Editorial

WHAT CONTRIBUTE TO BUSINESS START-UP AND SUVIVAL? A VIEW POINT

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Abstract
The purpose of this editorial is to spark questions to GJED authors about what impact business start-up and business survival, as well as the importance of entrepreneurship education.The research approach is editorial view point, manuscripts received during this first edition and also the emerging discourse in other leading journals. Thus, questionsareasked for authors to buttress on during their future manuscripts.Itis also a basis for further discussion and a concern for entrepreneurial mind-set society. However, this is based on our views, although it isalso as a consequence ofinconsistent findings from leading journals.Hopefully, authors will find the questions helpful, although it isalso emphasized that it is a viewpoint. This editorial provides more "food for thought" for authors.

Background
Entrepreneurship skill acquisition and educationis a fertile research domain that has attracted significant scholarship effort in many ways (see Ezeh, et al 2020). Thus, it has been argued that African and Nigerian business development has been flawed by infrastructural deficiencies, lack of motivation, corruption, and lack of entrepreneurial culture, liability of informality and/or smallness of businesses. However, many scholars have identified factors that influence entrepreneurial intention. For instance, Batool, Rasheed, Malik, and Hussain, (2015) found that self-efficacy and self-esteem are positively related to entrepreneurial intention. Self-confidence is another vital factor that influences business start-up (Goyanes, 2015).Societal structural support and business environment also influence business start-up and business survival (Khuong, and an, 2016). Furthermore, entrepreneurial intentions are driven by perceived entrepreneurial desirability(Vuorio, Puumalainen, and Fellnhofer, 2018).Moreover, it has been argued that entrepreneurs do not like to be tied to rules and regulations,Batool, Rasheed, Malik, and Hussain, (2015) found that personal control was positively related to entrepreneurial intention. Entrepreneurship is compendium of risks;thus, scholars have found that higher entrepreneurial tolerance for risk is associated with a higher likelihood to become an entrepreneur (Gilmartin, Thompson, Morton, Jin, Chen, Colby, and Sheppard, 2019). Innovation/creativity is positively related to entrepreneurial intention (Batool, Rasheed, Malik, and Hussain, 2015).Knowing other entrepreneurs as a friend or parents, entrepreneurs' social network, influence the entrepreneurial intention (Saraf, 2015).

Most importantly, entrepreneurial education, which may translate to openness to experience, has impact to entrepreneurial intention. For instance, Davis, Hall, and Mayer, (2016) found that openness to experience influence entrepreneurial intention.Prior entrepreneurship experiences can come from many sources such as entrepreneurship training programs, family business, part-time jobs, summer internship or even the attempts to start a small business project before (Khuong, and An, 2016).Thus, Klapper, and Leger-Jarniou,

(2006) found that enforced learning through entrepreneurial courses and seminars have longer-term beneficial impacts on entrepreneurial intention.Also, Parente, and Feola, (2013) found that the university education could be the key factor in transforming the entrepreneurial potential of young researchers into real and innovative projects.Educational background and the previous experience of self-employed people can condition the ability to implement process innovations in SMEs and business start-up (Plotnikova, Romero, and Martínez-Román, 2016; Saraf, 2015). However, Sivarajah, and Achchuthan, (2013) argue that lack of practical skills in the entrepreneurship field makes most of the management undergraduates generally prefer the government and private sector jobs in the market after their graduation. But, acknowledging the level of entrepreneurship education and entrepreneurial support in Nigeria, do you think that the rate of business start-up and business survival is comparable? Why?

Furthermore, discourse is generated from the manuscript authors contributedto our journal. For instance, Olusegun evaluates the university graduate employability skills competence in north-west, Nigeria. This article should be an eye opener to Nigerian government and university community. Notwithstanding the amount of fund and resources voted for entrepreneurship education and training, Nigeria youths' employability is still ringing bell in the minds of many scholars. Where do we go from here? Moreover, the importance of education and training cannot be over emphasis, on this edition, Abubakar et al delve on transforming training and development: experimental approach. Warraequally highlights the role of university entrepreneurship education in stimulating employment creation and economic sustainability in Nigeria. Moreover, Nigerian universities should consider entrepreneurship education to science related courses. For instance, Hassan et al stated thatChemistry entrepreneurship is a solution to chemistry graduate unemployment in Nigeria. Ibrahim et al argue that Entrepreneur in pharmacognosy is an unexploited area in Nigeria. The big question is, to what extent will all these articles impact on real life actions?

Furthermore, the survival and growth of any business is dependent on training and level ofentrepreneurial education.Sulaiman and Isah delve on mediating effect of learning orientation on the relationship between entrepreneurial orientation and SMES performance in Minna, Niger state, Nigeria. And Enyiamakastudies the influence of skill acquisition, creativity and innovation in entrepreneurship growth in Awka metropolis. But the disturbing question is How will entrepreneurship be taught? Mustapha looks at the nexus betweenpractical entrepreneurship and self-employment amongst university graduates in Nassarawa state.In Uganda, Muhammad et al look at technical skills among small-scale entrepreneurs. Entrepreneurship is the engine that runs the economic, social and security sector of every society. Olatunji looks at the entrepreneurship education and national security in Nigeria. Furthermore, Hassan and Murtala arguethatSocial entrepreneurship is a Panacea for Street Begging in Kano Metropolis.Altine and Ahmad examinethe moderating role of women owner/ managers age on the entrepreneurial orientation and performancerelationship.Also, Okpara and Favour evaluate the influence of Social media on small and medium enterprises (SMEs) performance in Eti-Osa local government area of Lagos State. Also, the performance of any organization is strictly attributedto its level of service quality. Service can be sold as major offering or as ancillary to market other goods or services.Thus, service quality is an important driver of customers satisfaction and loyalty. But the big question is, do government organization care about service quality? However, Dauda and Mukhtar delve on the role of gender effects on moderating the relationship between service quality andcustomer satisfaction in healthcare sector: A case of Federal Medical Centre, Keffi, Nasarawa State. Moreover, SERVQUAL has been used to study the dimensions of service quality, both in public and private organizations without a consistent

finding. Which make for continuous research on SERVQUAL and other related instrument for measuring service quality. Thus, what instrument is the best in measuring service quality? Do instruments varies based on service involve or culture of the society? The questions go on and on.

Therefore, contributors are encouraged to submit manuscripts that address the above questions the best way they can and other relevant questions. All research articles in Journal Entrepreneurial Development undergo rigorous peer review, based on initial editor screening and anonymous refereeing by at least two referees. Authors should submit their manuscripts electronically to our email. – entrepjournal@gmail.com :entrepjournal@yahoo.com

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