GEM Business-Services Marketplace — Lagos & Abuja RCT Comparing Training, Consulting, Insourcing and Outsourcing

City Innovation Library · Good practice · Nigeria

Quality score: 67/100

Evidence strength: Moderate

Summary

A 753-firm RCT in Lagos and Abuja found that subsidising SMEs to outsource or insource marketing/accounting specialists beat owner training and matched consulting at half the cost; outsourcing raised sales and profits by 0.23 s.d. after two years.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	2/3
Scalability	2/3
Sustainability / continuity	1/3
Innovation	3/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-11

World Bank Development Research Group / Growth and Employment (GEM) project — accessed 2026-11-11

World Bank Policy Research Working Paper 9502 — accessed 2026-11-11

Journal of Political Economy (2022) record — accessed 2026-11-11

UT Austin news release (2022) — accessed 2026-11-11

Cite this — Evidoria. *GEM Business-Services Marketplace — Lagos & Abuja RCT Comparing Training, Consulting, Insourcing and Outsourcing*. Persistent ID: dddab617-7150-46e0-a37c-2a406dea91a4.