

## **Knowledge Capital and Manufacturing Firms' Innovation Management: Exploring the Impact of Transboundary Investment and Assimilative Capacity.**

**Authors :** Suleman Bawa, Ayiku Emmanuel Lartey

**Abstract :** Purpose - This paper aims to examine the association between knowledge capital and multinational firms' innovation management. We again explored the impact of transboundary investment and assimilative capacity between knowledge capital and multinational firms' innovation management. The vital position of knowledge capital and multinational firms' innovation management in today's increasingly volatile environment coupled with fierce competition has been extensively acknowledged by academics and industry investment capitals. Design/methodology/approach - The theoretical association model and an empirical correlation analysis were constructed based on relevant research using data collected from 19 multinational firms in Ghana as the subject, and path analysis was constructed using SPSS 22.0 and AMOS 24.0 to test the formulated hypotheses. Findings - Varied conclusions are drawn consequential from theoretical inferences and empirical tests. For multinational firms, knowledge capital relics positively significant to multinational firms' innovation management. Multinational firms with advanced knowledge capital likely spawn greater corporations' innovation management. Second, transboundary investment efficiently intermediates the association between knowledge physical capital, knowledge interactive capital, and corporations' innovation management. At the same time, this impact is insignificant between knowledge of empirical capital and corporations' innovation management. Lastly, the impact of transboundary investment and assimilative capacity on the association between knowledge capital and corporations' innovation management is established. We summarized the implications for managers based on our outcomes. Research limitations/implications - Multinational firms must dynamically build knowledge capital to augment corporations' innovation management. Conversely, knowledge capital motivates multinational firms to implement transboundary investment and cultivate assimilative capacity. Accordingly, multinational firms can efficiently exploit diverse information to augment their corporate innovation management. Practical implications - This paper presents a comprehensive justification of knowledge capital and manufacturing firms' innovation management by exploring the impact of transboundary investment and assimilative capacity within the manufacturing industry, its sequential progress, and its associated challenges. Originality/value - This paper is amongst the first to find empirical results to back knowledge capital and manufacturing firms' innovation management by exploring the impact of transboundary investment and assimilative capacity within the manufacturing industry. Additionally, aligning knowledge as a coordinative instrument is a significant input to our discernment in this area.

**Keywords :** knowledge capital, transboundary investment, innovation management, assimilative capacity

**Conference Title :** ICEBIM 2024 : International Conference on Economics and Business Innovation Management

**Conference Location :** New York, United States

**Conference Dates :** August 08-09, 2024