



THE RELEVANCE OF ENTREPRENEURSHIPS SKILL IN SMALL AND MEDIUM SCALE ENTERPRISES IN NIGERIA

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Abstract: *The study focuses on the relevance of Entrepreneurships Skill in small and medium scale enterprise in Nigeria. The study sought to determine the influence of technical skills on promoting management of small and medium scale enterprise, to ascertain the nature of the relationship between human resources management skills and growth of small and medium scale enterprise, to ascertain the extent at which creativity and Artiste skills promote small and medium scale enterprise. The study had a population size of 1258, out of which a sample size of 303 was realised using Taro Yamane's formula at 5% error tolerance and 95% level of confidence. Instrument used for data collection was primarily questionnaire and interview. Out of 303 copies of the questionnaire that were distributed, 250 copies were returned while 53 were not returned. The descriptive survey research design was adopted for the study. The hypotheses were tested using Pearson product moment correlation coefficient, Chi-square and simple linear regression statistical tools. The findings indicate that technical skills significantly influence promotion of management of small and medium scale enterprise ($r = 0.901$; $F = 3.426E3$; $t = 4.825$; $p < 0.05$). There is positive relationship between human resources management skills and growth of small and medium scale enterprise ($r = .905$; $p < 0.05$). Creativity and Artiste skills to a high extent promote small and medium scale enterprise ($X^2_c = 68.270 > X^2_t = 9.49$; $p < 0.05$). The study concluded that entrepreneurship is the process of bringing together creative and innovative ideas with management and organizational skills in order to combine people, money and resources to meet an identified need and thereby create wealth. The study recommended that Organizations should educate and sensitize their employees to understand that human resource management skills, Technical skills and creativity skills are the necessary needed for them to drive the organization to its purpose of existence.*

Keywords: *Entrepreneurship, Creativity skills and Small and medium scale enterprise*



INTRODUCTION

The word entrepreneur was originally employed in the Middle Ages and signified “a person who is active, who gets things done” (Swedberg, 2000:11). The importance of entrepreneurship for achieving economic growth in contemporary economies is widely recognized, both by policy makers and economists. Audretsch (2003: 5) states that “Entrepreneurship has become the engine of economic and social development throughout the world.” One of the main challenges facing the Nigeria as a nation is the need to boost entrepreneurship skills. Encouraging entrepreneurship is the key to create jobs and improve competitiveness and economic growth throughout Nigeria, Entrepreneurship is a key driver of our economy. Wealth and a high percentage of jobs are created by small businesses started by entrepreneurially minded individuals, many of which grow to become big businesses (Akeredolu-Ale 1975)

An organization comes into existence only because of the efforts put in by an individual, who would be prepared to assume responsibility of leading the enterprise with him. For that, the individual must have special quality and skills that is known as entrepreneurship. Entrepreneurship refers to an individual’s ability to turn ideas into action. It includes creativity, innovation and taking calculated risks, as well as the ability to plan and manage projects in order to achieve objectives. “Entrepreneurship is the mindset and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organization”. For a discussion on various views on entrepreneurship we refer to Hébert and Link (1989) and Wennekers and Thurik (1999). Littunen (2000) looks at abilities, knowledge and skills with greater specificity, where the most important to entrepreneurship are listed as: the ability to take risks, innovativeness, knowledge of how the market functions, manufacturing know-how, marketing skills, business management skills and the ability to cooperate, technical skill, extended with a good nose for business, the desire to take risks, the ability to identify business opportunities, the ability to correct errors effectively, and the ability to grasp profitable opportunities.

One of the important inputs in any economic development of a country is entrepreneurship. More the entrepreneurship activities, better the growth and development. Entrepreneurship is the life blood of any economy and it applies more to a developing



economy like Nigeria. This growth is often explained by entrepreneurship being seen as a major engine for economic growth and job creation (Wong, Ho, and Autio , 2005), and as a response to the increasingly globalized, uncertain and complex world we live in (Gibb, 2002). Today entrepreneurial skill has become an important part of both industrial and educational policy in many countries (Hytti and O’Gorman, 2004).In order to improve employment and develop the economic sector and social cohesion within the Nigeria. Encouraging entrepreneurship is the key to create jobs and improve competitiveness and economic growth throughout Nigeria, to which education and training offer are of important contribution. The European Commission, in many work papers, has defined entrepreneurship as a basic skill, stressing the importance of the development of an entrepreneurial spirit among European citizens.

OBJECTIVES OF THE STUDY

The main objective of this study is to assess the relevance of entrepreneurships skill In small and medium scale enterprises in Nigeria

The specific objectives were to:

- 1 To determine the influence of technical skills on promoting management of small and medium scale enterprise
- 2 To ascertain the nature of the relationship between human resources management skills and growth of small and medium scale enterprise
- 3 To ascertain the extent at which creativity and Artiste skills promote small and medium scale enterprise

RESEARCH QUESTIONS

With the above objectives in focus, the study seeks to find answers to the following questions.

- 1 What is the influence of technical skills on promoting management of small and medium scale enterprise
- 2 What is the nature of the relationship between human resources management skills and growth of small and medium scale enterprise
- 3 To what extent do creativity and Artiste skills promote small and medium scale enterprise?



RESEARCH HYPOTHESES

These hypotheses were proposed for the study

- 1 Technical skills significantly influence promotion of management of small and medium scale enterprise
- 2 There is a positive relationship between human resources management skills and growth of small and medium scale enterprise
- 3 Creativity and Artiste skills to a high extent promote small and medium scale enterprise

REVIEW OF RELATED LITERATURE

Conceptual Framework

Concepts of Entrepreneur and Entrepreneurship

The term “entrepreneur”, although apparently common, remains one of the most difficult concepts to define. Much depends on whether the term is used to describe capacity to innovate or whether it refers to ability to organize and manage a business concern. Glueck (1980) defines an entrepreneur as an individual who creates a new firm and continues to manage it until it is successful. In the same vein, Koontz, O’Donnell and Weihrich (1980) describe an entrepreneur as a person who sees a business opportunity, obtains the needed capital, knows how to put together an operation successfully, and has the willingness to take a personal risk of success or failure.

Entrepreneurial skill can be defined as the ability to create something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence (Hisrich and Peters, 2002). Entrepreneurial skill is the ability to of an individual to exploit an idea and create an enterprise (Small or Big) not only for personal gain but also for social and developmental gain (Olagunju, 2004). Kilby (1971) states that the array of possible entrepreneurial skills encompasses the perception of economic opportunity, technical and organizational innovations, gaining commands over scarce resources, taking responsibilities for internal management and for external advancement of the firm in all aspects (of teaching enterprise) Some of the entrepreneurial skills include: Creative thinking, Planning of research, Decision making, Organizing, Communicating, Team building, Marketing, Managing finance, Record keeping, Goal setting and Managing business,



observing, interpreting of market, exhibiting of knowledge and mastering of skills, ability to communicate and so on Olalekan, 1998).

According to Uche (2008) skills development provides the entrepreneurs with learning experience designed to enhance their individual contributions to their entrepreneurial goals. The development of the entrepreneurial skills through business education refers primarily to the equipping of students through teaching and learning of and about entrepreneurship and also the development of entrepreneurial business educators in tertiary institutions of learning. The entrepreneurial skills embedded in business education includes: human skills, technical skills, conceptual skills, decision-making skills, problems solving skills, employability skills, high productivity skills and self esteem. Other skills are leadership creativity, marketing/sales, time management, negotiation, self-motivation, typewriting/shorthand, accounting and a range of interpersonal skills. Entrepreneurship requires several techniques and skills and it takes time to acquire such skills. According to Meredith, Nelson and Neck (1991) acquiring entrepreneurial skills means combining personal characteristics, financial resources within your environment and taking advantage of them for rewarding outcome.

ENTREPRENEURIAL SKILLS SUCCESS DRIVERS

Entrepreneurial skills development involves a process of human capacities building which can be acquired through formal and or informal training. According to Hisrich, Peter and Shepherd (2007) the following are basic skills success drivers needed by entrepreneurs:

Technical Skills: Technical skill is the ability to use the tools, procedures or techniques for a specialized field. An entrepreneur can be equipped technically either through technical or technological schools such as universities, polytechnics and informally via tutelage or mentoring by local technician or expert in a specific technical area. Technical skills encompasses skills in writing, listening, oral presentation, organizing coaling, being a team player as well as possessing technical know-how

Financial Skills: without finance entrepreneurial dreams will only constitute wishful thinking. An entrepreneur should possess saving skill, that is, the process of capital accumulation. Entrepreneur financial skills development involves the acquisition of investment skills, project appraisal, skills as well as portfolio mix and management skills.



Investment skills will expose the entrepreneurs to the act of enslaving money to labour diligently and to multiply it.

Human Resources Management Skills: Human resources are the greatest assets of an organization. Human resources management is the ability to understand, lead, and control the behaviour of other individuals and groups. It is also the ability to communicate and motivate people and to mould individuals into a cohesive team distinguishing effective from ineffective workers

Creative and Artistic Skills: Entrepreneurship entails acting in the face of uncertainty and not necessarily following what others have been practicing. Success in this trend involves element of creativity, therefore, an entrepreneur must have flair for creativity. The entrepreneur has to create situations unknown to his competitors and if such situation becomes close to reality he leads into success. This skill can be acquired naturally or through formal and or informal training and mentoring

Marketing and Communication Skills: The ability to communicate is crucial to the running, management and success of a business. The survival of an enterprise to a large extent depends on goodwill and patronage, from clients and customers, whose patronage is sustained through good communication. For an entrepreneur, ability to communicate both verbally and in writing is important. He should be able to communicate and translate his product to consumers in a way that they are able to appreciate the content and value of the product as well as develop the desire for that product through initial repeat purchases

THEORETICAL FRAMEWORK

Schumpeter's (1985) Theory of Innovation: Schumpeter introduced the concept of innovation as key factor in entrepreneurship. According to Schumpeter entrepreneurship is "a creative activity". Entrepreneurs are always thinking of new ideas and new ways of doing things, and are not afraid to utilize these ideas. Through various forms of innovation, entrepreneurs have the potential to raise productivity. According to Inegbenebor and Igbinomwanhia (2010) entrepreneurs have the potential to raise productivity through various forms of innovation. The resourcefulness and ingenuity typical of entrepreneurs have spawned new industries and contributed a great many innovative ideas and technological breakthroughs to societies. Through their innovation and creativity entrepreneurs are transforming existing business sectors, and creating new sectors. They



are helping to bring about new goods and services (expanding productivity) and supplying the needs of large enterprises, which have to rely on their operations for business success. This is in line with the view of Schumpeter (1985) that an innovator who brings new products or services into economy is given the status of an entrepreneur. An entrepreneur is a problem solver in business opportunities. The innovation may be in the form of products, new method of manufacturing, new markets, new source of raw material, new type of organization or combination of these.

Hoselitz's theory of Managerial Skills and Leadership: Hoselitz (2001) noted that leadership and managerial skills are critical inputs in any entrepreneurship. Other aspects are secondary. The author emphasized ability to lead and manage from an entrepreneur. The entrepreneur as an initiator of the business process has a generic function of giving sense of direction to the organization (Drucker, 2004). Leadership has to do with how you relate with people around you. It is the process of influencing people so that they will strive enthusiastically and willingly toward the achievement of group goals. Hoselitz identified business leadership in three categories – (a) money lenders (b) managers and (c) entrepreneurs. First group is market oriented, the second an authority oriented and third group is a combination of the first two to the new venture and production oriented. Therefore, an entrepreneur is seen as merchant money leader plus manager and also takes risks of innovation and new product uncertainties. An entrepreneur should therefore not only start a new organization but also function as a good manager to nurture it.

Apprenticeship Model: The apprenticeship model works like the role model but with slight difference. Here, a prospective entrepreneur arranges privately for skill acquisition in entrepreneurship with another successful entrepreneur in the area of interest. No formal lectures are needed here, rather the apprentice under-studies the techniques of the master's business. The apprentice participates in the day to day running of the business with the owner under special agreement.

EMPERICAL REVIEW

Odunaike and Amoda (2013) conducted a study the relevance of Business Education in the development of Entrepreneurship in Nigerian Universities. Tai Solarin University of Education was used as the case study. Questionnaire was used to collect data from one hundred students of the Institution using simple random sampling technique. The data



collected was analyzed using chi-square statistical method. The study found that Business Education is a vocational programme that enables individuals to develop skills, abilities and understanding to handle business affairs. The study concluded that Entrepreneurship without adequate education, knowledge and skills, usually result in failure. It was therefore recommended that an entrepreneur should be able to know and identify what fields of entrepreneurship industry or project he/she should venture into. Consequently, it was also recommended that the curriculum should indicate different options available for entrepreneurs.

Jimoh-Kadiri (2010) carried out a study to investigate the methods of inculcating entrepreneurship skills into business education students in tertiary institutions in Edo State. A questionnaire was used as the instrument for data collection. The population comprised 200 full-time business education under-graduate students and 20 business teachers from four (4) government owned tertiary institutions in Edo State. Respondents were required to indicate the degree of agreement or disagreement on a four-point likert type scale of strongly agree (SA), agree (A), disagree (D) and strongly disagree (SD) rated 4, 3, 2 and 1 respectively. The data was analyzed using mean statistic. Findings showed that lecture method is the main method of teaching used by the lecturers all through the semester during the entrepreneurship education course. The study also revealed that there are not enough furniture, office equipment and facilities in the training centre and lecture-rooms. The researcher recommended among others, that entrepreneurship education lecturers should be encouraged to go through further training

RESEARCH METHOD AND MATERIALS

The study adopt survey method by administrating structured questionnaire which aim was together primary data focuses on staff of Inosson Technical limited Emene as regard to skills possess by staff this company, The scope of the study covered Focuses on the staff of inosson technical limited . The population of the study is 1258. A sample size of 303 was determined using taro yamene and the validity of the instrument was given to management experts who Modify and made the necessary correction so that the instrument can measure what it ought to measure. The reliability was obtained using Cronbach's Alpha, which had a value of 0.700, that indicates that there is internal consistency of the instrument. Out of the 303 questionnaires, 250 were correctly filled and



returned. The hypothesis was tested using Pearson product moment correlation coefficient and simple linear regression.

RESULTS AND DISCUSSION

Table 1 Technical skills on promoting management of small and medium scale enterprise

Questionnaire items	Agree/ strongly agree	Disagree/ strongly disagree	Undecided	Total
Technical skill are used to diagnose complex issues that emerge during business activities	180	80	20	250
Small and Medium scale enterprise problems can be solved through effective manipulation of tools and methods	200	40	10	250
Total	380	90	30	500

Source: Fieldwork, 2015

According to table (1) based on aggregate response 380(76%) indicated strongly agree, 90(18) indicated disagree while 30 (6%) indicated undecided. This implies that technical skills significantly influence promotion of management of small and medium scale enterprise.

Table 2 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	t	Durbin-Watson
1	.901 ^a	.859	.868	.53372	3.426E3	4.825	.050

a. Predictors: (Constant), technical skill

R = 0.901

R² = 0.859

F = 3.426E3

T = 4.825

DW = 0.050

Interpretation:

The regression sum of squares (975.890) is greater than the residual sum of squares (147.555), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.



R, the correlation coefficient which has a value of 0.901, indicates that there is positive relationship between Technical skills and promotion of management of small and medium scale enterprise. R square, the coefficient of determination, shows that 85.9% of the variation in promotion of management of small and medium scale enterprise is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about .53372. The Durbin Watson statistics of 0.050, which is not more than 2, indicates there is no autocorrelation.

The technical skills coefficient of 0.901 indicates a positive significance between technical skills promotion of management of small and medium scale enterprise, which is statistically significant (with $t = 4.825$). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted.

Table 3 Nature of the relationship between human resources management skills and growth of small and medium scale enterprise

Questionnaire items	Agree/ strongly agree	Disagree/ strongly disagree	Undecided	Total
Mutual relationship between staff and management promotes small and medium scale enterprises	220	25	5	250
Competent human capital promotes business activities of small and medium enterprises	235	10	5	250
Total	455	35	10	500

Source: Fieldwork, 2015

According to table (3) based on aggregate response 455(91%) indicated strongly agree, 35(7) indicated disagree while 10 (2%) indicated undecided. This implies that there is positive relation relationship between human resources management skills and growth of small and medium scale enterprise.

Table 4 Descriptive Statistics on human resources management skills and growth of small and medium scale enterprise

	Mean	Std. Deviation	N
Human resources management skills	1.8261	1.16043	250
Growth of small and medium scale enterprise	1.9065	1.26713	250



Table 5 Correlations Statistics on human resources management skills and growth of small and medium scale enterprise

		Human resources management skills	Growth of small and medium scale enterprise
Human resources management skills	Pearson Correlation	1	.905**
	Sig. (2-tailed)		.000
	N	250	250
Growth of small and medium scale enterprise	Pearson Correlation	.905**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Table 4 shows the descriptive statistics of the human resources management skills via, Growth of small and medium scale enterprise with a mean response of 1.8261 and std. deviation of 1.16043 for human resources management skills and a mean response of 1.9065 and std. deviation of 1.26713 for growth of small and medium scale enterprise and number of respondents (250). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table 5 is the Pearson correlation coefficient for human resources management skills and growth of small and medium scale enterprise. The correlation coefficient shows 0.955. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between human resources management skills and growth of small and medium scale enterprise($r = .905$). The computed correlations coefficient is greater than the table value of $r = .195$ with 248 degrees of freedom ($df. = n-2$) at alpha level for a two-tailed test ($r = .905, p < .05$). However, since the computed $r = .905$, is greater than the table value of $.195$ we reject the null hypothesis and conclude that there is a significant relationship between human resources management skills and growth of small and medium scale enterprise($r = .905, P < .05$).



Table 6 Creativity and artiste skills to a high extent promote small and medium scale enterprise

Questionnaire items	Agree/ strongly agree	Disagree/ strongly disagree	Undecided	Total
New ideas generation help in solving problems of small and medium scale enterprises	240	7	3	250
Small and medium scale enterprise can grow through innovation of new method and process of doing things	227	21	2	250
Total	467	28	5	500

Source: Fieldwork, 2015

According to table (6) based on aggregate response 467(73%) indicated strongly agree, 28(6) indicated disagree while 5 (1%) indicated undecided. This implies that creativity and artiste skills to a high extent promote small and medium scale enterprise

Table 7 Chi-Square Tests Computed from the Frequency Cross Tabulation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.270(a)	4	.006
Likelihood Ratio	18.911	4	.004
Linear-by-Linear Association	.441	1	.507
N of Valid Cases	500		

Table 7 is the output of the computed Chi-Square values from the cross tabulation statistics of observed and expected frequencies with the response options of agree and disagree based on the responses of the research subjects. Pearson Chi-Square computed value ($X^2_c = 68.270$) is greater than the Chi –Square tabulated value ($X^2_t = 9.49$) with 4 degrees of freedom (df) at 0.05 level of alpha ($X^2_c = 68.270$, $p < .05$)

DECISION RULE

The decision rule is to accept the alternate hypothesis if the computed Chi- Square value is greater than the tabulated Chi-Square value otherwise accept the null hypothesis.

DECISION

Since the Pearson Chi- Square computed $X^2_c = 68.270$ is greater than the Chi- Square table value $X^2_t = 9.49$, the null hypothesis is rejected and alternate hypothesis is accepted. Thus, we conclude that creativity and artiste skills to a high extent promote small and medium scale enterprise.



SUMMARY OF FINDINGS

- 1 Technical skills significantly influence promotion of management of small and medium scale enterprise($r = 0.901$; $F = 3.426E3$; $t = 4.825$; $p < 0.05$)
- 2 There is positive relationship between human resources management skills and growth of small and medium scale enterprise ($r = .905$; $p < 0.05$)
- 3 Creativity and Artiste skills to a high extent promote small and medium scale enterprise ($X^2_c = 68.270 > X^2_t = 9.49$; $p < 0.05$)

CONCLUSION

Entrepreneurship is the process of bringing together creative and innovative ideas with management and organizational skills in order to combine people, money and resources to meet an identified need and thereby create wealth. Creativity and management strengths are provided by entrepreneurship skills which combine strengths, skills and competence to produce goods and services. Specifically human management skills and technical skill promote the smooth running of small and medium scale enterprise

RECOMMENDATIONS

Based on the findings of this study and the conclusions drawn there- from, the following recommendations were made.

1. Organizations should imbibe their employees technical that will enable them Manipulate tools in order to achieve primary of the organizations'.
2. Entrepreneurship education should be made compulsory to all students from primary to tertiary institutions in order, to prepare them to acquire the necessary skills needed employment after graduation.
3. Organizations should educate and sensitize their employees to understand that human resource management skills, Technical skills and creativity skills are the necessary needed for them to drive the organization to it purpose of existence.

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