Entrepreneurial Innovation And Business Performance Of Deposit Money Banks In Portharcourt.

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Abstract
The link between entrepreneurial innovation and the financial performance of deposit money banks in Port Harcourt was experimentally investigated in this research. The research design for the study was a cross-sectional survey. The population of the research was composed of 36 top and intermediate managers from 18 Deposit Money Banks, and the sample size was 36 respondents. The hypotheses were tested using the Pearson Product Moment Coefficient with a 95% confidence level and a 0.05 threshold of significance. The Statistical Package for Social Sciences version 20.0 was used to assess the validity of the study instruments, with all items achieving coefficients over the cutoff of 0.70. The study's conclusions showed a strong correlation between entrepreneurial innovation and the financial success of Port Harcourt's deposit money institutions. Therefore, company performance was a result of the deposit money banks in Port Harcourt's entrepreneurial invention. According to the research, greater focus should be placed on innovation to achieve service quality delivery and profitability in the pursuit of corporate success. The management of the Banks should adopt this creative mindset.

Keywords: *service delivery of high quality, business performance, profitability, and DMB*

1.0 Introduction

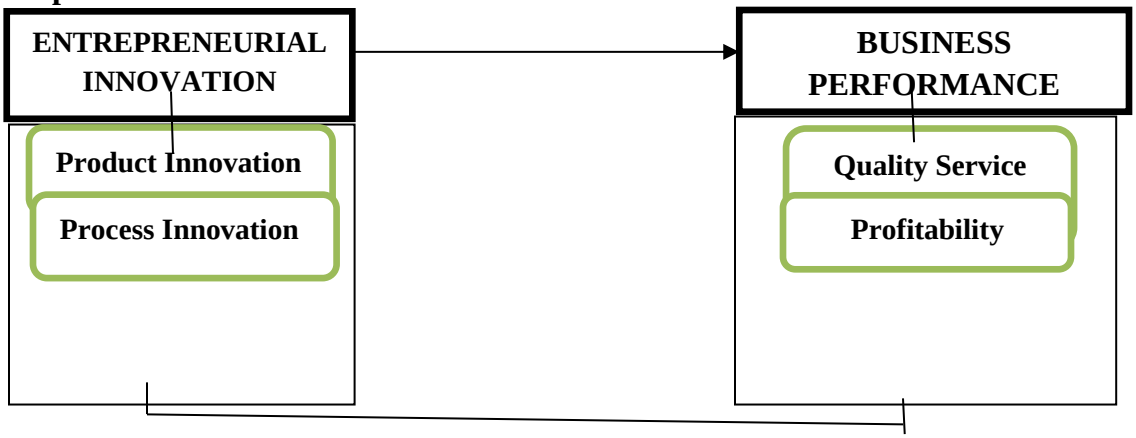
Governments throughout the world are taking measures to sneak entrepreneurship into various policy frameworks, since the development of entrepreneurial capacities has become a top priority for most nations. The majority of countries' governments have prioritized entrepreneurship education as a means to foster economic growth and development by equipping present and future generations of entrepreneurs. This has led to an explosion in the amount of scholarly works discussing group dynamics in the workplace. Nonetheless, the fundamental issue that sparked these scholarly investigations is not unlikely. Finding methods to satisfy the most desirable want has become increasingly significant due to the increased focus on attaining peak performance (Locks and James, 2003; Cenala et al., 2005; Phillips et al., 2009). It is worth mentioning that there has been a deliberate attempt to enhance organizational performance in light of the increasing competition caused by factors such as economic transformation, deceit associated with certain individuals (e.g., lengthy business setup), changing technologies, etc. To put it plainly, today's complex organizational environments need for new strategies to sharpen the focus of performance improvement initiatives (Ganaere, 2007).

Companies in developing countries like Nigeria's banking sector are understandably worried about how to boost their performance in the face of an infamously complicated and unpredictable

economic environment. Keep in mind that most growing economies encounter unforeseen dynamics in business. As a result, there has been a rise in conversations about performance-enhancing initiatives including positive innovation, strategic planning, learning, and organizational reorganization. Seizing command of their circumstances, Businesses need flexible, high-quality products and services to meet the changing demands of customers as a result of the recent expansion of the economy. Naturally, this necessitates a change in operational methods for both JIT manufacturing and fast service delivery. A new effort at economic development through strategic business action, or corporate entrepreneurship as described by Cache and Mile (2002), has recently gained a lot of attention. Their research leads them to believe that strategic capitalist actions will show an all-out attempt to improve performance. Daft and Wieck (2000), Floyd and Lane (2000), Sheinkar and Zeira (2005), and Nadler and Tushman (2007) all cite research that backs up their academic position, which is incredible. These have a common ground that proves there is a correlation between the inventiveness of individual entrepreneurs and the prosperity of companies in a certain market.

Companies often fail to provide the kind of entrepreneurial spirit, motivation, leadership, energy, and commitment to lifelong learning that can propel the kind of structural and technological revolutions that ensure operational competence and performance. Another approach sees the company level as the driving force behind expansionary change. Based on their findings, Zahra and Nelson (2004) conducted research on the entrepreneurial performance of firms to offer a comprehensive analysis of the many aspects linked to performance crises in profit-oriented publicly listed organizations. Even if their findings were trustworthy in showing a good link between strategic modification initiatives—which are typically performance driven and motivated by entrepreneurial spirit—and private commercial businesses, banks, and non-profit organizations, this might not hold true. The entrepreneurial method has been the focus of several in-depth studies on business success in highly competitive conditions. Notable researchers in this area include Palpean and Dennis (2003), Hoskinson and Ireland (2006), Nixon and Harback (2007), and many more. Nevertheless, these studies fail to address a major gap in the literature by failing to highlight the significance of any moderating factors that could exist alongside organizational adaptation. This study aims to fill that knowledge gap by analyzing the effects of corporate entrepreneurship on the efficiency and productivity of Nigerian deposit money institutions. In view of the increasing level of rivalry among commercial firms, the focus on performance has undeniably become vital. Consequently, this study aims to quantify the effect of entrepreneurial innovation on the profitability of Port Harcourt's money deposit institutions.

Conceptual Framework



Conceptualization of Entrepreneurial Innovation and Business Performance of DMB
Source: Ejabefio & Lawrence(2018)

1.2 Aims and Objective of the Study

The investigation of the link between entrepreneurial innovation and the financial performance of Deposit Money Banks in Port Harcourt is the study's main goal. The following goals will direct the study:

1. Determine the degree to which product innovation and the provision of high-quality services are related.
2. Quantify the degree to which product innovation and profitability are related.
3. Examine the connection between process innovation and the provision of high-quality services.
4. Examine the link between deposit money institutions' profitability and process innovation.

1.3 Research Questions

1. How closely does service quality delivery resemble product innovation?
2. How closely does product innovation equate to business success?
3. How closely does process innovation impact the provision of high-quality services?
4. How closely does process innovation equate with business success?

1.4 Research Hypotheses

H_{01}: Product Innovation has no significant relationship with the service quality delivery.
H_{02}: Product Innovation has no significant relationship with the profitability.
H_{03}: Process Innovation has no significant relationship with the service quality delivery.
H_{04}: Process Innovation has no significant relationship with the profitability.

2.0 Review of Related Literatures

2.1.1 Theoretical Foundation

This inquiry is based on the Resource-Based View (RBV). This theory explains where a company's sustained competitive advantage comes from from within (Kraaijenbrink, Spender, & Groen, 2010). The resource-based strategy paradigm states that firms gain an advantage over their competitors when they possess resources and abilities that are distinctive, particular to their business, valuable, imperfectly imitable, and limited (Wernerfelt, 1984). Its core principle is that

organizations can't maintain a competitive edge indefinitely unless they have what's called VRIN resources and abilities, which stand for valuable, rare, inimitable, and non-substitutable. A company's skills are the ways in which it performs its tasks using its resources, which can be both material and intangible (Wernerfelt, 1984; Barney, 1991).

In order to establish a lasting advantage over competitors, firms should focus on developing their distinctive abilities, which are based on their resources and routines. Menguc and Auh (2006) state that innovativeness is a distinctive, significant, and hard-to-replicate capability at the level of the firm. It is the principal factor in a firm's ability to innovate and shows that the company can consistently come up with new ideas (Damanpour, 1991; Dobni, 2006; Paleo & Wijnberg, 2008). At its core, innovation boosts a business's chances of revival and expansion by encouraging imaginative actions via strategic methods (Siguaw, Simpson, & Enz, 2006). The primary claim made in support of this view (Wernerfelt, 1984; Moingeon et al., 1998; Ireland et al., 2003) is that approaches for gathering, packaging, and leveraging resources may be strategically applied to generate innovativeness. The "how-to" of innovation creation is a company's strategic processes, which it must implement to increase its capacity for innovation.

Entrepreneurial businesses may gain an edge in the market by investing in human capital, according to Resource-Based Theory (RBT). Gaining a competitive edge is possible when a company owns assets that no one else has. A lasting competitive advantage may be achieved by the utilization of resources that are distinct, irreplaceable, implicit, and complementary (Barney, 1991). Managers need to know what their company's most valuable assets are and what variables affect their performance and worth. The RBT states that a company's ability to gather and utilize an appropriate combination of resources is what sets it apart from competitors. Money, equipment, the knowledge of certain employees, patents, finance, and competent management are all examples of resources that can be either tangible or intangible and are used as inputs in a business's production process. The more efficient and capable an organization becomes, the more resources it has access to. These "capabilities," which are the resources' capacity to work together to complete a challenging task or activity, get stronger with time and harder for competitors to figure out and imitate. Future production may be enhanced by investing in research and development (Rylander, 2001).

Resource heterogeneity and immobility, along with meeting the criteria of value, rarity, imperfect imitability, and non-substitutability, can lead to a lasting competitive advantage for firms, as stated by Grover et al. (1998), who formulated the resource-based theory. Businesses are seen as potential creators of valuable capabilities in the Resource-Based Theory. The development of these skills and competences may be better understood when the firm's assets and resources are seen via a knowledge-based lens (Conner & Prahalad, 1996; Prahalad & Hamel, 1990). The authors Prahalad and Hamel (1990) place a premium on skill development, technological integration, and organizational collective learning procedures. They link the ways in which companies learn new skills and information to their concept of core competencies, which in turn helps them gain an advantage over competitors. A primary objective of the theory is to provide managers with the knowledge they need to comprehend the significance of competences as an organization's most valuable asset and how to best put them to use for increased profitability. A resource-based view of the business recognizes that traits related to past experiences, organizational culture, and competences are critical to the firm's success (Campbell and Luchs, 1997; Hamel and Prahalad, 1994). An internal team, argues Conner (1991), has a better chance of acquiring technical know-how, skills, or habits that mesh better with the continuous operations of the business.

2.1.2 Entrepreneurial Innovation

At its core, innovation is what propels entrepreneurship. Any company's success, on a global scale, depends on innovation. In it, novel concepts, processes, goods, or services are put into action (Bitar, 2003). Strategic innovation, according to Jin, Hewitt, and Thompson (2004), is a way of thinking about company development that looks ahead. It finds ways to grow in a revolutionary way, makes decisions faster, and gives you tangible results right away. All the while, it helps you achieve your long-term goal of being ahead of the competition. When companies innovate, they push themselves to think outside of their comfort zones and test out new ideas and approaches. According to Jin et al. (2004), entrepreneurial innovation is valuable since it may generate more value than rivals. According to Frame and White (2004), innovation occurs when a concept or invention is turned into a valuable and marketable good or service. Finding better methods to do things is also part of it. The term "innovation" refers to the process of implementing new and improved methods to address unstated needs, new requirements, or market demands. Products, procedures, services, technology, or ideas that are easily available to markets, governments, and society as a whole might be considered innovations. When something is both fresh and useful for people or businesses, we say that it is innovative (Frankelius, 2009). Organizational innovation indicators include things like customer advantages, cost-effectiveness, process efficiency, staff engagement, and motivation. Revenue from new products, investment on R&D, time to market, employee and customer happiness, number of patents, and revenue growth from prior inventions are some of the particular measures that may vary between firms (Frankelius, 2009).

A company is entrepreneurially inventive if its leaders are eager to try new things and encourage innovation before their rivals do. According to Coulthard (2007) and Covin & Miles (1999), it shows how the organization's research and collective actions display its creative inclinations. According to McFadzean, O'Loughon, and Shaw (2005), new processes, solutions, goods, and services, as well as unique ways of promoting current offers, bring value and originality to a firm, its suppliers, and its consumers. Any novel approach to improving manufacturing, distribution, or the characteristics of a product or service is considered an innovation. According to Hartley (2006), innovation is defined as the successful creation, distribution, and use of novel or substantially enhanced goods, services, processes, or organizational frameworks.

Innovation is not a singular action but rather an all-encompassing process with interconnected sub-processes. It involves more than just generating novel ideas, inventing new technologies, or creating untapped markets—it is the integration of all these elements working in synergy (Myers & Marquis, 1969). To think creatively and in a novel way is to innovate. The key to being ahead of the competition is coming up with fresh concepts, upgrades, ways, and strategies (Murad, 2011). According to Hansen and Birkinshaw (2007), innovation management involves the systematic planning, coordination, and execution of activities that lead to innovation. Deposit money banks, which depend heavily on customer deposits, require continuous innovation to maintain an edge over competitors. Innovation in the banking sector seeks to reshape customer perceptions of banking products and services, ultimately enhancing profitability and service delivery. In Port Harcourt, deposit money banks invest deliberately in innovative processes and the repackaging of existing products to better serve their target markets. In this study's conceptual framework, product and process innovations are the key dimensions of the independent variable (predictor variable).

2.1.3 Product Innovation

The Oslo Manual (OECD & Eurostat, 2005) defines process innovation as the introduction of novel or substantially improved ways of production or delivery that may necessitate heavy-handed adjustments to existing tools, processes, and software. It is common practice to classify innovations in distribution and operations as subsets of process innovation. Process innovation is defined further by Gault (2018) as the introduction of new or substantially changed methods for producing or providing services, which necessitates adjustments to existing resources (such as machinery, software, or raw materials). Simply said, process innovation is the introduction of new or substantially enhanced methods for producing and distributing goods and services. Cumming (1998) asserts that the main objective of these innovations is to reengineer and optimize internal business processes. All parts of a company are involved in this procedure, including management, R&D, technical design, and business operations.

The Oslo Manual goes on to say that process innovation in service-oriented companies is when new or enhanced ways of making and providing services are introduced. This might necessitate major changes to frameworks for procedures, software, or hardware as well as operational techniques (OECD & Eurostat, 2005). Rather than focusing on cutting costs, process innovation in service-based sectors usually aims to improve service quality (Snyder et al., 2016).

As an example of process innovation, consider the many benefits of electronic banking. Not only does it help banks cut costs, which boosts their profitability, but it also improves service delivery by making financial services more accessible and affordable for customers. This, in turn, boosts service reliability and customer satisfaction.

2.1.4 Process Innovation

Process innovation is a crucial dimension of entrepreneurial innovation, emphasizing the enhancement of production and delivery methods to improve efficiency, reduce costs, and increase customer satisfaction. It involves the implementation of new or significantly improved production or operational procedures, including techniques, equipment, and software, thereby fostering competitiveness and growth in entrepreneurial ventures (OECD, 2018). Entrepreneurs leverage process innovation to streamline operations, minimize waste, and create value, which is essential for sustaining market relevance in dynamic business environments. For instance, the adoption of automation technologies and digital platforms in small businesses has transformed traditional workflows, enabling faster service delivery and improved product quality (Schiederig, Tietze, & Herstatt, 2016). Moreover, process innovation enables entrepreneurs to respond swiftly to market changes and consumer demands, fostering adaptability and scalability. As such, it serves as a catalyst for continuous improvement and long-term success in entrepreneurial ventures (Dodgson, Gann, & Salter, 2008).

2.1.5 Business Performance

Achieving commercial success is a core aim for all kinds of organizations, whether they are profit-driven or not. Managers must have a thorough understanding of the elements that impact organizational performance so that they can respond appropriately and promptly. Quality, market share, productivity, profitability, and overall effectiveness are some basic performance indicators. However, there are several other viewpoints on how performance should be managed and assessed, and the importance of each viewpoint depends on the organization's industry and unique goals. Consistently high company performance is essential in today's complicated and ever-changing business climate. Make decisions based on data and information if you want your company

operations to be productive. This means zeroing in on important strategic goals and encouraging stakeholder engagement to reach them. Complexity, interdependence, and cross-functional cooperation are hallmarks of today's most cutting-edge corporate endeavors.

Most people agree that a key indicator of operational success, especially for SMEs, is business performance, which is why it remains a top priority for managers. Performance results are of utmost importance to the majority of stakeholders, whether they are internal or external. In fact, costs like employee benefits and other operational expenditures tend to climb with time, thus it is essential for firms to show continual growth, even if it's small. Even if other costs stay about the same, these constraints on costs usually don't go away. Keeping and enhancing performance is crucial for organizations to be competitive and sustainable, especially when it's not always possible to raise prices and pass the costs on to customers.

Measures of Business Performance

In this study, the measures of business performance are profitability and service quality delivery.

2.1.6 Service Quality Delivery

Giving customers what they want has grown more important in today's cutthroat business world (Reichheld & Sasser, 1990; Zeithaml et al., 1996). As a result, both theoretical and applied studies have focused heavily on the idea of service quality as of late. As a result of this increased curiosity, several academics have offered competing definitions and conceptual frameworks.

According to Grönroos (1982), service quality is the difference between what a client expects and what they really get. The difference between what consumers anticipate and what they get is what Asubanteng, McCleary, and Swan (1996) call service quality. According to Gefen (2002), customers evaluate a service's quality based on their expectations and how well it meets those expectations. Further on this theory, Grönroos (1988) posits that service quality is the end result of service workers' actual performance and the gap between customers' expectations and the organization's stated service standards. Parasuraman, Zeithaml, and Berry (1988) offer an alternative, but equally valid, viewpoint when they say that service quality is an individual's general impression of a service's greatness. In addition, Parasuraman et al. (1985) created the famous Gap Model of Service Quality, which is a framework for finding areas where customers' expectations and perceptions differ across different aspects of service.

2.17 Profitability

According to Owolabi and Obida (2012), a company is considered profitable if its income is higher than its operating expenses. When a company's resources are used strategically and efficiently in its operations, it results in profit. Profitability is still a key measure of business performance in the banking industry and other sectors.

Profitability isn't necessarily a measure of operational efficiency; that depends on a lot of things that managers can't control, like the economy, currency fluctuations, inflation, and interest rates (Gharaibeh, 2015; Islam & Nishiyama, 2016). Regardless of these outside factors, profitability is still one of the most important metrics for gauging management's performance. This is due to the fact that it is an indicator of the managerial skill and creativity in making good use of resources to produce a net profit. In addition, a bank's future capacity to fund economic activity is heavily dependent on its profitability. One example is how a bank's capacity to lend and advance capital for investment grows in tandem with its profit margin. In a similar vein, a bank's liquidity situation in future fiscal periods can be enhanced by retaining earnings from present profits. Operating,

investing, and financing are the backbone of every for-profit business, and they're all often judged according to how well they can increase the wealth of the shareholders.

2.1.8 Relationship between entrepreneurial innovation and business performance

Because it involves both original thought and practical application, innovation is fundamentally a social phenomena, according to Tong (2000). It takes place when people come up with new ideas, evaluate their worth, then work together to make those ideas a reality. Increases in intellectual property like patents and trademarks, decreases in physical strain and stress, enhancements to work-life balance, and considerable reductions in costs are all signs of industrial success (Man, 2001). Technological progress sometimes acts as a moderator between entrepreneurial ingenuity and the profitability of corporations. The foundation of organizational transformation, according to Ahmed (1998), is innovation. Although change brings uncertainty and danger, it also presents new possibilities, therefore being resistant to change can be counterproductive in today's competitive world. Aligning technology with the right business viewpoint is crucial for innovation because technology drives innovation. In addition, the culture and atmosphere of an organization mirror its principles and methods of operation. The performance measurements and incentive systems put in place inside a company have a multiplicative effect on the attitudes and actions of its members, which in turn impact the corporate culture. In a study conducted by Chen et al. (2006), it was found that technology has the ability to revolutionize business narratives, reshape operational and business models, open up new avenues for innovation, and boost the commercial performance and monetization potential of deposit money banks.

3.0 Methodology

The study used a cross-sectional survey as its research strategy. Our sample size of 36 responders from 36 top banks was indicative of the population of the research, which consisted of eighteen (18) deposit money banks. Participants came from a variety of financial institutions, including UBA Bank, Access Bank, Fidelity Bank, Zenith Bank, EcoBank, Unity Bank, and GTB Bank. John Pearson A 95% confidence interval for the Product Moment Coefficient was used to test the hypotheses, and a significance threshold of 0.05 was used. All items achieved coefficients exceeding the threshold of 0.70 when the research instruments were evaluated using the Statistical Package for the Social Sciences version 20.0.

4.0 Data analysis and results

Test of Research Hypothesis One

H_{01}: There is no significant relationship between product innovation and service quality delivery in DMBs in Port Harcourt

Table 1: Product Innovation and Service Quality Delivery

		Product Innovation (PI)	Service Quality Delivery (SQD)
Product Innovation (PI)	Pearson Correlation	1	.619**
	Sig. (2-tailed)		.000
	N	34	34
Service Quality Delivery (SQD)	Pearson Correlation	.619**	1
	Sig. (2-tailed)	.000	
	N	34	34

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

Source: SPSS20.0 data Output, 2025

With a correlation coefficient of r = 0.619, the Pearson correlation analysis shown in the table above indicates a robust positive association between Product Innovation (PI) and Service Quality Delivery (SQD). As a result, it seems that service quality tends to rise in tandem with product innovation. With a p-value of 0.000, significantly lower than the normally accepted threshold of0.01, the correlation is considered statistically significant at the 0.01 level (2-tailed). This proves the link between the two variables is reliable, as the likelihood of the observed correlation happening by chance is less than 1%. An appropriate dataset was confirmed by the 34 respondents who made up the sample size for the study, indicating the presence of this substantial connection. This finding lends credence to the idea that companies whose leaders place a premium on product innovation also tend to provide better customer service.

H_{02}: There is no significant relationship between product innovation and profitability in the DMBs in Port Harcourt

Table 2: Product Innovation and Profitability

		Product Innovation (PI)	Profitability
Product Innovation (PI)	Pearson Correlation	1	.417**
	Sig. (2-tailed)		.000
	N	34	34
Profiitability	Pearson Correlation	.417**	1
	Sig. (2-tailed)	.000	
	N	34	34

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

Source: SPSS20.0 data Output, 2025

There is a somewhat positive association between Product Innovation (PI) and Profitability, as shown by the Pearson correlation analysis in the table above. The correlation coefficient is r = 0.417. Evidently, a correlation exists between a rise in product innovation and an uptick in profitability. The p-value is 0.000, which is significantly lower than the 0.01 threshold, indicating that the probability of this outcome happening by chance is extremely low; hence, the connection is statistically significant at the 0.01 level (2-tailed). Results from this 34-person study indicate that companies which invest in new product development are more likely to see a rise in their bottom line. It follows that creative goods have a better chance of increasing profits and decreasing expenses, which bodes well for the company's book.

Table 3: Process Innovation and service quality delivery

H_{03}: There is no significant relationship between process innovation and service quality delivery in DMBs in Port Harcourt

		Process Innovation (PI)	Service Quality Delivery (SQD)
Process Innovation (PI)	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.000
	N	34	34
Service Quality Delivery (SQD)	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.000	
	N	34	34

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

Source: SPSS20.0 data Output, 2025

With a correlation coefficient of r = 0.540, Process Innovation (PI) and Service Quality Delivery (SQD) are somewhat positively related, as seen in the above Pearson correlation table. What this means is that when process innovation is improved, the quality of the service that is delivered also improves. A p-value of 0.000 indicates that the correlation is statistically significant at the 0.01 level (2-tailed), indicating that the likelihood of this outcome being due to chance is extremely low. Data from this study, which included 34 participants, suggests that service quality and efficiency are both enhanced when businesses use novel or substantially enhanced procedures for producing or delivering their goods and services. This discovery highlights how process innovation may improve service delivery and ultimately increase customer happiness.

H_{04}: There is no significant relationship between process innovation and profitability in DMBs in Port Harcourt

Table 4: Process Innovation and Profitability

		Process Innovation (PI)	Profitability
Process Innovation (PI)	Pearson Correlation	1	.640**
	Sig. (2-tailed)		.000
	N	34	34
Profitability	Pearson Correlation	.640**	1
	Sig. (2-tailed)	.000	
	N	34	34

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

Source: SPSS20.0 data Output, 2025

With a correlation coefficient of r = 0.640, Process Innovation (PI) and Profitability are strongly positively related, as seen in the above Pearson correlation table. This suggests that there is a strong correlation between process innovation and an improvement in the organization's profitability. With a p-value of 0.000 and a significance threshold of 0.01 (2-tailed), we can be quite certain that this result is not the product of chance. The results, based on a sample size of 34, indicate that firms see an increase in profit margins, greater utilization of resources, and cost efficiency as a result of using new or enhanced procedures in their operational processes. This

discovery emphasizes the significance of process innovation in generating financial results and maintaining company expansion.

4.1 Discussion of Findings

According to the results, deposit money institutions in Port Harcourt benefit greatly from entrepreneurial innovation. Findings from the study corroborated earlier hypotheses that innovation has a beneficial effect on the operational performance of regional deposit money institutions. Innovation and organizational success are strongly positively correlated (r=0.05). Although these results differ from those of Wang and Ahmed (2002), who showed a somewhat larger correlation coefficient, they are in agreement with Lubart (1999) and McAdam et al. (2000). Significant association values may be explained by the study area's distinctive features and the amount of investment in creative competitiveness within Nigeria's banking industry, where the general population increasingly engages with new solutions.

4.2 Conclusion

This research looked at how entrepreneurial innovation affected the bottom lines of deposit money banks in Rivers State's Port Harcourt. In addition to a strong positive link with the level of service these banks provide, the results showed that innovation correlates positively with profitability. The study found that entrepreneurial innovation helps deposit money banks in Port Harcourt operate better overall, according to the data and the conclusions of the hypotheses that were evaluated. Consequently, in order to improve operational performance and maintain competitive advantage, bank management is advised to embrace an innovation culture.

5.0 Recommendations

The results show a positive correlation between product innovation and service quality delivery and profitability; therefore, deposit money banks should keep investing in R&D to create new products that cater to their customers' changing needs and improve their service and bottom line. In addition, banks must improve and simplify their operational processes by implementing new technology and creative techniques as process innovation has a high positive correlation with service quality delivery and profitability. A culture of innovation should be a top priority for management, who should promote imaginative thinking and welcome fresh ideas that boost productivity and delight clients. Increased service quality, long-term profitability, and a competitive edge may all be yours with consistent investment in product and process innovation.

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