

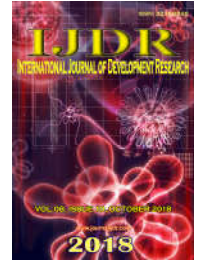


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REVIEW ARTICLE

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PERSONALITY, TECHNICAL AND ETHICAL QUALITIES NEEDED FOR SUCCESSFUL ENTREPRENEURSHIP IN OSUN STATE, NIGERIA

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ABSTRACT

This paper obtained the views of entrepreneurs in Osun state on the personality, technical and ethical qualities needed for successful entrepreneurship in the state. Population of the study was 1,150 small and medium scale registered entrepreneurs out of which 1,000 samples (925 men and 75 women) were selected through simple random sampling technique. Three research questions guided the study. A self developed questionnaire with reliability of Cronbachs's alpha .989 was used and administered on the samples and data obtained. Data were analyzed using mean. Results showed that personality qualities needed for successful entrepreneurship in Osun state include: proper dressing, good hair cut/style, good physical health, interpersonal, human relationships and ability to make and keep friends; Technical attributes include: communication, ICT skills, networking building, job related knowledge or skill, proper records management and financial prudence among others. Ethical attributes are: avoidance of misleading financial analysis or statements; avoidance of giving and receiving bribery and kickbacks and being upright and telling the truth always. Based on the outcome of this study, suggestions were made on how to improve entrepreneurial activities in the study area.

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INTRODUCTION

Many people in Nigeria have developed interest in entrepreneurship which is essentially seen as the emergence and growth of new business. Many reasons have been advanced for contributing to the growing interest in entrepreneurship. One of the attributable factors is the economic recession which many nations suffered in recent time and high unemployment rates. There is hardly any home in the country without an unemployed person. Young school leavers, graduates of tertiary institutions move about the streets everyday in search of jobs that are not available. These jobless youths are often exposed to crimes and dangers; they do engage in all types of vandalisms, wonton destruction of lives and property, political miscreants and other social evils. As a result, many of these youths get stigmatized in their communities, experience social exclusion, go to jail, get hurt, or even lose their lives in their prime. The Nigerian government is very worried on the increasing unemployment

rate, poverty and generally bad economic conditions in the country. This leads to a number of measures and policies that have been initiated by both the Federal, State governments and various non-governmental organizations to encourage Nigerian youths become successful entrepreneurs and employers of labour. Such attempts include making entrepreneurship education compulsory in all tertiary institutions in the country, provision of soft loans, among others. The internationalization of efforts at eradicating unemployment and poverty is as a result of the universal consensus that governments the world over can no longer continue to provide citizen full employment. Ameliorating joblessness through policies and programmes that tend towards entrepreneurship also is in line with the assertion that the best way to tackle poverty and reduce unemployment is to introduce youths to the intricacies of entrepreneurship (Ademiluyi, 2007 and Akinola, 2007). Entrepreneurship is a powerful force that many strive to harness with every attempt at creating new thinking about entrepreneurship giving birth to innovators who are to use business acumen to advance greater economic and social development of any economy. Despite the renewed interest in entrepreneurship, however, Oduwole (2010) estimated that around 200,000 new small and medium businesses are created

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each year in Nigeria, and many do not survive beyond the first few difficult formative years, resulting into huge financial to the individuals and social costs to the nation. Various reasons have been advanced for the high rate of failure among small and medium entrepreneurs. These range from lack of power supply, inadequate finance, un-conducive business environment, dilapidated infrastructural facilities, high rate of interest on loan, multiple taxation, among others (Osuwa, 2009, Edun and Oguntimehin, 2009 and Usiboh and Akpomudjere 2011). Nevertheless, for breakthroughs in entrepreneurship activities in the ever dynamic and competitive business environment like Nigeria other attributes, such as aspects of entrepreneurial individual personal factors are equally and essentially needed. Understanding those personality, technical and ethical factors needed for success, on which known studies within the scope of the present study have not been conducted in satisfying amount, is a very important topic. It is line with this that this paper examined those personal factors in the area of personality, technical and ethical qualities needed for successful entrepreneurship in Osun state, Nigeria.

Conceptual framework

Entrepreneurship: Mawoli and Aliyu (2010) defined entrepreneurship as the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major share in the terms of equality, time and or career commitment or provide value for some products/services. In the same vein, National Open University of Nigeria (NOUN), (2011) defined entrepreneurship as the willingness and ability of an individual to seek out investment opportunities in an environment, and be able to establish and run an enterprise successfully based on the identified opportunities. According to Anna (2014) entrepreneurship can be defined as human actions that lead to innovative changes in the division of labour, while entrepreneurs are individuals who initiate such actions or the person who takes upon himself the immediate responsibility, risk, and conduct of a concern of industry whether upon his own or a borrowed capital. Additionally, Okeke-Ezeanyanwu (2015) postulated that entrepreneurship is an undertaken in which one is involved in the task of creating and managing an enterprise for a purpose. Entrepreneurship is thus innovative actions that generate profit through creative use of capital to satisfy a market need. From the discussions, entrepreneurship could be defined as the ability to create new ideas, products or services for personal self reliance and to meet the needs of the society. Entrepreneurship is the willingness and the ability of an individual or a firm or an organization to identify an opportunity and exploit such opportunity to produce goods and services for public consumption.

Unarguably, entrepreneurship is a business where one is involved in the task of creating and managing an enterprise for personal, social, economic and developmental reasons. The exercise entails planning organizing and providing sufficient resources to manage and promote an enterprise. This process of entrepreneurship also requires both an entrepreneurial event and an entrepreneurial agent to make it happen, (Muritala 2013). The entrepreneurial events lead to the development and implantation of totally new idea, new ways of doing things, a new location, or attempting something no one else has done before. The entrepreneurial agent on the other hand, refers to an individual or group who assumes personal responsibility for

bring the event to fruits. The goal of the process must somehow be infused by the entrepreneur by receiving and allocating the necessary skills and resources. In order words, successful entrepreneurship requires the entrepreneur to possess certain attributes and skills.

Personality: Abosede and Obasan (2009) defined personality as those unique features that differentiate a man from another. Personality here involves the way a person eats a meal, talks, laughs, drives a car, or enters a classroom and takes a seat affects this unique personality. Personality according to Wikki (2015) is an embodiment of a collection of qualities, the sum total of the physical, mental, emotional, and social characteristics of an individual and the organized pattern of behavioral characteristics of the individual. The definitions indicate that personality as those noticeable abilities, tendencies and other characteristics, both inherent as well as acquired psychological differences between individuals. Personality is the sum total of the ways individuals think, feel, behave, act and re-act and other characteristics associated with each person. It is a set of characteristics that make someone unique from other people. the personality could be shaped as a result of exposure to different situations. Just as people differ physically in terms of appearance and build, people also differ psychologically in terms of mental and behavioural characteristics. Freud's and Roger's theory of personality states that personality is the complex organisations of cognitions, affects, and behaviours that give direction and pattern to the person's life. Like the body, personality consists of both structures and processes and reflects both nature (genes) and nurture (experience). In addition, personality includes the effects of the past, including memories of the past, as well as constructions of the present and the future. Perfect knowledge and understanding of the individual personality cannot be over emphasized. Ademiluyi (2008) affirmed that knowledge about an individual helps with the understanding of how to deal with such an individual. It is necessary to know the level of sincerity, capability and integrity of business partners in order to properly define types and level of social and business relationships with them. Knowledge of individual personality enable partners win confidence of each other leading to success in the chosen business outfits, interactions and the entire society.

Technical skills: Although, technical skills comprise the knowledge and capabilities to perform specialized tasks related to a specific field, in this study, technical skills are entrepreneur's knowledge and ability to use different techniques to achieve what need to be achieved. In modern day business environment technical skills are not related only with jobs in the high-tech industry for machines, computer programming production tools or other equipment, but also they are skills that are required to increase business efficiency, output and market penetration (Robert 2015). Technical skills are the knowledge and proficiency in the area of trade and market the entrepreneur is engaged. Adequate knowledge of technical skills reduces entrepreneur's frustration, helps to save money, time and other resources as well as to make intelligent business decisions.

Business Ethics: Stevenson (2015) explained ethics to be about discovering and delineating right from wrong. Value and principles are belief one holds about what is right or wrong. Every area of human endeavour has a code of ethics. Lawyers must do everything they can to defend their clients in

court. If they behave in a way that may hurt their client's cases, they are being unethical. In the same way, doctors and nurses do agree to do everything they can to save lives of their patients. If they do not help patients that need medical attention, they are being unethical; and journalists must tell the truth to the best of their knowledge. If articles known to be untrue are published they are being unethical. In the same vein, priests must defend the doctrine of their faith, if they do anything contrary they are being unethical. Relating it to business setting, ethics could be seen as behaviors involve justice and fairness throughout a business relationship. Business ethics are written and unwritten codes of principles and values that govern decisions and actions within a business environment. Wikki (2015) opined that business ethics are the principles and standards that determine acceptable conducts. According to Muritala (2013) business or entrepreneurial ethics are societal acceptable codes, conducts, policies, principles and rules guiding the operations of business within the business system in an economy. Business or entrepreneurial ethics are institutionalized procedures directed at guiding the way businesses are carried out within a particular business environment in the home country as well as abroad. They are a set of moral standards for doing business, and could be as pronounced by government, business associations and regulatory bodies. Being ethical in business means following a code viewed as fair by those within the business as well as the community at large.

Edun and Oguntimehin (2009) poised to entrepreneurs self-examination questions for improved ethical business decision making thus:

- Is what I am doing right?, Am I fair to others? Who gets hurt or negatively affected? How do I feel if my action is publicized? Can I encourage my children to do just what I do? What feelings do I have about this type of behavior?

Therefore, entrepreneurs, when interacting with people, are expected to take decisions which secure the greatest good for the greatest number, behave in ways which respect fundamental human rights and conduct business in just manner which is impartial, equal, right and fair to all concerned.

Ethical and unethical business behaviours: The Nigeria business environment is prone to many unethical behaviours/influences that have substantial impact on the individual, corporate and social levels. Unethical behavior in business, involves actions that don't conform to the acceptable standards of business operations and failing to do what is right to workers, customers and even the public at large. Muritala (ibid) reported that most organizations give numerous awards for achievements and for getting things done but pay little attention to how things are done. Enterprises give numerous awards for achievements, accomplishments, for sales growth and loyalty, but there are seldom medals in the business world for honesty, compassion or truthfulness, not even for the practice of right ethics in organizations. In Nigeria business environment expressions like 'it is the Nigerian factor,' 'in Nigeria, anything is possible;' 'do it but don't be caught', 'nothing goes for nothing', 'end justifying the means', 'if you can't beat them, join them' etc are common. All of these are indications of how moral and ethical values have become perverted in the Nigerian business environment.

Entrepreneurs who desire success are expected to perform their functions without being involved in any negative and unethical activity if they do otherwise, the value for money paid by customers will not be achieved. Enterpruners therefore need to understand and acquire the attributes, ethical and social responsibility issues involved in their daily activities and act ethically at all times.

Importance of Entrepreneurship: Successful entrepreneurs in any given country are usually regarded as the national assets. Entrepreneurship is at the very core of vibrant market economics. It propels innovation and growth, creates jobs, provides consumers with new and better goods and services. Entrepreneurship helps overcome dependence on government and strengthens economic and personal freedom. In so doing, entrepreneurs not only advance their own business vision, but also, cumulatively, create strong and healthy competition and keep oligopolies in check, (Anna 2014). Entrepreneurship increases the growth and per capital outcome income and stimulates innovation. Investment is enhanced thereby creating new capital for new capacity. It thus means that apart from creating wealth from the ventures, entrepreneurship, creates employment, helps in improving the productivity as well as in promoting innovative technologies, products and services. Regardless of the term it is described or the form it takes, entrepreneurship is the engine of the socio economic development of any nation and it remains most countries' best hope for prosperity and advancement.

Entrepreneurial success: Empirical Review: Because getting into a business enterprise is always a risk and involves perils, there are mixed findings among researchers and business owners on factors that influence entrepreneurial success. Uche, Akanni and Deborah (2017) identified Entrepreneurial interest as a potent factor. Adnan, Yahya and Husam (2012) showed that attitude and perceived behavioural control, intentions on entrepreneurship and willingness to put their efforts in entrepreneurship activities are major determinants of entrepreneurial success. According to Robichaud, McGraw and Roger (2001) survey report, motivation of entrepreneurs which falls into four distinct categories: extrinsic rewards, independence/autonomy, intrinsic rewards and family security affects business success. While, Adekojo (2011) identified branding as an important tool to success in entrepreneurial activities, others in their separate research outcomes, have reported that strategic planning, adequate finance, communication, pre-knowledge of the business and competencies as unquestionably most important ingredients to successful entrepreneurial activities, (Ademiuyi, 2007, Edun and Oguntimehin 2009, Ehjeka, Oshioywe and Barinem 2011 and Peter, 2015).

Purpose of the study: The purpose of this study was to identify the personality, technical and ethical qualities/attributes needed for successful entrepreneurship in Osun state. The understanding of the necessary attributes will curtail the rate of business failures as well as acquaint would be entrepreneurs with the knowledge of those attributes expected them to succeed in business.

Research Questions

The following five research questions guided the study:

- What physical attributes are needed for success in entrepreneurship activities in Osun State?
- What ethical attributes are needed to contribute to success in entrepreneurship in Osun State?
- What technical skills and attributes are necessary for success in entrepreneurship business activities in Osun State?

MATERIALS AND METHODS

Survey research design was adopted in this study. This is appropriate because the study centres on individuals and their opinions, beliefs on the research subject matter. The target population of this study consisted of all small and medium scale entrepreneurs who are engaged in diverse businesses, across the thirty local government areas of the state and registered with the Osun State Ministry of Commerce and Industry. However, purposive sampling procedure was adopted to select 1,000 entrepreneurs consisting of 925 men and 75 women respectively. Instrument used for data collection was a self developed questionnaire. The instrument was subjected to face and content validation by experts from the Centre for Entrepreneurship Development, The Federal Polytechnic, Ede. The instrument was tested twice on a few subjects outside the study area, to establish its reliability. The correlation of the two scores was Cronbach's alpha .989 which is high enough for the study.

or attributes with a mean of 3.5 and above is accepted as required while any of the items that scored an average score less than 3.5 is assumed not to be required.

Research Question 1: What physical attributes are needed for success in entrepreneurship activities in Nigeria?

Table I showed that neat, proper dressing and good hair cut style, healthy body, interpersonal relationships, ability to make and keep friends, as well as discipline, basic intelligence, confidence, ability to remember face and name identifications are physical attributes needed for successful enterprises. The finding agreed with research outcome of politeness skills (Ejeka, Oshioigwe and Barinem 2011), proper dressing (Fadare, 2011), healthy body, ability to make and keep friends which enable the entrepreneur work through and with people, (Ademiluyi, 2008). With the attributes, the entrepreneur build confidence, believes in him/herself, maintains a high level of emotional stability in the face of difficulties, and accepts responsibilities for them. However, good looking or beauty is not a requirement for success in entrepreneurship in Osun state, but could be useful to the business of mate seeking, match-making and dating among youngsters, (Ayodele, Iro-Idoro and Bello 2008).

Research Question 2: What ethical attributes are needed to contribute to success in entrepreneurship in Osun State?

Table 1. Respondents ratings of personality attributes needed for successful entrepreneurship

Personality attributes	Mean	Remarks
Good looks/beauty	1.43	Not required
Neat, proper dressing and good hair cut/style	3.58	Required
Good physical health	4.23	Required
Interpersonal, human relationships and ability to make and keep friends	4.27	Required
Absence of physical deformity	1.45	Not required
Trim and athletic physique	1.53	Not required
Generosity/kindness	1.84	Not required
Good family background	1.75	Not required
Discipline and basic intelligence	4.95	Required
Membership of social clubs	3.29	Not Required
Confidence	3.9	Required
Ability to remember faces and name identifications	4.15	Required

Source: Author's survey (2018)

Table 2. Respondents ratings of ethical attributes needed for successful entrepreneurship in Osun State

Ethical Attributes	Mean	Remarks
Avoidance of misleading financial analysis or statements	4.23	Required
Avoidance of giving and receiving bribery and kickbacks	3.7	Required
Avoidance of discrimination against employees or potential employees on the basis of age, gender, race or religion	3.5	Required
Avoidance of unfair business dealings, price discriminations, unfair employment contracts, blackmailing others and anti competitive prices	4.29	Required
Being upright and telling the truth always	4.05	Required
Strict adherent to government and community rules and regulations	3.89	Required
Strict observance of religious rules	1.68	Not required
Avoidance of cultism and 419 activities	3.59	Required
Abstinence from nicotine, cigarettes, drinks	2.97	Not Required
Perseverance in the face of challenges	3.7	Required
Product integrity – product/service meeting the standards needed by customers	4.07	Required
Prompt settlement of obligations and keeping of promises and agreements	3.68	Required
Punctuality at meetings	3.63	Required

Source: Author's survey (2015)

Method of Data Collection and Discussion of Findings : All the one thousand copies of the questionnaires were distributed and returned usable. Data collected were analysed using mean, Data were analysed based on the 5 point Likert type rating scale of VMR (Very much required) – 5 points, MR (Much required) – 4points Required (R) 3 point Somewhat required (SWR) 2 points, Not required (NR) 1 point, An sub-qualities

Table 2 shows that the following ethical attributes are needed for successful entrepreneurship: Avoidance of misleading financial analysis or statements, Avoidance of giving and receiving bribery and kickbacks, Avoidance of discrimination against employees or potential employees on the basis of age, gender, race or religion, Avoidance of unfair business dealings, price discriminations, unfair employment contracts,

Table 3. Respondents ratings of technical skills/ attributes needed for successful entrepreneurship

Technical skills and attributes	Mean	Remarks
Writing skills and oral communication skills	4.1	Required
Monitoring business environment for proactive and innovative actions	4.14	Required
ICT/keyboarding skills	4.10	Required
Networking building	3.70	Required
Management skills and ability to organize business and people	3.98	Required
Negotiation and marketing skills	3.68	Needed
Being bossy	1.87	Not Required
Risk-taking	3.68	Required
Proper records management	3.54	Required
Financial prudence and proper account system	3.63	Required
Market Information gathering and analysis	3.72	Required
Job related knowledge or skill	4.29	Required

Source: Author's survey (2018)

blackmailing others and anti competitive prices, Being upright and telling the truth always and Strict adherent to government and community rules and regulations. All these border on integrity with the individuals and numerous interest groups with whom the entrepreneur relates. To buttress the importance of ethical behaviours in business (Edun and Oguntimehin 2009), pointed out that governments and professional regulatory bodies often specify sanctions in form of fines, blacklisting, loss of license or loss of reputation for unethical practices. On standardization of product/service, Adekojo (2011) advised against product counterfeiting whereby the entrepreneur produced an inferior product but put the brand name of a successful company on the product. If the entrepreneur produce drug that claims curing headache faster, it must be seen so. If the product is to offer better services, it must be seen so. False and misleading advertising, sales promotion, as well as deceptive personal selling tactics, poor labeling and failure to provide enough information for consumers about differences between products do anger consumers and can lead to failure of a business. Some people consider such practice smart and shrewd. But it is not only a sneaky way to make money but it is the type of thing that backfires when made public. Those with whom the entrepreneur is associated or engaged in business activities with must be satisfied from personal, general or business reputation that the entrepreneur is reliable.

Research question 3: What technical skills and attributes are necessary for success in entrepreneurship business activities in Osun State.

Table 3 results rated high by respondents the following ethical qualities: writing skills and oral communication skills, monitoring business environment for proactive and innovative actions, ICT/keyboarding skills, networking building, management skills and ability to organize business and people, negotiation and marketing skills. Technical skills/attributes needed for successful entrepreneurship in Osun state included risk-taking, proper records management financial prudence and proper account system and market information gathering and analysis. The outcome of the study agreed with Usiboh and Akpomudjere (2011) as well as Anna (2014) that success in entrepreneurship depends upon a range of written and oral communication skills – active listening, ability to negotiate and work with others, as well as ability to write simple feasibility studies, business plans and other types of business communications. Abraham-Ibe and Okonkwo (2011) reported that ICT skills is a powerful tool required in business for innovation, competitiveness and economic growth of businesses and keyboarding skills serve as the pathway for the

entrepreneur to apply procedures for navigating computer networks to search, find, store and exchange information. Monitoring business environment is a central entrepreneurial activity which can lead to innovations or ways to act as an entrepreneur. Innovations can be through the introduction of new product or quality of a good, a new method of production, the opening of a new market, the utilization of some new sources of supply for materials or intermediate goods or the carrying out of some new organized form of the industry (Yetunde and Kehinde, 2009). Job related knowledge or skills is also rated very high. Several authors (Olagunju, 2004, Osuala, 2004, Adegboro 2008, Osuwa, 2009) and Ngwuanyi, (2011) stressed that to achieve business success, entrepreneurs should possess the requisite technical skills, job knowledge and competencies. Lack of the relevant knowledge may make the entrepreneur lose control or focus of the organization leading ultimately to failure of the enterprise. This corroborates the outcome of this study that an entrepreneur should possess technical skills, ideas and management skills which are necessary for the success of the venture. One of such skills is information and communication technology.

Conclusion

There is no doubt that entrepreneurship reduces poverty and unemployment, promotes creativity, innovativeness and competitiveness and adventure in people. It increases productivity and promotes economic growth and development. However, the attainment of these laudable achievements depends on the entrepreneurs possessing some personality, technical and ethical qualities for successful business activities. Many of these skills are innate but they can also be acquired by appropriate conditioning and education.

Recommendations

Entrepreneurs in Osun state should do away with all negative and unethical attitudes to entrepreneurship activities. There should be moral and ethical re-generation among Nigerians, where hard work, skill acquisition and utilization, integrity and truthfulness will be noticed and rewarded. The development of entrepreneurship skills right from the classroom should be encouraged. Institutions of learning should ensure access to experts from businesses, business associations and NGOs who can provide training and ongoing support on how to develop rightful entrepreneurial skills. The course content of entrepreneurship education in tertiary institutions should contain management, personal and technical skills and students be practically exposed to the acquisition of the skills. Governments should enlighten entrepreneurs in Osun State on

the need for ethical behaviours, good personality and the possession of technical skills.

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