

**1ST COVENANT UNIVERSITY INTERNATIONAL
CONFERENCE ON ENTREPRENEURSHIP
(CU-ICE) 2017**



**THEME:
ENTREPRENEURSHIP
AND THE
KNOWLEDGE
ECONOMY**

June 12 -14, 2017

CONFERENCE PROCEEDINGS

Editors

Ibidunni, Ayodotun S. Olusanmi, Olamide
Olokundun, Maxwell A. Salau, Odunayo P.
Abasilim, David U.

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**Theme:
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Conference Proceedings

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PREFACE

Covenant University's International Conference on Entrepreneurship (CU-ICE) as an interdisciplinary conference aims at addressing key economic and development issues in Africa and beyond. The conference is focused on vectors conducive to economic growth and alleviation of poverty, famine and low growth rates.

CU-ICE will be an annual gathering of entrepreneurs, investors, researchers, policy makers, students and other start-up champions from Nigeria and beyond to identify new ways of helping start-ups and existing firms to achieve stronger competitiveness and enumerate the roles of entrepreneurship in solving economic challenges.

The theme of CU-ICE 2017 conference is Entrepreneurship and the Knowledge Economy. The purpose of discussing this theme is to reemphasise the role of entrepreneurship in stimulating economic development of nations in the present knowledge economy. Therefore, to achieve and sustain organisational competitiveness entrepreneurs must appreciate the role of knowledge engagement and knowledge management practices on their businesses.

To be more specific, operating entrepreneurial firms in the knowledge economy, means that entrepreneurs must be conversant with the role of ICT, they must give priority to formal education and continuous learning in their firms' budget, and pay close attention to acquiring the required knowledge of practice that can drive economic value for their organisations. More so, entrepreneurs in the knowledge economy are expected to utilise all forms of knowledge that are embodied in people and technology, as strategic resources to driving innovations that can command entrepreneurial competitiveness for their organisations.

The CU-ICE 2017 is a platform for scholars and industrialists to share ideas, discuss challenges and prospects that surround the entrepreneurship practices in the knowledge economy, and use entrepreneurial investigations to arrive at recommendations that can direct entrepreneurs on the strategic role of knowledge in their firms' operations. For us in Covenant University, hosting an international conference on entrepreneurship is a great delight, especially because the University is recognised as a strong advocate of entrepreneurship in any leading economy.

Over 100 papers and abstracts were submitted to CU-ICE 2017 out of which the Conference Programme Committee finally selected 60 papers. The selected papers have high quality and cover a wide spectrum of topics, such as Entrepreneurship and Economic Sustainability, Entrepreneurship and Gender, Revolving Entrepreneurship Theories and Practices, Entrepreneurship and Small Business Management and Entrepreneurship Education.

The CU-ICE 2017 submission was premised on the objective of ensuring quality papers through a peer review process. Therefore, the Conference Organising Committee would like to thank members of the Publication Subcommittee and all reviewers for their valuable support of the CU-ICE 2017 review process. We also appreciate all participants for their valuable contributions. The proceedings of the International Conference on Entrepreneurship 2017 is therefore a collection of highly resourceful academic papers that would aid research and development endeavours.

The Conference Organising Committee would like to thank all participants and all those who committed to ensuring the success of this year's conference and wish everyone a memorable experience at CU-ICE 2017

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Abstract

There is a tremendous increase in the number of women who are now interested in becoming small business owners, starting up a business of their own. Women entrepreneurship in the informal sector has remained untapped source of job creation, business and financial opportunities, innovations and economic development globally. In view of this, the paper is examining the role of entrepreneurship development in enhancing women empowerment within Abeokuta South Local Government of Ogun State. Both qualitative and quantitative research methods were adopted. The study made use of primary data that was collected through structured questionnaire; and it was administered to two hundred and ten (210) female micro finance banks' customers who were selected through purposive sampling. Analysis of the data gathered was carried out using descriptive and multiple linear regression analysis with the aid of Statistical Package for Social Sciences (SPSS) version 20.0. The result showed that women entrepreneurs were faced with various challenges such as capital, gender differences, meeting family needs etc. The paper concludes that entrepreneurship development will have a great impact on women empowerment if the society can bridge male-female education gap, create opportunity to access fund and improve on infrastructural facilities, such as power supply and good road networks.

Keywords: Women entrepreneurship, Business development, Job creation, Small businesses, Nigeria

INTRODUCTION

The number of women operating personal business is increasing globally, and the main reason may be due to either opportunity or necessity. There are evidences to suggest a significant increase in women entrepreneurship. One consequence of this is that women are a relatively new group of entrepreneurs compared with men, which means that they are more likely to run younger businesses. However, the lower socioeconomic status of women has meant that they are less likely to afford or access ICTs, resulting in fewer benefits from using ICTs to support their entrepreneurial activities. Furthermore, access to public internet points, provided through business centres, are not always women-friendly in terms of hours of operation. Women in entrepreneurship has been largely neglected in the society. There is a lower participation level in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The industries are retail, cottage, cloth weaving and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing.

In Nigeria, where the public sector's role for women employment is diminishing and where private sector careers are not encouraged and thoroughly supported, women look to establish and grow businesses themselves. Entrepreneurship is known to be the fulcrum of economic growth and development, innovation and job creation in different economies of the world. Entrepreneurship is further characterized as the transformation of ideas into socio-economic opportunities and tendency of being a risk lover (Hisrich, 2005; Suresh, David and Chris, 2012). Entrepreneurship plays major role

in the discovery of knowledge and transforming into future goods and services through industrial innovations.

Therefore, women entrepreneurship may be regarded as a framework that allows women to organise all the factors of production, undertake risks, and create employment opportunities to others. Women entrepreneurs represent more than one-third of all businesses operating in the formal economy globally, characterized with micro/mini and small enterprises, with little potential for growth. Apart from being under-represented in enterprises of all sizes, the bigger the firm the less likely it is to be headed by a woman.

Women-owned businesses already contribute significantly to the world economy, and their number has grown over time. These firms represent a significant share of employment generation and economic growth potential. This contributes significantly to development beyond enterprise growth and turnover numbers (Akande & Ojokuku, 2008).

However, investing in women is one of the most effective means of increasing equality and promoting inclusive and sustainable economic growth. Investments in women-initiative programmes can achieve significant ripple effects for development, since women generally spend more of their income on the health, and well-being of families. Women entrepreneurs are responsible to make provision for family and societal needs, investing greatly in information, communication and technology.

Statement of Problem

The women in entrepreneurship, considering the informal sub-sector, have been completely neglected in the society. The women participation rate in entrepreneurship is completely at very low rate compared with men. The common industries involve by women include catering, retail, education, tailoring, health care, cottage, gari-processing, weaving, palm oil, palm cannel business services etc. It is believed that these industries chosen by women are often regarded as being less important which could not help to achieve economic growth due to its mini proportions. While the effort of women in developing entrepreneurial orientations necessary for successful entrepreneurship faces serious impediments from institutional and informal practices, far less has been done empirically to examine the relationship between women entrepreneurial orientation and its influence on the level of performance to achieve sustainability especially in the Nigerian context.

The existence of market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. But in a true sense of it, women are better at making key financial decisions that impact the household such as a child's education. Lack of qualitative and quantitative information/data prevents the ability to determine the profile of women entrepreneurs (i.e. demographic information). This makes it difficult to assist in determining and promoting awareness of the significant roles of women entrepreneurs in the economy. Immediately a

business is established, finance may be more difficult for women entrepreneurs to raise than for their men counterparts, because of the greater difficulties that women face in penetrating informal financial networks. The under-listed questions require answers in the course of the study;

- i. What are the problems faced by women entrepreneurship?
- ii. What are the factors that can assist women entrepreneurship to achieve sustainable development?
- iii. What are the women entrepreneurship initiatives?

Research Objective

The main objective was determining Women Entrepreneurship Initiatives: A panacea for sustainable development in Nigeria. The specific objectives include;

- i. To examine the challenges faced by women entrepreneurship in achieving sustainable development in Nigeria.
- ii. To identify the factors that can assist women entrepreneurship in achieving sustainable development.
- iii. To determine the women entrepreneurship initiatives.

Research Hypothesis

It is however hypothesized that;

Ho: Women entrepreneurship initiatives has no significant contribution to sustainable development in Nigeria.

LITERATURE REVIEW

Entrepreneurs are the foundation for innovation, economic growth and development, and creation of job opportunities. Empowering women worldwide and investing in their futures can help drive growth in the global economy and promote economic vitality and security (Ingrid, 2014). Networks play an important role in helping entrepreneurs gain advice, form partnerships, secure financing, and access qualified management and employees. The Women's Entrepreneurship Development (WED) programme works with partners to increase economic opportunities for women entrepreneurs by supporting them via strengthening the enterprises via the creation of conducive environment for women's entrepreneurship business to thrive; and strengthening the institutional capacity of banks and non-banks financial institutions to provide service to meet the financial needs of women entrepreneurs.

Information and Communications Technology (ICT) is at an increasing rate to provide new opportunities for entrepreneurs to access market information, communicate with customers

and provide a new channel for buying and selling products. In particular, the global explosion in technologies in Nigeria has led to increase and affordable opportunity to technology. Carter (2000) in 'Gender and Enterprise' concluded that there was need for support schemes for enterprise development through credit unions and mutual guarantee schemes involving women entrepreneurs, to cover administrative costs and/or contributions to the capital base of the business enterprises. Carmen (2013) in 'women, entrepreneurship and the opportunity to promote development and businesses' claimed that women entrepreneurs help to identify opportunities to promote women's entrepreneurship in order to harness this untapped potential. OECD (2004) in the work, 'women's entrepreneurship: issues and policies' claimed that there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilised.

Global Entrepreneurship Monitor (2013) argued that the poorer a country, the more likely that women's entrepreneurship is driven by necessity. Regardless of gender, entrepreneurial activity is typically higher in low- and middle-income countries than in high-income countries. One characteristic of small scale enterprises that contrasts to that of larger business is the relative larger presence of women as enterprise owners.

In Nigeria, at least one-third of small scale business operators are thought to be women Isidore, Norsiah, and Razli, (2010) and over the past few years, the place of women in entrepreneurial activities has been recognized as an important and untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different in gender also provide society with different solutions to management, organizational problems as well the exploitation of entrepreneurial opportunities (Gebremeskel, Tesfa, Gebremedhin, and Randall 2004).

In recognition of the significance of women entrepreneurship, a wide range of donor and national government programmes has targeted them and supported their entry into the sector. These programmes have included training and enterprise support, the establishment of micro-credit programmes aimed specifically at women, and support for business development agencies so that in turn they may provide appropriate and gender aware support for women as clients (Akanji, 2006).

Despite the crucial role of women entrepreneurs in the economic development of families and the nation, it is however, noticed that women have low entrepreneurial orientation in terms of risk-taking abilities, innovativeness, pro-activeness and competitive abilities compared to their male counterpart. This particular deficiency in women's entrepreneurial abilities may actually have a significant effect on their level of performance (Brana, 2008).

Women in entrepreneurship possess dual characteristics (for instance, they are firstly women and secondly entrepreneurs). Therefore, women entrepreneurs possess characteristics which include

adaptability, innovativeness/creativity (Crisp and Turner,2007), strength and internal focus of control (Akanji, 2006), ability to think and reason fast and endure (Shane,2003), managerial skill, accountability and credit risk (Akanji, 2006). Factors that motivate women entrepreneurs have been identified to include, limits on their earnings and advancement (Mpango and Mushi,2000); (Cheston and Kuhn, 2002), need to improve quality of life (Brana, 2008), desire to earn more income, growth and innovation (Colvin and Slevin, 2004), desire for independence, risk-taking propensity (Dess and Lumpkin, 1996), education, freedom, job flexibility and previous experience (Wouter and Tom,2008). Both for men and women-run enterprises, the right motive should be the first determining factor before entering into a small business. Such motives include: money, achievement and learning opportunity (Colvin and Slevin, 2004). In a similar study, Mpango and Mushi, (2000) in their study of 180 women-operated small businesses in Hong Kong added that the need for business growth and social advancement as vital motives for successful entrepreneurship. Especially female-run enterprise, possession of adequate skills for entrepreneurial orientation is very crucial.

Wouter and Tom, (2008) supported this fact and concluded that entrepreneurial orientations, risk taking propensity, innovativeness and proactive competitiveness, networking to get market information, customer information, finance and strategic planning were the prerequisites for small business success of women-run enterprises. Some level of education is another sustainable indicator for women entrepreneurship. Swieczek&Thanhha (2003) found that when classroom theoretical knowledge are supported with practical business education/training through internships, the operating skills of female entrepreneurs are greatly enhanced in the small businesses. While Brana (2008) emphasized that the vital role entrepreneurship plays in economic development of a country is necessary in terms of blending theoretical background with practical industrial skills. Brana further suggested that self-drive, commitment and creativity were needed for business success.

Glover, (2008) found that the value of training/knowledge given to entrepreneur varies from one venture to another, and that growth and performance of small scale businesses are influenced by the personality and abilities of the entrepreneurs especially in female-run business. Ability to network (connections with outside parties providing finance and with social groups) is another characteristic of a successful woman entrepreneur. A number of other researchers also made similar findings regarding the orientations or characteristics requisite for successful women entrepreneurship to achieve sustainable development (Ekpenyong and Nyong,1992; Chowdhury, 2004; Akande and Ojokuku, 2008) what is unclear from these literature on skills is a consensus about which skills are most important for women entrepreneurs in developing micro and small business. For instance, the Orisanaye, (2000) skill typology included three skill categories: technical, human, and conceptual. This typology was extended by Herron (2004) to include organizational skills and industrial skills categories. He however, narrowed the skills under each category such that under the human skills category, leadership skills and networking skills were considered most important. Under conceptual

skills, separate categories for administrative skill and entrepreneurial skill were provided. Other indicators of team skills included major in college, highest degree, and current functional area drawn from David and Nicholas's (2006) work on top management teams.

Women Entrepreneurship Initiatives

- i. Women's Mentoring Programs, which pair women (mentees) with leadership (mentors), to include virtual workshops and provide networking tips to help ensure the advancement of women. Mentorship, advisors and a support community as a leading challenge to their ability to start or stay in business. A robust and collaborative network is critical to business success, regardless of gender. Interaction, mentorship engagement and information exchange in an environment designed to promote the significance of social capital, for our community of entrepreneurs.
- ii. Technology involvement. A designated workspace in a technologically-advanced environment, designed to foster business growth and sustainability for women entrepreneurs. Technology resources via the Microsoft partnership to amplify the businesses' traction and global connectivity.
- iii. Access to Training, Re-training and Finance. Women entrepreneurs have access to affordable training, coaching and financial services enabling them to launch and grow businesses. Training initiatives is committed to sharing resources, creating strategic alliances and advancing professional opportunities for women entrepreneurs.
- iv. A community designed to support the engagement, interaction and collaboration with fellow women entrepreneurs in a supportive environment.
- v. Entrepreneurial Networking. A network of expert, seasoned mentors and consultants from the business and entrepreneurship communities serving in an advisory board capacity to other women entrepreneurs for sustainable development.

Women Entrepreneurship–Opportunities and Challenges

The development of emerging economies of countries worldwide is due to the increasing participation of women in entrepreneurial activities because half of businesses is owned by women. The gender biasedness often prevents entrepreneurial potentials by providing skills, knowledge, adoptability and sensitizing them towards socio-economic status in the society (Carmen, 2013). A woman who can face challenges, adventures and an urge to become economically independent can transform in to an 'Entrepreneur'. A woman entrepreneur can contribute positive values to the family, community and the society. Globally women are indulging from teaching to technical areas. Women entrepreneurs are growing and intruding into the male dominated arena as garment manufactures, farm owners, business women with many commodities, establishing firms like, milk centers, petty shops etc., (Padmayathi, 2011).

- i. Financial constraints (High collateral requirements; lack of assets; lack of information on financial products and services; perceived risk by financial institutions to lend to women-associated business etc.).
- ii. Legal, institutional and business environment constraints (Risk of harassment or corruption; lengthy registration, licensing, or permit process; weak property rights; lack of information on formalization process etc.).
- iii. Other constraints (Limited participation in networks; limited skills /experience outside of traditional or female sectors; mobility restrictions; lack of access and knowledge of ICT; low education; lack of childcare & higher burden of household responsibility; limited participation in business networks etc.).

The women entrepreneurs may be classified into four groups according to their activities as **Cultivators:** Cultivating (a) Organic vegetables, (b) Fruits (c) Flowers, (d) Leaf Vegetables (e) Oil seeds. **Sellers:** Selling (a) vegetables, (b) fruits, (c) nuts, (d) flowers leafy vegetables, (e) yam, (f) cassava, (g) food vendors. **Manufactures:** manufacture palm oil, making beads, cottage, and cakes. **Managers:** Petty Shops, Bakery etc.

Sustainable Development

Sustainable development of women entrepreneurs is challenging. Women entrepreneurship remains the solution to these challenges. Most businesses and organizations create significant social value in the form of employment, improvements of working conditions, competitive environments, goods and services that people either need or desire. The significance of women entrepreneurship development in Nigeria include; development of individual's economic and financial self-reliance; to promote personal and social initiatives like awareness creation; propagate social networking; build self- confidence and discipline; employment empowerment; promoting standard of living etc. World Bank (2004) claimed that economic growth is essential in order to achieve the Millennium Development Goals, and achieving the goal for reducing income poverty. The global apex bank further expatiate that many services that contribute to health and education are failing poor people. The main reason for this failure appears to be the fact that public spending effectively does not reach the poor, and even if it does, service provision is inefficient and of inadequate quality.

METHODOLOGY

This section focuses on the research methods and source of data that is adopted in the study. The primary data was used in the study. The primary data was collected through structured questionnaire administered to sample of two hundred and ten (210) female micro finance banks' customers who were selected through purposive sampling within Abeokuta South Local Government, Ogun State,

Nigeria. Analysis of the data gathered was carried out using descriptive and multiple linear regression analysis with the aid of Statistical Package for Social Sciences (SPSS) version 20.0

ANALYSIS

Descriptive Analysis

Table I: Perceptions of Challenges faced by women entrepreneurship.

Variables	Mean	Rank
Women Entrepreneurship Challenges (Overall)	9.65	
Limited access to funds	3.51	1
Lack of developed infrastructure (electricity, transportation etc.)	3.27	2
Illiteracy	2.87	3

Source: Researcher's compilation 2016

Table II: Perceptions of identifying Considerable Factors to aid Women Entrepreneurship Development

Variables	Mean	Rank
Factors to aid Women Entrepreneurship Development (overall)	14.39	
Identify lucrative markets with potential for growth and job creation	2.51	4
Good government policies on women entrepreneurship	2.97	3
Easy access to funding	3.25	1
Support gender – sensitivity	2.46	5
Encourage women micro – entrepreneur	3.20	2

Source: Researcher's compilation 2016

Table III: Perceptions of Women entrepreneurship Initiatives for Sustainable Development

Variables	Mean	Rank
Women entrepreneurship Initiatives for Sustainable Development (overall)	15.33	
Entrepreneurs Networking	3.52	1
Technology development	3.21	2
Mentoring Programmes	2.87	4
Women forum and workshop	2.71	5
Access to Training, Re-training and Finance	3.02	3

Source: Researcher's compilation 2016

Regression Analysis

Table IV: Regression Analysis Table

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.769 ^a	.592	.589		.52422
a. Predictors: (Constant), ACCF, INFD, LIT					

Source: Researcher's compilation 2016

From the model summary table above, the value of R Square (0.592, measuring goodness of fit) is high and it shows that the regression model is fit. The adjusted R Square (0.589) indicates that the model; access to fund, infrastructural development and literacy level explain 58.9% of the variation in women empowerment.

Table V: ANOVA Table

ANOVA ^a						
Model		Sum Squares	Df	Mean Square	F	Sig.
1	Regression	371.345	7	53.049	193.045	.000 ^b
	Residual	255.842	931	.275		
	Total	627.187	938			
a. Dependent Variable: WE						
b. Predictors: (Constant), ACCF, INFD, LIT						

Source: Researcher's compilation 2016

To assess the statistical significance of the results of the R Square explained the above table. It is necessary to look in the above ANOVA table. From the table, the F-Statistics (193.045) is high and the P-value (0.000) is less than 0.05 which all together indicates that overall impact of the independent variables on the dependent variable is significant.

Table VI: Coefficients^a Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.498	.075		6.641	.000
	ACCF	.108	.028	.115	3.859	.000
	INFD	.120	.024	.162	4.950	.000
	LIT	.226	.031	.248	7.337	.000
a. Dependent Variable: WE						

Source: Researcher's compilation 2016

The above regression table is to show magnitude of the impact of each of the independent variables on the dependent variable. Looking at the column titled “Beta” in the above table, the Beta coefficient value for access to fund, infrastructural development and literacy level are 0.108, 0.120 and 0.226 respectively. This can be demonstrated below:

$$WE = \beta_0 + \beta_1ACCF + \beta_2INFD + \beta_3LIT + e$$

Estimated regression line: $WE = 0.498 + 0.108ACCF + 0.120INFD + 0.226LIT$

Interpretations:

β_0 (the intercept coefficient) = 0.498 meaning when all the explanatory variables are zero the level of women empowerment within the local government will be 0.498.

The sign of β_0 is positive i.e. > 0 which is consistent with a priori expectation.

β_1 (the coefficient of ACCF) = 0.108 meaning that any unit change in access to fund results in 0.108 unit increase in women empowerment.

The sign of β_1 : The coefficient of ACCF is positive i.e. > 0. This conforms to a priori expectation of a positive relationship between the dependent and explanatory variable, indicating direct or positive relationship between access to fund and women empowerment.

The sign of β_2 : The coefficient of INFD is positive i.e. > 0. This conforms to a priori expectation of a positive relationship between the dependent and explanatory variable, indicating direct or positive relationship between infrastructural development and women empowerment.

The sign of β_3 : The coefficient of LIT is positive i.e. > 0. This conforms to a priori expectation of a positive relationship between the dependent and explanatory variable, indicating direct or positive relationship between literacy level and women empowerment.

R^2 : The result indicates a ‘good fit’ in the statistical sense given that $R^2 = 0.592$ and the adjusted R-square a better measure is 0.589 indicating that 58.9 percent variation in the dependent variable is explained by the explanatory variable.

Statistical Significance: The coefficient of ACCF is statistically significant even at 1 per cent level of significance. This is because the t-statistic for the coefficient of ACCF is 3.859 i.e. high and the probability of error is 0.000 i.e. very low. The intercept coefficient is also statistically significant because it has high t-statistic (6.641) or very low probability of error (0.000). The coefficient of INFD is statistically significant at 1 per cent level of significance. This is because the t-statistic for the coefficient of INFD is 4.950 i.e. high and the probability of error is 0.000 i.e. very low. Also, the coefficient of LIT is statistically significant at 1 per cent level of significance. This is because the t-statistic is 7.337 i.e. high and the probability of error is 0.000 i.e. very low.

The overall statistic is significant at 1 per cent level of significance; since F-statistic of 193.045 is very high and the associated probability of error 0.000 is very low.

FINDINGS

- i. Access to fund, infrastructural development and literacy level have significant impact on women empowerment in Abeokuta South Local Government. This implies that entrepreneurship development will not be able to bring about women empowerment in the absence of adequate access to fund, good infrastructural facility and women literacy within the society.
- ii. Women entrepreneurs are faced with various challenges such as capital, gender differences, meeting family needs, lack of technological initiatives and innovations etc.
- iii. To achieve sustainable business development in Nigeria, entrepreneurship initiatives (i.e. entrepreneurial networking, mentoring programmes, training and re-training etc.) of women entrepreneurs must continuously be encouraged by government agencies and ministries.
- iv. Women entrepreneurship creates employment opportunities in Nigeria.
- v. Women entrepreneurs involve in different businesses (i.e. selling of food items; operating petty shops; cottage, fishing, tailoring etc.).
- vi. Women entrepreneurship constitutes half of the global population.

Conclusion

The study concluded that entrepreneurship development will have a great impact on women empowerment if the society can bridge male-female education gap, create opportunity to access fund and improve on infrastructural facilities such as power supply, good road network and others. Women education mentoring programmes along the lines of those reported for young entrepreneurs would be beneficial for women entrepreneurs, particularly those wanting to develop their businesses. Again, these programmes should use successful women entrepreneurs as mentors, where possible. Supporting women entrepreneurs' associations can improve advocacy and services for women entrepreneurs. Women entrepreneurs can be particularly motivated and effective at protecting the environment and promoting green business opportunities. The problems of women at the domestic front can be solved with the help family members who can share the women's responsibilities. Also, most women in the town have a lower formal bank account penetration than men (i.e. financial inclusion).

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