

INFLUENCE OF SKILL ACQUISITION, CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP GROWTH INAWKA METROPOLIS

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Abstract

Despite various policies and programmes by the government aimed at enhancing entrepreneurship growth through the development of small and medium scale enterprises (SMEs), the level of poverty and unemployment rate have remained high. The objective of this paper is to investigate the influence of skill acquisition, innovation and creativity on entrepreneurship growth in Awka Metropolis. The study employed survey research design. The population of the study was 139 registered tailors, carpenters and show makers in Awka Metropolis. The judgmental sampling technique was utilized to identify the sample of entire census population. Closed ended structured questionnaire was used to collect primary data. Cronbach alpha coefficient was used to test the reliability of instruments used. Data was analysed using both descriptive and inferential statistics. Hypotheses were tested using multiple regression. The finding shows that skill acquisition and creativity positively and significantly influence entrepreneurship growth. The study also showed that innovation has no significant influence on entrepreneurship growth. The study recommended that the government, non-governmental organisations and other stakeholders should continue to promote skill acquisition, creativity and innovation to reduce joblessness as well as criminal activities in Awka Metropolis.

Introduction

Nigeria as a country has numerous business and investment potentials due to the abundant, vibrant and dynamic human and natural resources it possesses. The performance and effectiveness of entrepreneurs in the country as an instrument of economic growth and development has long been under scrutiny. This intense scrutiny has been against the backdrop of the low performance and inefficiency that characterized small business particularly in assessing its role on economic growth and development (Dimnwobi, Ekesiobi & Mgbemena, 2016). A nation's ability to generate a steady stream of business opportunities can only come about when its people take to entrepreneurial activities. Good entrepreneur can create a strong economy. Nigerians have equally made their marks in diverse fields such as science, technology, academics, business and entertainment. Entrepreneurship activities and innovative ingenuity in Nigeria have developed enterprises in areas such as agriculture/agro-allied, solid minerals, transportation, information, and telecom, hospitality and tourism business, building and construction (Dimnwobi et al, 2016). With these human and natural resources notwithstanding, Nigeria is still one of the poorest countries in the world and has one of the highest rates of youth unemployment in sub-Saharan Africa, and despite its alleged strong economic growth (Nkechi, Emeh & Okechukwu, 2012). In respect of the above sad and deplorable situation, the government has done little to reduce the misery and frustrations

of the citizenry. This has foisted a state of hopelessness on majority of young and old people who have resorted to any means including crime to succeed in life. They resort to vices because they are not gainfully engaged (Teru, 2015). In other words, they are unemployed; not because they lack the qualification but because the system has been crippled politically, economically, socio-cultural and even religiously (Nkechi et al, 2012). The need for entrepreneurship development in the country today is necessitated by the fact that entrepreneurship development is a major factor in economic growth and development and also the permanent cure for extreme hunger and poverty necessitated by unemployment. In today's highly competitive world, most economic success depends increasingly on the ability to create, innovate and acquire skill. With the advent of a global knowledge economy, knowledge is increasingly the primary source of innovation, creativity and skill acquisition (Ezenwakwelu & Ikon, 2014). Creativity, innovation and skill acquisition are central to the development of any economy. Creativity is the thinking process involved in producing an idea or a concept that is new, original, useful, or satisfying to its creator or to someone else. Creativity involves coming up with a new idea. Innovation on the other hand usually implies the use of these new ideas to produce novel products and processes (Shelley, 2004). Hence, creativity enables individuals to produce ideas that are new and important, innovation is the practice where creative ideas are converted to produce significant accomplishments or results (Ezenwakwelu & Ikon, 2014). Skill acquisition is the ability to be trained on a particular task or function and become expert in it. Entrepreneurship is the ability of a person to see business opportunity and exploit it (Oluwadare, 2015). For creativity, innovation and skill acquisition to take place in an economy, a paradigm shift is required as they are vital ingredients for translating products of research into outcomes that can enhance profitability and satisfaction (Oluwadare, 2015). This seems like a tall order for a country like Nigeria where there are many forces that militate against creativity, innovation and skill acquisition. Basic social amenities like electricity, water, roads, health care services and houses are grossly inadequate. This makes an average Nigerian worker to be pre-occupied with providing basic necessities of life on their own with little or no time left for creative and innovative thinking and skill acquisition. Creativity, innovations and skill acquisition have not been given their rightful positions in the development of the Nigerian economy. For instance, youths at different times and different geographical locations in Nigeria have produced machineries, equipment, technology methodology, products and services which were announced as laudable but not encouraged nor sponsored (Oluwadare, 2015). It is against this background that this study tends to investigate the influence of innovation, creativity and skill acquisition on entrepreneurship growth in Awka Metropolis.

Statement of the Problem

Creativity and innovation are key factors in entrepreneurship growth and development, which have been in practice since time past (Dimnwobi et al, 2016). It comes in the form of skill acquisition, whereby people acquire the inherent in the family or from skillful people around them (Dimnwobi et al, 2016). Hence, growth of enterprise cannot be sustained without skill acquisition, creativity and innovation. In Nigeria, studies have been carried out on factors influencing entrepreneurship growth (Salami, 2013). Given the generally held view that

entrepreneurship growth is the key to poverty eradication, employment generation and rapid economic development, various governments in Nigeria have, over the past three decades, evolved policies and programmes, aimed at enhancing entrepreneurship growth through the development of small and medium scale enterprises (SMEs). In spite of all the efforts, unemployment rate has remained high, rising from 13.1% in year 2000 to 23.9% in 2011, with youth unemployment put at over 50% (IMF, 2013). Over 100 million Nigerians live below poverty line on less than US\$1 a day and with the percentage of the population in abject poverty rising from 54.7% in 2004 to 60.9% in 2010 (Yusuf, 2011). Above all, Nigeria's human development index (HDI) remains abysmally low at 0.453, much below world weighted average of 0.7 (UNDP, 2006). Hence this paper tends to investigate the influence of skill acquisition, innovation and creativity on entrepreneurship growth in Awka Metropolis.

Objectives of the Study

The general objective of this study is to investigate the factors influencing entrepreneurship growth and development in Awka Metropolis.

However, the specific objectives of the study are to;

1. determine whether creativity has significant influence on entrepreneurship growth and development in Awka Metropolis.
2. examine whether innovation has significant influence on entrepreneurship growth and development in Awka Metropolis.
3. determine whether skill acquisition has significant influence on entrepreneurship growth and development in Awka Metropolis.

Research Questions

The following research questions were raised in the course of carrying out this research;

1. Does creativity significantly influence entrepreneurship growth and development in Awka Metropolis?
2. Does innovation significantly influence entrepreneurship growth and development in Awka Metropolis?
3. Does skill acquisition significantly influence entrepreneurship growth and development in Awka Metropolis?

Hypotheses of the study

The following are hypotheses of the study;

1. Creativity has no significant influence on entrepreneurship growth and development in Awka Metropolis.
2. Innovation has no significant influence on entrepreneurship growth and development in Awka Metropolis.

3. Skill acquisition has no significant influence on entrepreneurship growth and development in Awka Metropolis.

Literature Review

Introduction

This section focuses on the concept of creativity, innovation, skill acquisition and entrepreneurship growth.

Creativity

Creativity has been viewed as the construction of ideas or products which are new and potentially useful (Fillis & Rentschler, 2010). Creativity has been identified as one of the most distinct of human attributes. It is indeed a special case of problem solving in which originality is emphasized (Achor, 2014). Creativity is marked by the ability to create, bring into existence, to invent into a new form, to produce through imaginative skill, to make to bring into existence something new (Dimnwobi et al, 2016). Creativity is also an attitude, the ability to accept change and newness, a willingness to play with ideas and possibilities, a flexibility of outlook, the habit of enjoying the good, while looking for ways to improve it (Okpara, 2007). Creativity is a process by which a symbolic domain in the culture is changed. Creativity is the ability to make or otherwise bring into existences something new, whether a new solution to a problem, a new method or device, or a new artistic object or form. Creativity is the act of seeing things that everyone around us sees while making connections that no one else has made. Creativity is moving from the known to the unknown (Okpara, 2007). Creativity is problem solving, albeit of an original innovative nature (Dimnwobi et al, 2016). It is the process of sensing difficulties, problems, gaps in information, missing elements making guesses of formulating hypothesis about these deficiencies, testing and re-testing them and finally communicating the results (Oluwadare, 2015). In order to be considered creative, a product or an idea must be different from what has been done before but the product or idea cannot be merely different for difference sake; it must also be appropriate to the goal at hand, correct, valuable, or expressive of meaning (Dimnwobi et al, 2016). Halim and Mat (2010) view creativity basically as a term that implies the process of developing original, novel, and appropriate response to problems. Creativity in a microeconomic sense, allows an organization to take advantage of opportunities which develop as the result of changing environmental conditions. Creativity plays an important role in new product development and creativity consists of three techniques: brainstorming, visual confrontation, morphological techniques (Phong-inwong and Ussahawanitchakit, 2011 in Adegboyega, 2012). However, Umar and Norashidah (2017) conducted a study on entrepreneurship education, creativity and entrepreneurial career option among polytechnic students in Nigeria. The study employed survey research design. The sample size of the study is 90 students selected randomly from Audu Bako College of Agriculture (ABCOA), Danbatta. Data was analysed with multiple regression. The finding indicated that there is a positive significant relationship between entrepreneurship education, creativity and entrepreneurial career option among Polytechnic Students in Nigeria. The study recommended that polytechnic graduates can apply their knowledge of know-what, know-

how, know-why, and creativity to explore entrepreneurial career option. Rui, Li, Wei and Peng (2018) conducted a study on creativity, proactive personality, and entrepreneurial intention: the role of entrepreneurial alertness. Population of the study was 857 undergraduate students from 26 universities volunteered to participate in this survey. The sample size of the study was 735. Data was analysed using Pearson's correlation coefficient and SPSS version 22, structural equation modeling (SEM) via AMOS 17.0 and Chi-square statistic. The finding showed that there is positive effects of creativity and proactive personality on entrepreneurial alertness. The study recommended that creativity, proactive personality, and entrepreneurial alertness are three key factors in the entrepreneurship process.

Innovation

Innovation is seen as the successful exploitation of new ideas (Fagerberg 2005). Innovation is alternatively viewed as a process of taking ideas to market. It describes the process of adding value to creative ideas (Oluwadare, 2015). Lucke and Katz (2003) assert that innovation from an organization perspective is the successful introduction of a new thing or method. Innovation is the embodiment, combination or synthesis of knowledge in original, relevant, valued new products, process or services. Innovation is the application of better solutions that meet new requirements, unarticulated needs or existing market needs (Dimnwobi et al, 2016). This is accomplished through more effective products, processes, services, technologies, or ideas that are readily available to markets, governments, and society. Innovation is defined as adding something new to an existing product or process. The key words are adding and existing. The product or process has already been created from scratch and has worked reasonably well. When it is changed for it to work better or fulfill a different need, then there is innovation on what already exists. Innovation is the process of bringing the best ideas into reality, which triggers a creative idea, which generates a series of innovative events (Dimnwobi et al, 2016). Without innovation an enterprise and what it provides quickly become obsolete (Okpara, 2007). Innovation differs from invention in that innovation refers to the use of better and, as a result, novel idea or method, whereas invention refers more directly to the creation of the idea or method itself (Ezenwakwelu & Ikon, 2014). Innovation can result in inventions or the ability to generate entirely new outcomes through refinement in products and processes: technology or administration in an organization either in each of these items separately or in all of them collectively. Kuczmarski, Middlebrooks, and Swaddling (2000) suggest that innovation brings a new perceived benefit or value to a customer, employee, or shareholder. The new perceived benefit ranges from minimal to massive and may be functional, psychological, emotional, or financial. Innovation requires a fresh way of looking at things, an understanding of people, and an entrepreneurial willingness to take risks and to work hard (Dimnwobi et al, 2016). An idea doesn't become an innovation until it is widely adopted and incorporated into people's daily lives. Schumpeter (1934 in Idam, 2014) believes that the concept of innovation, described as the use of an invention to create a new commercial product or service, is the key force in creating new demand and thus new wealth. Jamal, Mohammed and Ilias (2013) carried out a study on innovation and entrepreneurship: an empirical study of Moroccan firms. The study employed qualitative research design. The sample size of the study was 250 employees in Moroccan companies.

Structured interview was used to generate data from primary source. Data was analysed using content analysis. The finding shows that entrepreneurship and innovation have positive significant relationship. The study concludes that entrepreneurship and innovation are systematic behaviours and systematic efforts are required to incorporate them into the operations of organizations. The study recommended that entrepreneurship and innovation should be regarded as ongoing and everyday practice in organizations. Olu, Marius, Anca & Florentina (2017) carried out a research on impact of innovation on the entrepreneurial success in Nigeria. The study employed survey research design. Population of the study is 216 Nigerian Small and Medium Enterprises (SMEs). The sample size of the study is 160 respondents selected from the population. Questionnaire and interview were used to generate data from the primary source. Data was analysed using one-way analysis of variance (ANOVA). The finding revealed that there is a positive significant relationship between innovation and financial performance of SMEs. The study concludes that innovation was found to improve product quality and corporate image and these have subsequently enhanced entrepreneurial success and performance. The study recommended that engaging in innovative activities will achieve bumper success in many entrepreneurial ventures.

Skill Acquisition

Skill acquisition is a process whereby a person acquires or learns a particular skill or type of behaviour needed for business through training or education in order to identify and exploit entrepreneurial opportunity for self-employment ((Amadi, 2012; Chukwunenye & Igboke, 2011; Samian & Buntat, 2012). It also helps entrepreneurs to acquire self-confidence, self-esteem and participate in decision-making at household and community levels (Rufai et al., 2013). Skill acquisition and tertiary education could lead to business opportunities and impact on entrepreneurship (Emaikwu, 2011). Exploitation of entrepreneurial opportunity also depends on the entrepreneur's level of education, skills or knowledge acquired through training, work experience and social network (Shastri & Sinha (2010). Training and/or education produce prior experience which leads to preparedness for entrepreneurial activity (Shane, 2003). The awareness of the need for skill acquisition and supports in order to stimulate entrepreneurial activity and reduce business failure have been increased among stakeholders in the industry, business and government of many countries because entrepreneurs could be born or made (Shane, 2003). It is also a vital source of developing human capital (Ikegwu, Ajiboye, Aromolaran, Ayodeji & Okorafor, 2014). Though Rufai et al. (2013) and Dasmani (2011) found that entrepreneurship graduates could not get employment because they possessed low skills and low self-confidence required by industries since there was no industrial exposures while in school, however; numerous studies asserted that skill training and tertiary education could lead to entrepreneurial activity or self-employment (Amadi, 2012). Chiekezie, Nzewi, and Iyekekpolor (2016) carried out a research on entrepreneurial skill acquisition and job creation in Benin City, Nigeria. The study employed descriptive research design. Population of the study is 579161 registered voters in Benin City. The sample size of the study is 400 respondents selected from the population. Both primary and secondary sources used for data collection. Data was analysed with Pearson's Product Moment Correlation Findings revealed that there is a positive correlation

between skill acquisition and job creation. The study concludes that there is a positive significance relationship between skill acquisition and job creation in Benin City. This implies that when there is entrepreneurship skill acquisition, jobs will be created. The study recommended that the government should continue to promote skill acquisition and the youths should embrace skill acquisition to reduce joblessness as well as criminal activities in Benin City and Nigeria at large. Ekong and Ekong (2016) conducted a study on skills acquisition and unemployment reduction in Nigeria: A case study of National Directorate of Employment (NDE) in Akwa Ibom. The study employed survey research design. The population of study is 3,920,208 people in the state. The sample size of the study was 141 employees in NDE. Data was collected from both primary and secondary sources using questionnaire and interview methods. The result found a positive relationship between Skills Acquisition by NDE and Unemployment reduction in Akwa Ibom State. Thus, we recommend more spread of NDE training centers to all the Local Government Areas in the State for more benefits to be realized, among others. Skill acquisition training was found to have positive effect on entrepreneurial activity in Nigeria (Ikegwu, et al, 2014). Skill acquisition training was found to have positive effect on entrepreneurial activity in France (Brana, 2008). Skill acquisition training had positive impact on entrepreneurial opportunity in Germany (Stohmeyer, 2007).

Concept of Entrepreneurship Growth

Entrepreneurship is seen as the process which involves the effort of an individual or individuals in identifying viable business opportunities in an environment and obtaining and managing the resources needed to exploit those opportunities. Teru, (2015) describe entrepreneurship as the willingness and ability of an individual to seek out investment opportunities and takes advantage of scarce resources to exploits the opportunities profitably. It is the process of creating something new with value by devoting the necessary time and efforts, assuming the accompanying financial social risks at the end receiving resulting reward. Entrepreneurship, as an emerging field of study and as an area of human endeavour, has received increasing interest of researchers, academicians and policy makers the world over. It has equally provoked controversies over its concept and definition. Entrepreneurship is seen as an effective means not only of combating unemployment, poverty and under-development in the developing nations, but also as a strategy for rapid economic development in both developed and developing nations (Idam, 2014). Naude (2011) contends that global development is entering a phase, where entrepreneurship will increasingly play a more important role. He adduces three reasons for this development. The first is that the managed economy of the 1970s–2000 in the West, characterized by reliance on big business and mass production, has given way to a so-called entrepreneurial economy, where knowledge-driven goods and services are more flexibly provided by smaller creative class. Secondly, impressive growth in the emerging economies, notably Brazil, Russia, India and China, has been driven by innovative entrepreneurial revolution. Thirdly, in the least developed countries, where dependency is high, donor agencies have been shifting emphasis in development cooperation towards private sector development. Naude (2011) draws the conclusion that entrepreneurship will contribute to growth and employment creation in advanced, emerging

and least developed economies alike. Thus, this study sees entrepreneurship growth as the process of enhancing entrepreneurial skills and knowledge through structured training and institution building programmes. Entrepreneurship growth aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created (Teru, 2015).

2.6 Theoretical Framework

This study is anchored with Schumpeter (1934) innovation theory of entrepreneurship. This theory considers entrepreneurship as the catalyst that disrupts the stationary circular flow of the economy and thereby initiates and sustains the process of development. Embarking upon ‘new combinations’ of the factors of production - which he terms, innovation - the entrepreneur activates the economy to a new level of development. Schumpeter introduced a concept of innovation as key factor in entrepreneurship in addition to assuming risks and organising factor of production. Schumpeter defines entrepreneurship as a creative activity. An innovator who brings new products or services into the economy is given the status of an entrepreneur. He regards innovation as a tool of entrepreneur. The entrepreneur is viewed as the ‘engine of growth’. He sees the opportunity for introducing new products, new markets, new sources of supply and new forms of industrial organizations.

Research Model

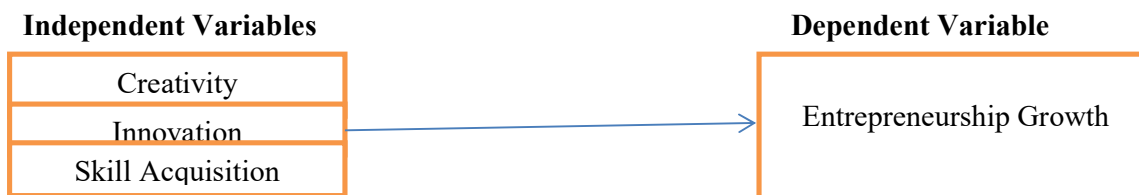


Figure 1

Research Model

The model in figure 1 represents the frame work of the study. The independent variables are creativity, innovation and skill acquisition predicting the dependent variable entrepreneurship growth.

Methodology

The study employed survey research design. The population of the study was 139 registered tailors, carpenters and shoe makers in Awka metropolis (93 registered tailors, 42 registered carpenters and 25 registered shoe makers). The judgmental sampling technique was utilized to identify the sample of entire census population and no sample size formula is required. Closed ended structured questionnaire was used to collect primary data. Cronbach Alpha coefficient was used to determine the reliability of the instruments used. Data was analysed using both descriptive and inferential statistics. Hypotheses were tested using multiple regression.

Measurement of Variables

The closed ended structured questionnaire was used to generate primary data. Responses of all items were measured by agreement with statements, which are ranging from 1=strongly disagree, 2=disagree, 3=neutral, 4=agree to 5=strongly agree on a five-point Likert scale. Also, reliability test shows how the items in a set are positively related to each other in the reliability coefficient. According to the result of the reliability test, the closer the Cronbach's Alpha is to 1, the higher the internal consistency reliability. If the reliability is less than 0.60 then it is considered as poor. Meanwhile if it is in the range of 0.70, it is considered as acceptable. As for those which are more than 0.80, it is considered reliably good (Sekaran, 2007). Thus the items utilized for the instrument can be said to be reliable as can be seen below;

Table 1: Cronbach Alpha Result

Variable	Cronbach Alpha	Number of items
Skill Acquisition	0.926	5
Innovation	0.944	5
Creativity	0.967	5
Entrepreneurship Growth	0.880	5

The table 1 above shows that the Cronbach Alpha for skill acquisition is 0.926, innovation is 0.944, creativity is 0.967 and entrepreneurship growth is 0.880. This implies that all the variables are considered as reliably good because they are more than 0.8.

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation
Skill Acquisition	139	3.44	0.88
Innovation	139	3.83	0.69
Creativity	139	3.16	1.09
Entrepreneurship Growth	139	3.31	0.81

Table 2 above shows the result of the descriptive analysis for the research variable. The mean value of these variables is in between 3.16 to 3.83. Meanwhile, a standard deviation is the dispersion value which indicates the gap in between one respondent to another respondent. The standard deviation can be considered as good when the value is smaller. According to table 2, the highest standard deviation is recorded in the creativity. Meanwhile the lowest is the innovation with 0.69. This implies that Awka metropolis is experiencing high entrepreneurship growth.

Findings and Discussions

Table 3: Demographic Profile

Gender		Frequency	Percent
	Male	79	56.83
	Female	60	43.17
	Total		100.0
Age			
	<30years	25	17.99
	30-40years	61	43.88
	41-50years	33	23.74
	>50years	20	14.39
	Total	139	100.0
Marital status			
	Single	54	38.85
	Married	85	61.15
	Total	139	100.0
Educational Qualification			
	WAEC/NCE/O	89	64.03
	ND		
	Degree	50	35.97
	&Above		
	Total	139	100.0
Working Experience			
	<5years	17	12.23
	5-10years	42	30.22
	11-15years	45	32.37
	>15 years	35	25.18
	Total	139	100.0

Source: (Researchers Computation, 2019)
, 2019)

As can be seen from the demographic profile of the respondents above, the result reveals that amongst other things male respondents were more as they constitute 56.83% while females were 43.17%. The age distribution shows that more of the entrepreneurs are within the age bracket of 30-40years with a high percentile score of 43.88%, less than 30years were 17.99%, 41-50years; 23.74% while greater than 50years were 14.39%. This implies that on average, the entrepreneurs were within the age bracket of 30-40years which are still part of the active population. The marital status revealed that a significant portion of the respondents were of the married category as they constitute 61.15% while singles were 38.85% of the population. Educational qualification shows that significant responses of 64.03% are WAEC, NCE and

OND holders. While 35.97% are degree holders and above. Also, the working experience reveal that more of the respondents had averagely 11-15years experience as they constitute 32.37% of the responses, less than 5years were 12.23%, 5-10years were 30.23% while greater than 15years were 25.18% of the sampled responses.

Correlation Analysis

In order to inspect the relationship between all the variables in the research model, the correlations analysis was used. This is because; this research study is using the interval scale. Based on the correlation, the significant is at the level 0.01 and 0.05. According to Sekaran (2007) on the Davis scale, correlation analysis is used to interpret the relationship between the independent variables as follows:

Table 4: Correlations Matrix

		EG	SA	I	C
Pearson	EG	0.01			
Correlation	SA	0.302**	0.01		
	I	0.811**	0.087**	0.01	
	C	0.805**	0.150	0.828**	0.01

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

Table 4 above shows that the three variables correlate perfectly as evidenced by high coefficients of 0.301, 0.811 and 0.805. This shows that skill acquisition, innovation and creativity relate positively. This implies that the level of entrepreneurship growth in Awka metropolis is directly positive with the three identified factors given skill acquisition, innovation and creativity.

Regression analysis

A multiple regression analysis is being used to measure the correlative coefficient and the relationship between independent and dependent variables. This regression helps to show how well the independent variables predict values to the dependent variable.

Table 5: Result of Multiple Regression

Model		Beta	T	Sig.
1	(Constant)			
	SA	0.730		0.000
	I	-0.18		0.754
	C	0.374		0.000
	F-stat		126.4633	
	P. Value F-stat			0.000

R	0.859
R Squared	0.738
Adjusted R ²	0.732

Source; SPSS Output, 2019

Table 5 above shows the results of regression for the total of three independent variables toward the dependent variable which is entrepreneurship growth.

Skill Acquisition and Entrepreneurship Growth

The regression result above shows that skill acquisition positively and significantly influences entrepreneurship growth as evidenced by a positive beta coefficient of 0.730 and p-value of 0.000. This implies that assuming other factors are held constant, a slight change in skill acquisition would result to 73% positive and significant increase on entrepreneurship growth at 0.05 significance level. Hence, skill acquisition encourages entrepreneurship growth. This supports the study conducted by Ikegwu, etal (2014); (Brana, 2008); (Stohmeyer, 2007) and (Samian, Chiekezie, Nzewi & Iyekekpolor, 2016) where skill acquisition was found to have positive influence on entrepreneurial activity.

Innovation and Entrepreneurship Growth

From the regression result above, it is surprising that innovation has no significant influence on entrepreneurship growth as evidenced by beta coefficient of -0.18 and p value of 0.754. This implies that a unit change in innovation would bring about a 1.8% marginal change in entrepreneurship growth. This was in contrast with the work of Jamal, Mohammed and Ilias (2013) which found that entrepreneurship and innovation have positive significant relationship. This was also in contrast with the work of Olu et al (2017) which state that innovation improves product quality and corporate image and these have subsequently enhances entrepreneurship growth. This also implies that engaging in innovative activities will achieve bumper success in many entrepreneurial ventures. This means that the null hypothesis H_{02} cannot be invalidated in this study, hence, the study fail to reject the null hypothesis that innovation has no significant influence on entrepreneurship growth.

Creativity and Entrepreneurship Growth

Creativity shows positive significant influence on entrepreneurship growth as evidenced by a positive beta coefficient of 0.374 and p-value of 0.000. This implies that the more the entrepreneurs are creative the more the entrepreneurship growth in an economy. This is in line with the work of Rui et al (2018) which found positive significant effect on creativity and entrepreneurial alertness. The study states that creativity and entrepreneurial alertness are the key factors in the entrepreneurship process. The study of Umar and Norashidah (2017) support that entrepreneurs can apply their knowledge of know-what, know-how, know-why, and creativity to explore entrepreneurial career option. The fitness statistic value of 126.4633 which is significant at 5% significance level implies that the variables of the study were

properly selected and combined to explain the variation in the explained variable. Also, the coefficient of multiple determinations represented by the R-squared value of 0.738 implies that at collective level, the independent variables accounts for a significant change in entrepreneurship growth by 73.8% while other factors not considered in this study account for the remaining 26.2% changes. The adjusted R-square value of 0.732 implies that after adjusting for likely errors, there is still a traceable effect level of 73.2% on entrepreneurship growth.

Table 6: Test of formulated Hypotheses

Model	Beta	Hypotheses `	Sig.	Decision
SA	0.730	I	0.000	Reject
I	-0.18	II	-0.754	Not Rejected
C	0.374	III	0.000	Reject

Conclusion

Creativity, innovation and skill acquisition are important elements of entrepreneurship growth. Without creative, innovative and skill acquisition, companies and national economy hardly grow. They are central to the development of any economy and are dynamic concepts. For any country to become and remain creative, innovative and acquire skill, such a country must constantly keep abreast and adopt relevant changes that pave the way for significant improvement. The importance of creativity, innovation and skill acquisition as tools that could be used to achieve entrepreneurship growth of nations cannot be over emphasized. They are of a decisive importance in economic development of countries and are now profoundly reshaping the patterns of the world's economic growth and activity. An economy with a weak creativity, innovation and skill acquisition base will frequently experience poor growth and such a nation will be entrapped in poverty and underdevelopment. Hence, skill acquisition, creativity and innovation have positive significant influence on entrepreneurship growth in an economy.

Based on the findings, the study recommends that;

1. The government, non-governmental organisations and other stakeholders should continue to promote skill acquisition. Also, the youths should embrace skill acquisition to reduce joblessness as well as criminal activities in Awka Metropolis.
2. The schools and other training institutions should encourage the young Nigerians to be more creative by applying their knowledge of know-what, know-how and know-why to explore the world market and become self-reliant and employers of labour.
3. The entrepreneurs should continue to engage in more innovative activities in order to achieve bumper success in many entrepreneurial ventures, thus, enhances entrepreneurship growth in Awka Metropolis.

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