

## **IMPACT ANALYSIS OF ENTREPRENEURSHIP PROGRAMS ON SMALL BUSINESSES (SBES) PERFORMANCE IN LAGOS STATE, NIGERIA**

**AKANDE, OLUSOLA.O**

Department of Management and Accounting, Faculty of Management Sciences,  
Ladoke Akintola University of Technology Ogbomosho, Oyo State, Nigeria

### **ABSTRACT**

This study empirically evaluates the performance effect of entrepreneurship programs on small and medium scale enterprises operations in Lagos state Nigeria. Primary data were employed in this study. Data were collected through questionnaire designed and administered on the study sample. A total of two hundreds and seventy (270) pieces of questionnaire were distributed amongst the selected small businesses in Lagos state, but only two hundred and fifty (250) were filled-in and returned. Regression Analysis was used to analyze the effect of entrepreneurship programs on *SBEs* performance where Correlation analysis technique was also employed to determine the relationship between entrepreneurship programs and small business performance (*SBEs*). Finding indicated that entrepreneurship program has positive significant impact on small and medium scale enterprises operations in Lagos state, Nigeria with Adj R-squared 90%. Also, there was a strong positive relationship between entrepreneurship program and small and medium scale enterprises operations in Lagos state, Nigeria. It is now recommended that Government should put more efforts in mobilizing small scale entrepreneurs' empowerment through increasing the capacity building among entrepreneurs by the government so as to increase their knowledge, skills and experiences in business hence competing better in the business environment within and outside the country.

**KEYWORDS:** *Entrepreneurship, Entrepreneurship Programmes, Performance, Lagos State, SBEs*

### **INTRODUCTION**

Promoting small-scale business operation through entrepreneurship program is directly related to improving general living conditions and human rights. Entrepreneurships program prepares individuals not only to be gainfully employed but also to be self-employed and be employer of labour (Balunywa, 2010). The programme is however designed to make beneficiaries look beyond white-collar jobs. Entrepreneurs have the ability to spark new ideas and develop new products and services that create new businesses. The entrepreneur is not a man of ordinary managerial ability but one who introduces something entirely new. The role of entrepreneurship in the economic development of any nation is so crucial that it cannot be over-emphasized (Thurick, 2009). The economies of African countries are no doubt characterized by a growing population and a general decrease in formal employment. Full employment guarantees stability, security and balanced economic development (Hall, 2007; Amoros, 2009). However, this full employment cannot be fully realized under the public sector-driven economy (Naude, 2007) hence the need for entrepreneurship program. Entrepreneurships program as introduced in tertiary institutions in Nigeria by the Nigerian Federal Government is expected to inculcate in students, the practical skills and experience needed to be self-employed and be self-reliant, through the management of small-scale businesses operation (Ogechukwu and Ayozie, 2006). To this end, technical training institutions like

Polytechnics and other training providers must empower their trainees with the needed entrepreneurial skills that will enable them to be self-employed and to fit into the modern world of work.

Entrepreneurship program is believed to be one of the major areas identified as key determinants of economic growth especially in the developing countries where after decades of numerous macroeconomic policies, poverty is still rampant. Entrepreneurship in its simple form as a small business for instance plays a major role in reducing poverty. People are poor when they are unemployed and do not have means of sustaining themselves (Vandenberg, 2006). Since unemployment has been identified as both a driver and maintainer of poverty in Nigeria (Audretsch et al., 2002), starting a small business then becomes a good means for them to earn something from some simple semi-skilled services or trade (World Bank, 2001; Ayyagari et al, 2011). Yunus (2005) opined that poverty is certainly an octopus with several tentacles. Poverty is material deprivation; it is poor health; and it is social injustices especially gender inequity. Solutions to poverty are increasingly being sought in entrepreneurship which has been associated with starting and running one's own business (Akande, 2010). But today, it is also considered as way of life that is dominated by, and thrives on challenges through the identification and exploitation of resources.

According to Parker (2009), Entrepreneurship programs emphasize the individual functions, competences, types, and behavior of entrepreneurs (Grilo and Irigoyen, 2006; Carree et al, 2007). This shed light on their roles, responsibilities and skills used in building successful enterprises and which have impact on poverty alleviation. In the United Kingdom, the Economic Advisory Group classified small business according to industry in terms of net assets and turnover ranging between £20,000 to £25,000 and £50,000 to £500,000 in business turnover (Ojo, 1996). These are presently equivalent to N4.4m to N5.5m and N10m for net asset and turnover respectively. However, these definitions may not be applicable in Nigeria. The United Nations Industrial Development Organization in 1958 classified a business as being small only if it has less than 150 employees on its pay roll (Ojo, 1996).

In Japan, the laws for assisting small-scale industries recognize upper limit of 300 employees and investment of 10 million yen for manufacturing enterprises (Steinhoff, 1982). In Nigeria, the Centre for Industrial Research Development (CIRD) of the Obafemi Awolowo University, Ile-Ife in 1996 defines a small-scale business as an enterprise having a capital base (excluding land and building) of between 1 million and N20 million, employing fewer than 50 full-time workers (CIRD, 1996). The Central Bank of Nigeria (CBN) guidelines also defined small-scale business as an establishment whose turnover does not exceed N500, 000. The Federal Ministry of Commerce and Industry equates business in the small-scale category with those whose capital (i.e. Total cost excluding cost of land) is not over N750, 000 (Ekpenyong, 1992). Lastly, the Federal Ministry of industries prior to Structural Adjustment Programme (SAP) and Second-tier Foreign Exchange Market (SFEM) also defined small-scale enterprises as any manufacturing process or service industry with a capital investment not more than N150, 000 in plant and machinery.

There is no lower limit for the capital investment and this made the definition to embrace conventional distributive and small-scale industries including the enterprises of self-employed artisans. During SAP era, the maximum capital investment level of N150, 000 was adjusted to N500, 000 and this definition has been guiding lenders in their classification of business. The Nigerian Bank for Commerce and Industries (NBCI) in 1981/82 for purpose of the revolving loan scheme for small scale industries, small scale enterprises were regarded as those investing not more than N500, 000 (excluding the cost of land but including working capital).

This research is aimed at establishing the performance effect of entrepreneurship programs on small business

enterprises operations in Lagos state Nigeria.

## STATEMENT OF THE PROBLEM

Evidence from literature showed that entrepreneurship program is expected to enhance small business operational performance, provide access to fund and promote economic development (Alan and Hossan, 2003). Regarding to this field of study there is more in the developed country and few in the developing country. Despite that, there is a dearth of literature regarding entrepreneurship programs' impact on Small Businesses operational activities in Nigeria. This calls for further empirical investigation as to the effectiveness of the government entrepreneurship programs on SMEs operational performance. A link between entrepreneurship programs and development is therefore worthy of empirical investigation. This study remains germane by examining the effect of entrepreneurship programs on small and medium scale enterprises operational performance in Lagos state Nigeria.

### Research Hypotheses

These hypotheses to be testing are stated in the null form.

**Ho<sub>1</sub>** - Entrepreneurship programs has no impact on small business enterprises in Lagos state.

**Ho<sub>2</sub>** - Entrepreneurship programs has no significant relationship with business enterprises and enterprises in Lagos state.

## LITERATURE REVIEW AND CONCEPTUAL EXPLANATION

### The Entrepreneurship Development Programme (EDP) as an Intervention Mechanism

Employment is the life line of any economy. "Human development will definitely be grossly undermined and impaired without employment" (NEEDS document, 2004). How soon Nigeria sets to address the problems of mass unemployment, low productivity, high inflation and poverty to a large extent depends on how speedily it is able to develop the millions of its labor force into a knowledgeable and skilled people needed for the required change. The world in the 21<sup>st</sup> century is witnessing a wave of entrepreneurship happening with more and more people looking for self-empowerment and business ownership. The role of governments and big businesses as a provider of jobs is shrinking and people are looking to empower themselves in other ways. The Entrepreneurship Development Programme, as an urgent mechanism to youth unemployment is specifically designed for the Nigeria youths, informing them about the world of business and opportunities to create their own businesses. The EDP provides youths with insights into entrepreneurship and enterprise; it aims to help them realistically consider the options of starting a small business or of self-employment.

The following sums up a number of reasons for the importance of promoting youth entrepreneurship:

- Creating employment opportunities for self-employed youth as well as the other young people they employ.
- Bringing alienated and marginalized youths back into the economic mainstream and giving them a sense of meaning and belonging.
- Helping to address some of the socio-psychological problems and delinquency that arise from joblessness.
- Helping youths develop new skills and experiences that can then be applied to other challenges in life.

- Promoting innovation and resilience in youth.
- Promoting the revitalization of the local communities by providing valuable goods and services.
- Capitalizing on the fact that young entrepreneurs may be particularly responsive to new economic opportunities and trends.

Meanwhile, World Bank (2010) identified successive governments which have embarked on a lot of poverty alleviation programmes such as follows:

- 1985 - 1993: Gen. Ibrahim Babaginda also established the:
  - Structural Adjustment Programme (SAP).
  - People's Bank of Nigeria (PBN) was set-up by Decree No. 22 of 1990 to provide basic credit requirement to the under privileged Nigerians.
  - The Community Banks.
- 2000: The Poverty Alleviation Programme (PAP) by Olusegun Obasanjo to curb the unemployment and crime among youth.
- 1987 up to Date: The National Directorate of Employment (NDE) is saddled with the responsibility of creating jobs for the teeming unemployed youths in Nigeria.
- 2001 up to Date: The National Poverty Eradication Programme (NAPEP) by the Olusegun Obasanjo's Administration – a central coordination point for all anti-poverty efforts from the local government level to the national level by which schemes would be executed with the sole purpose of eradicating absolute poverty. Such schemes includes:
  - Youth Empowerment Scheme (YES).
  - Rural Infrastructure Development Scheme (RIDS).
  - Social Welfare Services (SOWESS).
  - Natural Resources Development and Conservation Scheme (NRDCS).

This initiative has been continued under the past administration of Late Alhaji Umaru Musa Yar'Adua till the present administration of President Good luck Ebele Jonathan.

- 2004 up to Date: The Federal Republic has an Economic Empowerment and Development Strategy planned at the National, (National Economic Empowerment and Development Strategy (NEEDS)); the state, (State Economic Empowerment and Development Strategy (SEEDS)); the Local Government (Local Economic Empowerment and Development Strategy (LEEDS)) levels and as far as to the Community level (Community Economic Empowerment Strategies).

Small scale enterprises (business) in Africa is away of producing and manufacturing of good or product and services for consumption (Ogujuiba et al., 2004). It is very easy to establish and simple to manage with good management scheme (entrepreneurship program). One of the major difficulties facing researchers in the small-scale sector is the

problem of conceptualization. Since a complete spectrum of firm areas exist in any country, any definition creates a rather arbitrary dividing line between firms. The measure most commonly used is the number of employees but the dividing line chosen varies from country to country and extends from 5 to 500. Though, the foregoing could be regarded as basic ingredients for a small-scale enterprise, there are varying interpretations, which differ from country to country and from industry to industry.

### **Review of Empirical Studies on Entrepreneurship and Human Development**

The interplay between entrepreneurship dynamics and economic development and growth presents a complex relationship (Caballero, 2006). Modeling these relationships is not an easy task due to the many factors affecting entrepreneurial activity and economic growth (Wennekers and Thurik, 1999).

Some studies emphasize the effect of entrepreneurial activity on national economic growth while others focus on the effect of economic growth on countries' entrepreneurial rates. Carree et al. (2002, 2007) are among the few studies that develop a model of simultaneous equations for both economic growth and entrepreneurship rate. On the side of the entrepreneurship activity upon economic development there is an extended body of research that examines 'entrepreneurial activities' as a factor contributing to economic growth during the last decades of the twenty-century (Schramm, 2004). Within this literature there are works that provide empirical evidence of a positive effect of entrepreneurial activity on economic growth only in developed and high-income countries (Tang and Koveos, 2004; van Stel, Carree, and Thurik, 2005; Wanneers et al., 2005; Acs and Amoros, 2008). Other studies like Carree et al (2007) and Hessel, van Gelderen, and Thurik (2008) stated that the relationship between business ownership rates and economic growth changes overtime and also depends on the level of economic development. Other authors remark that only a few numbers of innovative and high-growth entrepreneurs cause a positive effect on economic growth (Wong, Ho, and Autio, 2005).

Furthermore the competitive impact, and consequently the contribution of the entrepreneurial efforts to economic growth, differs not only among countries having a similar degree of development (Carree et al., 2007), but also among regions in a single country (Audretsch and Keilbach, 2004).

Regarding the effect of economic development on entrepreneurial activity Carree et al., (2002) found a U-shaped relationship between the level of per capital income and the rate of self-employment with new evidence and obtained a 'L-shaped' model (Carree et al., 2007). Wennekers et al., (2005) using GEM data showed three U-shaped approaches between entrepreneurship rates and the level of economic development, measured by income per capital, innovation capacity and diverse associated socio-demographic variables.

Amoros and Cristi (2008) revisited the Wennekers et al., (2005) approach using longitudinal GEM data. Although there is a significant heterogeneity in the literature that explores the relation between economic development and entrepreneurial activity, most of the studies in the field agree on the fact; the percentage of population that could be considered involved on entrepreneurial activities is higher in less-developed regions or countries (Acs and Amoros, 2008).

### **METHODOLOGY**

Primary data was collected through a questionnaire designed and administered on the study sample. A total of two hundred and seventy (270) questionnaires were distributed amongst the selected small businesses in Lagos state, but only two hundred and fifty (250) were filled-in and returned. Regression Analysis was used to analyze the effect of

entrepreneurship programs on SMEs performance where correlation was also employed to determine the relationship between entrepreneurship programs and SMEs performance.

**Model Specification**

$$Y = \alpha + \beta_1 \times_1 + \beta_2 \times_2 + \beta_3 \times_3 \dots \beta_n \times_n - e \tag{1}$$

$$Y = f(\text{BOI, SMEDAN, SMEEIS, SEEDS, NAPEP, NEEDS}) \tag{2}$$

Explicitly, the model is specified as

$$Y_{it} = \alpha_0 + \beta_1 \text{BOI}_{it} + \beta_2 \text{SMEDAN}_{it} + \beta_3 \text{SMEEIS}_{it} + \beta_4 \text{SEEDS}_{it} + \beta_5 \text{NAPEP}_{it} + \beta_6 \text{NEEDS}_{it} + e_{it} \tag{3}$$

Where

Y, the dependent variable is represented by the profit performance of the selected small and medium scale Enterprises

- BOI - Bank of Industry
- SMEDAN - Small and Medium Enterprises Development Agency of Nigeria
- SMEEIS - Small and Medium Enterprises Equity Investment Scheme
- SEEDS - State Economic Empowerment Development Strategy
- NAPEP - National Poverty Eradication Programmes
- NEEDS - National Economic Empowerment and Development Strategy

**RESULTS AND DISCUSSIONS**

**Table 1: Analysis of the Effect of Entrepreneurship Programs on the Performance of Small and Medium Scale Business Operation**

<i>PEASMEs</i>	Coefficient	Std. Err.	T	P> t	95% Conf. Inter.	F( 4, 95) = 230.45
<b>SMEDAN</b>	.6181399	.1020791	6.06	0.000	.4154872 .8207927	Prob> = 0.0000
<b>SMEEIS</b>	.0649275	.1941164	0.33	0.186	-.1219182 .6190854	
<b>BOI</b>	.2485836	.1024044	2.12	0.037	.0137019 .4202987	R-squared = 0.9066
<b>SEEDS</b>	.2466769	.117835	2.09	0.039	.0127448 .4806089	Adj R-squared = 0.9026
<b>NAPEP</b>	1.80e+10	2.02e+10	0.89	0.380	-2.31e+10 5.91e+10	
<b>NEEDS</b>	4.84e+10	1.09e+10	4.45	0.000	2.63e+10 7.05e+10	Root MSE = .44856
<b>constant</b>	-.364415	.1154233	-3.16	0.002	-.5935592 -.1352708	

Source: Researcher’s analysis, 2015

The table 1 above shows the effects of entrepreneurship programs on the performance of small and medium scale business in Nigeria. A unit increase in Small and Medium Enterprises Development Agency of Nigeria activities (SMEDAN) brings about 6.1 units increases in level of small and medium scale business. A unit increases in the activities of Small and Medium Enterprises Equity Investment Scheme (SMEEIS) has a positive impact on small and medium scale business in Nigeria. This also suggests a positive relationship between Small and Medium Enterprises Equity Investment

Scheme (SMEEIS) and small and medium scale business in Nigeria. The result is significant at 0.086. The relationship between Bank of Industry (BOI) and small and medium scale business output is also positive. This indicates that a unit increases in BOI increases small and medium scale business output by 2.48 units. Also, a unit increases in State Economic Empowerment Development Strategy (SEEDS) increases small and medium scale business by 2.46 units, suggesting that there is positive relationship between SEEDS and small and medium scale business (**PERSME**). In addition, there is a positive relationship between National Poverty Eradication Programmes (NAPEP) and small and medium scale business (**PERSME**) that is a unit increases in NAPEP increases small and medium scale business output by 2.5units. In the same vein, a unit increases in National Economic Empowerment and Development Strategy (NEEDS) increases small and medium scale business by 4.8 units, suggesting that there is positive relationship between NEEDS and small and medium scale business (**PERSME**).

Given the coefficient of determination ( $R^2$ ) to tune of **0.9066** (approximately 91%) supported by high value of adjusted  $R^2$  significant at **0.9026** (90%), it connotes the independence variables incorporated into this model have been able to determine variation of small and medium scale business performance (**PERSME**) to **90%**. The F and probability statistics also confirmed the significance of this model. All the variables are statistically significant. The coefficient of multiple determinations ( $R^2$ ) of **0.9066** or 91 percent variation in the observed behaviour in the dependent variable is jointly explained by the independent variables. The remaining 0.10 or 10 % is captured by the stochastic or error term. Thus the high  $R^2$  indicates that the model is a good fit. The F-statistics of 34.65 indicates that it is statistically significant. Therefore, the results indicate that the coefficient of **PERSME** is statistically significant and the constant is statistically significant. This hypothesis is to test whether or not Entrepreneurship programs have no effect on the performance of small scale business operation. From the decision rule above, because the p-value for the alternative hypothesis equals 0.0000 which is less than 0.05, therefore the null hypothesis is rejected while the alternative hypothesis is upheld.

**Table 2: The Relationship between Entrepreneurship Programs and the Performance of Sampled Small and Medium Enterprises**

	<b>PERSME</b>	<b>SMEDAN</b>	<b>SMEEIS</b>	<b>BOI</b>	<b>SEEDS</b>	<b>NEEDS</b>	<b>NAPEP</b>
<b>PERSME</b>	<b>1.0000</b>						
<b>SMEDAN</b>	0.9391*	1.0000					
<b>SMEEIS</b>	0.8984*	0.8943*	<b>1.0000</b>				
<b>BOI</b>	0.9178*	0.9176*	0.9744*	<b>1.0000</b>			
<b>SEEDS</b>	0.9087*	0.9109*	0.9028*	0.9175*	<b>1.0000</b>		
<b>NEEDS</b>	0.9226*	0.9122*	0.9351*	0.9593*	0.9304*	1.0000	
<b>NAPEP</b>	0.9161*	0.8662*	0.9256*	0.9166*	0.9282*	0.9425*	1.0000

Source: Researcher's analysis, 2015

The result in table 2 shows that SMEDAN has a positive significant relationship with SMEs operation ( $r= 0.9391$ ;  $df =76$ ;  $P<.01$ ). This result implies that the increase in Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) activities leads to increase in SMEs growth. Also the relationship between Small and Medium Enterprises Equity Investment Scheme (SMEEIS) and SMEs operation is also significant ( $r= 0.8984$ ;  $df =76$ ;  $P<.01$ ). This result

implies that the increase in Small and Medium Enterprises Equity Investment Scheme (SMEEIS) activities leads to increase in SMEs growth. In addition, the activities of Bank of Industry (BOI) also has positive significant relationship with SMEs operation ( $r = 0.9178$ ;  $df = 76$ ;  $P < .01$ ). The relationship between State Economic Empowerment Development Strategy (SEEDS) and SMEs operation is also significant ( $r = 0.9087$ ;  $df = 76$ ;  $P < .01$ ). This result implies that the increase in State Economic Empowerment Development Strategy (SEEDS) activities leads to increase in SMEs growth. Furthermore, the activities of National Economic Empowerment and Development Strategy (NEEDS) also has positive significant relationship with SMEs operation ( $r = 0.9226$ ;  $df = 76$ ;  $P < .01$ ). Lastly, National Poverty Eradication Programmes (NAPEP) has a positive significant relationship with SMEs operation ( $r = 0.9391$ ;  $df = 76$ ;  $P < .01$ ). This result also implies that the increase in National Poverty Eradication Programmes (NAPEP) activities leads to increase in SMEs growth. Furthermore, the result shows that SMEDAN is a key activities for SMEs in Nigeria with highest ( $r = 0.931$ ). This indicates that SMEDAN contributes 93.1% to the expansion capacity of SMEs in Nigeria. Therefore, hypothesis one which says that Entrepreneurship programs have no effect on the performance of small scale business operation is rejected. This result is conform to Abiola, et al (2012); Ranjani, (2012); Chiyah and Forchu, (2012); Ubom, (2003) who agree that Entrepreneurship programs have significant effect on the performance of small scale business operation.

## CONCLUSIONS AND RECOMMENDATIONS

This study examined the effects of entrepreneurship programs on the performance of small and medium scale business in Nigeria. The results from data analysis and hypotheses tested revealed that, there is a direct relationship between entrepreneurship education programme and increase in number of small scale enterprises due to expansion in their businesses during the sampled period.

It is concluded that training services were efficient in facilitating growth of women's enterprises as agreed persuasively by women and government officials because it is possible to develop an entrepreneurial carrier through entrepreneurial training. This training covers multitude of areas such as skills in sales promotion, costing and pricing, quality control, good relations in business, simple financial management, how to exploit opportunity for investment trading policies, knowledge on how to manufacture (produce) goods and services in the better manner, market information and international marketing. Various sources of entrepreneurship education mentioned by the respondents were from NGO'S which were provided through seminars, village meetings and workshops also other respondents obtain entrepreneurship education. Entrepreneurs were able to participate/acquire knowledge on entrepreneurship due to reasons such as facilitation and encouragement from other women (learn from others), Non-Governmental Organizations facilitation and personal aspiration towards knowing the better ways to capture the market niche and reap more benefits. This was revealed in all areas in Lagos during interview.

Based on the findings made in the course of this study, the following recommendations are hereby suggested:

- Efforts should be directed in mobilizing small scale entrepreneurs empowerment through increasing the capacity building among entrepreneurs so as to respond to economic opportunities and challenges hence ensuring women entrepreneurs' development in the first place and community development at large and facilitating women entrepreneurs in pursuing various business related courses so as to increase their knowledge, skills and experiences in business hence competing better in the business environment within and outside the country.
- Promoting training on E-commerce since it allows even the smallest business to reach a global audience with its

products or message with minimal cost. More training seminars ought to be organized both inside and outside the country for both urban and rural entrepreneurs.

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