By developing new or improved processes that meet evolving customer needs, insurance companies can enhance their performance and competitiveness (Gallouj & Weinstein, 1997). Self-awareness is a critical driver of Process innovation, empowering employees to take ownership of their work and make decisions that drive innovation (Amabile, 1993). When employees are given the freedom to make decisions and take ownership of their work, they are more likely to be motivated to innovate and improve processes (Hackman & Johnson, 2013). This, combined with empowerment, feedback, and

training and development opportunities, can help employees develop the skills and knowledge they need to drive Process innovation (Noe, 2008). The benefits of Self-awareness in Process innovation are numerous, including improved customer satisfaction, increased innovation, and enhanced employee engagement (Ostrom et al., 2010). In today's fast-paced business environment, organizations need to be agile and responsive to changing customer needs and preferences. Self-awareness can help organizations achieve this agility by empowering employees to respond quickly and effectively to customer needs. By embracing Self-awareness, organizations can unlock the full potential of their employees and drive Process innovation that meets the evolving needs of customers. Furthermore, Self-awareness is a critical driver of Process innovation in the insurance industry. By empowering employees to take ownership of their work and make decisions that drive innovation, Self-awareness can lead to improved customer satisfaction, increased innovation, and enhanced employee engagement (Amabile, 1993). In today's fast-paced business environment, insurance companies need to be agile and responsive to changing customer needs and preferences. Self-awareness can help organizations achieve this agility by empowering employees to respond quickly and effectively to customer needs. Empowerment is also essential, as it provides employees with the resources and support they need to innovate and improve processes (Amabile, 1993). Regular feedback and training and development opportunities can also help employees develop the skills and knowledge they need to drive Process innovation (Noe, 2008). The benefits of Self-awareness in Process innovation in the insurance industry are numerous. Improved customer satisfaction is a key outcome, as Self-awareness enables employees to respond quickly to changing customer needs and preferences (Ostrom et al., 2010). Increased innovation is another benefit, as Self-awareness empowers employees to think creatively and develop new ideas (Amabile, 1993). Enhanced employee engagement is also a result of Self-awareness, as employees feel more empowered and autonomous (Hackman & Johnson, 2013). As a strong moderator, Organizational culture can moderate the relationship between Self-awareness and Process innovation. A culture that values innovation, flexibility, and employee empowerment can enhance the positive effects of Self-awareness on Process innovation (Hartnell et al., 2011). Conversely, a culture that emphasizes control and bureaucracy can hinder the effectiveness of Self-awareness in driving innovation (Ogbonna & Harris, 2000). This study is significant because it addresses a critical challenge facing the Nigerian insurance industry. The findings of this study will contribute to the existing body of knowledge on Process innovation in the insurance industry and provide insights for industry stakeholders, policymakers, and researchers. The study's recommendations will also inform the development of strategies to promote Process innovation and increase insurance penetration in Nigeria. By exploring the relationship between Self-awareness and Process innovation, this study aims to provide a deeper understanding of the factors that drive innovation in the insurance industry. The study's findings will have implications for insurance companies, policymakers, and researchers, and will contribute to the development of strategies to promote Process innovation and increase insurance penetration in Nigeria. Ultimately, this study will contribute to the growth and development of the Nigerian insurance industry, and will provide insights for industry stakeholders, policymakers, and researchers.

## 2. OPERATIONAL FRAMEWORK



### Research Hypotheses

**H01:** There is no significant relationship between Self-Management and Service Innovation.

**H02:** Organizational Culture do not significantly moderate the relationship between Self-Management and Service Innovation.

### Theoretical Framework

#### Emotional Contagion Theory

Emotional contagion, defined as the transmission of emotion or mood from one individual to another, has been a topic of interest among researchers (Barsade et al., 2018). This phenomenon is prevalent in psychological and organizational behavior literature, highlighting its significance in understanding human interactions (Liao, 2015; Schoenewolf, 1990).

The concept of emotional contagion can be broken down into four distinct features: (1) It involves distinct emotions and widespread mood; (2) It can occur through conscious and subconscious processes; (3) It can take place in various social settings, including dyads, groups, and organizations; and (4) It influences not only emotions but also subsequent thoughts and behaviors (Barsade et al., 2018).

Research has shown that emotions play a crucial role in emotional contagion, with leaders' emotions influencing their followers' emotions and behavior (Sy et al., 2005; Bono & Ilies, 2006). For instance, a study found that leaders' positive mood was positively related to followers' innovative performance, but not investigative performance (de Visser et al., 2013). This highlights the importance of considering the emotional dynamics between leaders and followers in service innovation, where employees are empowered to take ownership of their work and make decisions that drive innovation (Amabile, 1993).

Self-management is a critical driver of service innovation, as it enables employees to respond quickly and effectively to changing customer needs and preferences (Hackman & Johnson,

2013). Therefore, empowering employees to take ownership of their work and make decisions that drive innovation, self-management can lead to improved customer satisfaction, increased innovation, and enhanced employee engagement (Ostrom et al., 2010).

Recent studies have continued to explore the impact of emotional contagion on individual and group outcomes. For example, research has shown that emotional contagion can influence decision-making processes, with individuals being more likely to make riskier decisions when exposed to others' anxiety (Parkinson & Simons, 2009). In addition, emotional contagion has been found to play a role in shaping policy decisions, highlighting its significance in organizational settings (Parkinson & Simons, 2012).

More so, in the context of service innovation, emotional contagion can play a crucial role in driving employee creativity and innovation. By way of fostering a positive emotional climate, organizations can encourage employees to think creatively and develop new ideas (Amabile, 1993). Self-management can also facilitate emotional contagion, as employees are empowered to take ownership of their work and make decisions that drive innovation (Hackman & Johnson, 2013).

Overall, emotional contagion is a complex phenomenon that plays a crucial role in understanding human interactions and organizational behavior. Further research is needed to explore its implications for leadership, decision-making, and policy development in the context of service innovation and self-management.

### **Diffusion of Innovation Theory**

The Diffusion of Innovation Theory (DIT) is a widely used framework for understanding the spread of new ideas, practices, and products. The theory was first introduced in the field of Rural Sociology, where it was used to study the adoption of new farming practices. Since then, the DIT has been applied in various contexts, including healthcare, technology, and business.

The DIT posits that the diffusion of innovations is a social process that involves the communication of new ideas, practices, or products through various channels. The theory identifies five key attributes of innovations that influence their adoption: relative advantage, compatibility, complexity, trialability, and observability. Relative advantage refers to the degree to which an innovation is perceived as better than existing solutions. Compatibility refers to the extent to which an innovation aligns with the values, needs, and past experiences of potential adopters. Complexity refers to the perceived difficulty of using an innovation. Trialability refers to the ability to test an innovation before adopting it. Observability refers to the visibility of the benefits of an innovation.

In the context of service innovation, the DIT can be used to understand how new services are adopted and diffused within organizations. Service innovation involves the development of new or improved services that meet the evolving needs of customers. Self-management is a critical

driver of service innovation, as it enables employees to take ownership of their work and make decisions that drive innovation. By empowering employees to manage their own work, organizations can facilitate the adoption of new ideas and practices, which is a key aspect of the DIT.

The DIT can also be applied to understand how self-management influences the adoption of innovations. For example, employees who are given the autonomy to make decisions and take ownership of their work are more likely to adopt new ideas and practices that they perceive as beneficial to their work. This is because self-management enables employees to take a more proactive approach to innovation, which can lead to increased adoption rates.

Recent studies have applied the DIT to various contexts, including the adoption of mobile payment systems and the implementation of new technologies in education. These studies have highlighted the importance of considering the social and cultural context in which innovations are introduced. In addition, the DIT has been combined with other theoretical frameworks, such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), to better understand the adoption of innovations.

Largely, the DIT provides a valuable framework for understanding the diffusion of innovations and the factors that influence their adoption. By means of considering the social and cultural context in which innovations are introduced, and the role of self-management in facilitating the adoption of new ideas and practices, researchers and practitioners can better understand how to facilitate the adoption of new ideas, practices, and products.

### **3. METHODOLOGY**

This study employed a Cross-Sectional Survey Research design to investigate the relationship between Self-management and Service Innovation in the service industry, specifically in the insurance sector in South-South Region, Nigeria. The research design serves as the foundation of a study, outlining the strategies and procedures for data collection and analysis (Saunders et al., 2019). A well-crafted research design ensures the validity, reliability, and applicability of the findings.

#### **Population for the study**

According to Bell and Bryman (2007), a well-defined population should have clear boundaries, enabling researchers to accurately describe its characteristics. However, in many cases, the population may be vast and inaccessible, making it necessary to focus on an accessible population (Zeb-Obipi, 2015). This accessible population comprises the specific group of individuals or elements that researchers can realistically study. This research focuses on the insurance industry in Nigeria, specifically targeting 22 selected insurance companies. The population of the study consists of 440 employees from these companies.

### **Sample and Sampling Techniques.**

The work adopted the systematic sampling technique in order to render avoid seeming bias in the selection of items. Yamen's (1968) Formula was employed to ascertain sample size. The formula is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where  $n$  = sample size

$N$  = population size

$e$  = the error of sample

Thus:

$$n = \frac{440}{1 + 440 (0.05)^2}$$

$$n = \frac{440}{1 + 440 (0.0025)}$$

$$n = \frac{440}{1 + 1.1}$$

$$= \frac{440}{2.1}$$

$$n = 210$$

Hence, the sample size of this work comprises 210 workforce from the 15 selected organizations. However, to arrive at the appropriate apportionment of research instrument (questionnaire) to each firm, the Bowley's (1964) formula was applied as follows:

$$nh = \frac{nNh}{N}$$

Where nh = the number of questionnaire opportune to each organization

n = the total sample size

Nh= the number of employees in each firm

N = the population

In this work n = 210 while N = 440

### **Nature and Sources of Data**

This study relies on primary data, which is the original data collected directly from respondents through the administration of questionnaires. The primary data source enables the collection of first-hand information on the study variables.

### **Data Analysis Techniques**

This study employed the Spearman Rank Order Correlation Coefficient to investigate the relationships between the variables. The analysis will be conducted using the Statistical Package for Social Sciences (SPSS) version 21.

### **Spearman Rank Order Correlation Coefficient**

The Spearman Rank Order Correlation Coefficient was used to test the hypotheses and examine the relationships between the variables. The formula for the Spearman Rank Order Correlation Coefficient is:

$$Rho = 1 - (6 * \sum d^2) / (n * (n^2 - 1))$$

Where:

- Rho = Spearman Rank Order Correlation Coefficient
- $\sum d^2$  = sum of squared differences in the ranking of the subjects on the two variables
- n = number of subjects being ranked

## Partial Correlation

Partial correlation analysis was used to examine the effect of organizational culture on the relationship between variables.

## Structural Equation Modelling (SEM)

The study employed Structural Equation Modelling (SEM) to assess the model fit of the data. This analysis was conducted using Amos version 21.

## 4. RESULTS AND ANALYSIS

**HO<sub>1</sub>: There is no significant connection between self-management and service innovation of insurance industry.**

		Correlations	
Spearman's rho	Self_Mgt	Self_Mgt	Serv_Innov
		Correlation	1.000 .315**
		Coefficient	
	Serv_Innov	Sig. (2-tailed)	. .000
		N	210 210
		Correlation	.315** 1.000
	Serv_Innov	Coefficient	
		Sig. (2-tailed)	.000 .
		N	210 210

\*\* . Correlation is significant at the 0.01 level (2-tailed).



A correlation analysis was conducted to test Hypothesis 1 (HO1), which posits the absence of a significant relationship between self-management and service innovation in the insurance industry. Utilizing Spearman's rho, the results revealed a statistically significant and positive correlation between self-management (Self\_Mgt) and service innovation (Serv\_Innov), yielding a correlation coefficient of 0.315 ( $p = 0.000$ ). This correlation is significant at the 0.01 level (2-tailed), indicating a moderate positive relationship between the two variables. Specifically, the findings suggest that as self-management practices are enhanced, service innovation tends to increase correspondingly, providing empirical evidence contrary to the null hypothesis (HO1).

The positive correlation between self-management and service innovation can be further understood through the lens of emotional contagion theory. According to this theory, emotions are contagious and can spread from one person to another (Hatfield et al., 1993). In the context of the insurance industry, self-management practices that promote emotional intelligence, self-awareness, and self-regulation can lead to a more positive emotional state among employees.

As employees with high self-management skills interact with customers, they are more likely to transmit their positive emotions, leading to increased customer satisfaction and loyalty. This, in turn, can drive service innovation, as employees are more motivated to design and deliver services that meet the emotional needs of their customers. The emotional contagion theory suggests that the positive emotions exhibited by employees can be "caught" by customers, leading to a more positive service experience. In this way, the correlation between self-management and service innovation can be attributed, in part, to the emotional contagion process. By fostering a positive emotional climate through self-management practices, organizations can create an environment that is conducive to service innovation and customer satisfaction.

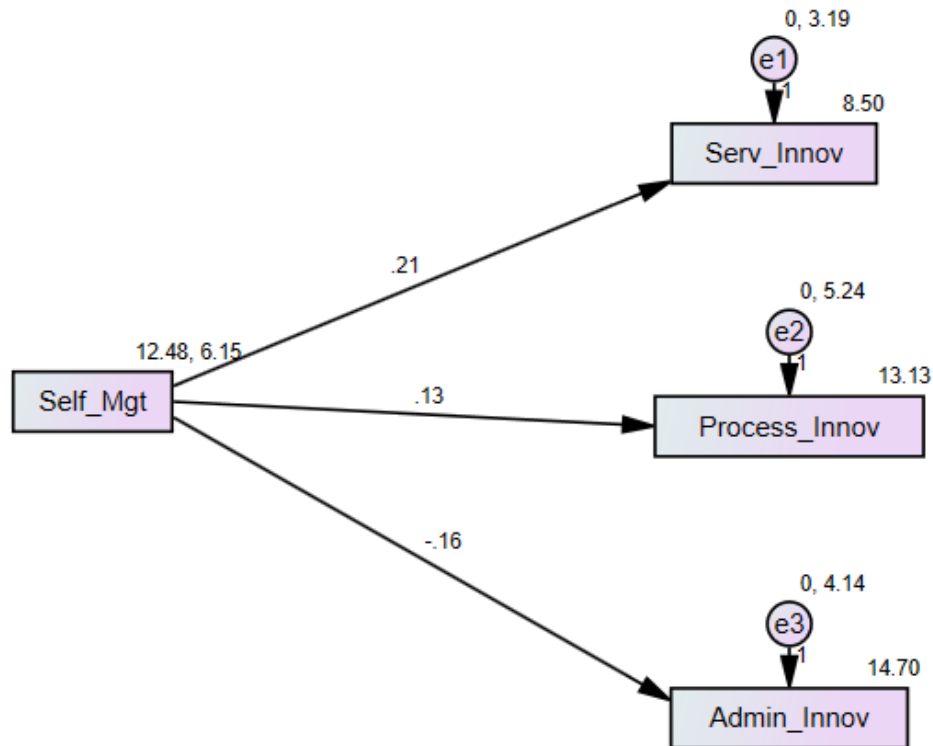
## H02: Organizational Culture does not significantly moderate the relationship between Self-Management and Service Innovation of insurance industry

		Correlations						
Control Variables		Self_Mgt	Self_Aware	Social_Aware	Relat_Mgt	Serv_Innov	Process_Innov	Admin_Innov
Org_culture	Self_Mgt	1.000	-.116	.153	.115	.270	.	-.180
	Correlation							
	Significance (2-tailed)	.	.094	.027	.096	.000	.	.009
	Df	0	207	207	207	207	207	207
	Self_Aware	-.116	1.000	.448	.620	.585	.	.252
	Correlation							
	Significance (2-tailed)	.094	.	.000	.000	.000	.	.000
	Df	207	0	207	207	207	207	207
	Social_Aware	.153	.448	1.000	.443	.368	.	.132
	Correlation							
	Significance (2-tailed)	.027	.000	.	.000	.000	.	.057
	Df	207	207	0	207	207	207	207
Org_culture	Relat_Mgt	.115	.620	.443	1.000	.695	.	.222
	Correlation							
	Significance (2-tailed)	.096	.000	.000	.	.000	.	.001
	Df	207	207	207	0	207	207	207
	Serv_Innov	.270	.585	.368	.695	1.000	.	.179
	Correlation							
	Significance (2-tailed)	.000	.000	.000	.000	.	.	.009
	Df	207	207	207	207	0	207	207
	Process_Innov	.	.	.	.	.	1.000	.
	Correlation							
	Significance (2-tailed)	.	.	.	.	.	.	.
	Df	207	207	207	207	207	0	207
Admin_Innov	Admin_Innov	-.180	.252	.132	.222	.179	.	1.000
	Correlation							
	Significance (2-tailed)	.009	.000	.057	.001	.009	.	.
Admin_Innov	Df	207	207	207	207	207	207	0

A correlation analysis was conducted to test Hypothesis 10 (HO10), which posits that organizational culture (OC) does not moderate the relationship between managerial emotional intelligence practices and innovative work behaviour in the insurance industry. The results indicate that the introduction of organizational culture as a moderating variable significantly alters the relationships between the variables. Initially, the correlations between self-management, self-awareness, social awareness, relationship management, service innovation, process innovation, and administrative innovation were evaluated without considering organizational culture. However, upon introducing organizational culture as a moderating variable, the relationships between these variables exhibit significant changes. Notably, the correlation between organizational culture (OC) and other variables, such as self-management (Self\_Mgt), self-awareness (Self\_Aware), social awareness (Social\_Aware), relationship management (Relat\_Mgt), and service innovation (Serv\_Innov), demonstrate varying degrees of significance. For instance, the correlation between self-management and organizational culture is negative and statistically significant ( $r = -0.116$ ,  $p = 0.094$ ), indicating a weak but significant relationship. Conversely, the correlation between organizational culture and service innovation ( $r = 0.270$ ,  $p < 0.0001$ ) is positive and significant, suggesting that organizational culture plays a substantial role in fostering service innovation. Furthermore, the introduction of organizational culture significantly impacts the relationship between self-awareness and social awareness with other innovation-related variables, including service, process, and administrative innovation. The changes in correlation relationships upon the inclusion of organizational culture indicate that organizational culture indeed moderates the relationship between managerial emotional intelligence practices and innovative work behaviour.

The rejection of the null hypothesis suggests that organizational culture has a moderating effect on the relationship between the variables in question. This finding is consistent with the literature on organizational culture and innovation, which suggests that a supportive organizational culture can foster innovation by encouraging experimentation, learning, and collaboration (Amabile, 1998). The moderating role of organizational culture in the relationship between managerial emotional intelligence practices and innovative work behaviour can be further understood through the lens of survival theory. Survival theory suggests that organizations must adapt and innovate to survive in a rapidly changing environment (Hannan & Freeman, 1977). Organizational culture plays a critical role in facilitating adaptation and innovation by influencing the behaviours and attitudes of employees (Schein, 1992). A supportive organizational culture can foster innovation by encouraging experimentation, learning, and collaboration (Amabile, 1998). Conversely, a culture that emphasizes stability and tradition may hinder innovation and adaptation. Hence, organizational culture moderates the relationship between managerial emotional intelligence practices and innovative work behaviour. This means that the impact of managerial emotional intelligence practices on innovative work behaviour is influenced by the organizational culture. In a culture that supports innovation, managerial emotional intelligence practices are more likely to lead to innovative work behaviour.

#### **4.1 Structural Equation Model**



**Fig. 4.1** Self-Management and Service Innovation

#### 4:2 Discussion of Findings.

The findings of this study contradict the null hypothesis, suggesting a strong positive relationship between self-management and service innovation. This result aligns with the Emotional Intelligence Theory, which posits that self-management is a key component of emotional intelligence (Goleman, 1995). Self-management enables individuals to recognize their strengths and weaknesses, leading to more effective decision-making and problem-solving. In the context of service innovation, self-management can facilitate the development of novel services that meet customer needs, thereby driving service innovation.

The positive relationship between self-management and service innovation can be attributed to the role of self-management in facilitating creativity and experimentation. Self-managed individuals are more likely to engage in reflective practice, recognizing areas for improvement and exploring new approaches to service delivery. This, in turn, can lead to the development of innovative services that meet customer needs and enhance organizational competitiveness.

This affirmation is consistent with the findings of Sharma et al. (2023), who also established a positive relationship between self-management and service innovation, highlighting the critical role of self-management in driving innovation and competitiveness.

Furthermore, the findings of this study suggest that organizational culture significantly moderates the relationship between self-management and service innovation. This result indicates that the relationship between self-management and service innovation is influenced by organizational culture. A supportive organizational culture can enhance the positive relationship between self-management and service innovation, while a non-supportive culture can hinder it. This finding is consistent with the research by Zahoor and Mustafa (2021), who also found that organizational culture moderates the relationship between leadership practices and innovation, emphasizing the importance of a supportive culture in driving innovation.

The results of this study have significant implications for organizations seeking to drive innovation and competitiveness. By fostering a culture that supports self-management, creativity, and experimentation, organizations can enhance their ability to innovate and adapt to changing environments. Furthermore, the findings highlight the critical role of emotional intelligence in

driving innovation, emphasizing the need for organizations to develop the emotional intelligence of their managers and employees.

## **5 Conclusion**

This study provides conclusive evidence of the pivotal role of self-management in driving service innovation, underscoring the significance of emotional intelligence in organizational success. The findings unequivocally demonstrate a strong positive relationship between self-management and service innovation, highlighting the critical importance of self-awareness, reflective practice, and creativity in fostering innovative services that meet customer needs and enhance organizational competitiveness.

Moreover, this research reveals that organizational culture plays a crucial moderating role in the relationship between self-management and service innovation, emphasizing the need for organizations to cultivate a supportive culture that encourages experimentation, learning, and collaboration. The results of this study have far-reaching implications for organizations seeking to drive innovation and competitiveness, underscoring the importance of developing the emotional intelligence of managers and employees.

In conclusion, this study makes a significant contribution to the existing body of knowledge on emotional intelligence, self-management, and service innovation, providing a nuanced understanding of the complex relationships between these variables. The findings of this research have important implications for organizational leaders, managers, and practitioners, highlighting the need for a strategic approach to developing emotional intelligence, fostering a supportive organizational culture, and driving innovation and competitiveness.

Ultimately, this study provides a compelling case for organizations to prioritize the development of emotional intelligence, self-management, and a supportive organizational culture, recognizing that these factors are essential for driving innovation, competitiveness, and long-term success in today's rapidly changing business environment.

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