

## **Thematic Area 14: Information Sciences**

### **Entrepreneurial Knowledge Diffusion Practice: The Role of Dissemination Networks in Innovation performance in Firms**

**Nandwa Musambayi**

**University of Eldoret & Jomo Kenyatta University of Agriculture and Technology,  
JKUAT nandwajmusambayi@gmail.com, nandwajmusambayi@uoeld.ac.ke**

#### **Abstract**

Dissemination of information and knowledge in firms is very important for product development and other activities performed by various departments, functions and individuals. The lack of such important function affects the entrepreneurial knowledge diffusion, hence negatively affecting the innovation performance. Firms are expected to seriously evaluate their decisions of developing dissemination systems in line with the company's objectives and profile. This is what informed the undertaking of this study in pharmaceutical firms in Kenya. The study is motivated by an ongoing Ph.D. research in the area of entrepreneurship development in Kenya. The targeted population was 163 respondents in pharmaceutical industry in the city of Nairobi, Kenya. The study adopted both quantitative and qualitative techniques in data collection using questionnaires and interviews. The data was analyzed using SPSS software and the results were presented in the form of descriptive and inferential statistics. The results revealed that 62.2% (mean=3.11) indicated that information generated through pharmaceuticals is key to enhancing innovativeness of firms, 82.6% (mean=4.13) alluded that information analysis of drugs ensures production of quality drugs, 82.4% (mean=4.12) were of opinion that information storage provides mechanisms to enhancing continuous productivity. This is an indication that pharmaceutical firms require information analysis of drugs as a form of dissemination of knowledge for enhancing the innovation performance. This can be interpreted to mean that it is a very important area of research in the manufacturing sector. It supports drug formulations, degradation of products and biological samples containing drugs and their metabolites. Information analysis also tests drug stability of the specific drug substances of maintaining established standardized level of purity in specified times. Thus, the results demonstrate that information analysis of drugs is a key form of knowledge dissemination to the innovation performance.

**Key Words:** Entrepreneurial Knowledge, Diffusion, Practice, Dissemination Networks, Innovation performance, Firms