UNIPORT JOURNAL OF BUSINESS, ACCOUNTING & FINANCE MANAGEMENT
DEPARTMENT OF ACCOUNTING
UNIVERSITY OF PORT HARCOURT, CHOBA
PORT HARCOURT, RIVERS STATE
NIGERIA
VOL. 9 NO. 2 MARCH 2019

GENDER ISSUE MOTIVATING ENTREPRENEURIAL VENTURE IN ABEOKUTA, NIGERIA

SAMUEL TAIWO AKINYELE
Department of Entrepreneurial Studies
College of Management Sciences
Federal University of Agriculture
Abeokuta, Nigeria

And

ESTHER FEYISAYO AKINYELE
Department of Business Administration
School of Postgraduate Studies
Crawford University, Faith City, Igbesa
Ogun State, Nigeria

Abstract

Women in different nations play equal roles with their men counterparts in economic development through entrepreneurship. The contribution of women to the development of any nation through entrepreneurial activities cannot be overemphasized. A sample of 197 respondents were derived from the population of 390 women entrepreneurs in Abeokuta South Local Government of Ogun State using simple random sampling techniques. One hundred and fifty-two (152) questionnaires were filled and returned. The data was analysed using descriptive and inferential statistics such as regression analysis to test the hypothesis. The results showed that there was a close relationship between market share and business profitability at R =0.104, p-value< 0.01. Also hypothesis two tested showed that human resource has a positive significant relationship on sales revenue as P value (0.000) is less than 0.05. Thus, the null hypothesis was rejected and the alternative was accepted. The study concluded that if gender issues are properly taken care of, women will be motivated to go into any line of business or trade. Unemployed women entrepreneurs should be financed and encouraged to occupy areas like agriculture, services and mining. Furthermore, the study also recommended that women entrepreneurs should be encouraged to be involved in creative work and government should ensure the provision and formulation of an economic policy that will favor the business environment.

Keywords: Business Environment, Development, Entrepreneurs, Government, Unemployed Women.

Introduction

For many decades, situation of Nigeria's economic development has not been impressive. This is due to slow rate of most economic indicators. More importantly, Nigeria's over reliance on oil has contributed much to her economic recession. The situation did not improve significantly until late 1980 when macro-economic variables began to restore, more developmental variables that were put into the process of her development. The new value systems introduced include repositioning of production and distribution processes and recognition of micro and macro business ventures, a new role assigned to development of entrepreneurship, enhanced global competitive power, economic restructuring, industrial development and employment generation strategies. These were targeted to improve the standard of living in Nigeria. The concept of entrepreneurship is now identified as the central element in the theory of economic development (Josiane, 2011) and it makes up the biggest industry in the world. It has been seen as the driver of economic growth and employment creation (Culkin and Smith 2011, Gale, 2011; Wang, Filion, 2013). Entrepreneurship is vital for the support of small and medium venture (United Nations, 2013). With an active Small and Medium Enterprises (SMEs) sub- sector in the production process, developed and less developed countries are expected to rely less on big industries to drive their economy to the desired future.

Entrepreneurship is therefore encompasses market offerings, innovation, risks taking, trying out of new and uncertain products, services, markets and being more proactive than competitors towards exploring new business opportunities (Covin and Slevin, 2012;Wiklund and Shepherd, 2015). The role of entrepreneurs as change-agent in the labour market for creation of employment, wealth creation, poverty reduction and provision of resources has helped greatly to increase the number of women–owned entrepreneurial ventures in the world. Global Entrepreneurship Monitor (GEM 2005) confirmed that women participate in a wide range of entrepreneurial activities across the 37 GEM and their activities in different countries have paid-off in form of many newly-established businesses for job and wealth creation.

The emergence of the private sector as the major player in the industrial development of many countries has also improved women's access in employment opportunities as against when they experienced denial in employment opportunities as wage workers because of their lack of skills, lack of technical know-how, family responsibilities, cultural and social barriers (Josiane, 2011). Coping with these unfavorable challenges, the development of self-employment, particularly in the area of SMEs became the last resort for them (Gale, 2011) SMEs contribute more than 50% to Gross Domestic Product (GDP) of most countries both developed and less developed (Oyekanmi, 2014; Oyekanmi, 2014; Ojo, 2015) Women entrepreneurs therefore account for more than half of the operators of SMEs sub-sector and they operate more often in the manufacturing, agricultural, trade, service and in short, all sectors (Kjeldsen and Nielson, 2000; Community, Women and Development (COWAD), 2014; Gelin, 2012). However, the operation of entrepreneurial ventures involves considerable risk taking, hard work, enormous sacrifice and sincerity of purpose which cut across various obstacles and challenges. The risk taking, challenge and obstacle (Ojo, 2012) perhaps affect women entrepreneurs more than their men counterparts, making their chances to succeed in business be considerably lower than men (Gelin, 2011). Considering the various challenges and obstacles facing entrepreneur ventures particularly in Nigeria which include; capital inadequacy and shortage of manpower to mention but few, someone may quickly conclude that women are usually discouraged from venturing into business.

Today, women are seen and perceived as the central focus of economy growth. (Shepherd, 2013). This study came up as a reaction to the research report of Sarri and Trihopoulou (2015) which suggested that male entrepreneurs have been extensively studied and the focus should now be shifted to the study of female entrepreneurs. It is upon this premise that this research work establishes itself.

Statement of Research Problems

Several studies have demonstrated a generally positive association between market share (MS) and business profitability (BP), and that this relationship is dependent on the environmental and strategic contexts, but the stability of such results across distinct time-periods representing differing business cycles has not yet been demonstrated. The relationship between market share and profitability continues to be an important research issue in strategic management. Gale (2011) argues that the observed association between market share and profitability is an empirical regularity that requires a theoretical explanation. There is a widely held belief that market share and profitability are strongly related (Simon, 2010). Research conducted in the 70s by Sultan (1975) supported the hypothesis of a positive relationship between market share and profitability. Buzzell (2014) notes that the majority of studies on the topic find a linear positive relationship between market share and financial performance. However, there appears no consensus in terms of the findings. Some of the early studies supported the view that there is lack or a negative relationship between size and profitability. But following the empirical and theoretical studies of Buzzell (2014), Dickson (2012), Shepherd (2013), Gale (2011) and Buzzell, Gale and Sultan (2014) in conjunction with the increased popularity of the experience curve, a positive link between market share and profitability became the accepted view among management and marketing theorists. As a result, consultants and strategy experts advised managers that unless their firm can achieve a high market share and/or dominate its chosen market, the firm should withdraw from that market and invest elsewhere. This made it necessary to evaluate the influence of positive association between market share and business profitability.

Human resource management (HRM) impacts on organizational performance has emerged as the central research question in the personnel/HRM field (Becker and Gerhart, 2015; Buzzell, 2014 for reviews). Although initial results indicate that some human resources practices may have a positive effect on organizational performance, most scholars suggest that more conceptual and empirical work is required (Jasiane, 2011; Covin and Slevin, 2012; Baum and Wally, 2013 Mbuebgu, 2013; Shama and Chrisman, 2014). For the moment, although Human resources (HR) are considered as the most valuable asset in an organization, they make a difference only for a few organizations (Shepherd, 2013; Covin and Slevin, 2012). The link between human resources (HR) and firm growth is well documented in classic economic theory. Overwhelming evidence suggests growth is driven by specialization and division of labour in the processes of generation and attraction/development of technological opportunities. However, at the firm level of analysis, only recently the link between human capital and growth has attracted the interest of researchers. Firm growth is often seen as an indication of market acceptance and firm success (Fesser and Willard, 2015). Growth is considered as a top strategic priority for most firms yet only few companies achieve growth and ever fewer in maintaining in (Baum and Wally, 2013; Culkins and Smith, 2011). Assuming, that firm growth involves more purposeful work and strategic decision making than leaving it to random and chance events, the present study addresses a central research question: How do human resource management practices contribute to firm growth? This triggers the need to evaluate the influence of human resource on growth of organizational performance.

One might expect a positive relationship between profit rates and firm size, at least for smaller firms. What the relationship is between size and profitability beyond this threshold has long been a matter of speculation. One of the factors behind differences in profitability and firm size may be differences in risk. Risk in raising capital is often associated with volatility, and a large body of work shows that rates of employment growth tend to be more volatile in smaller firms. The job and output growth, and contribution to the economy of this group of firms are often compared with those of larger businesses. However, there is little information in Canada on the payoff to small firms for attempting to innovate. Firm performance in Canada has not been comprehensively examined by means of certain

Financial metrics. This has resulted in a significant information gap because financial performance relates directly to the incentives that entrepreneur's face and the risks undertaken by those who finance firms. Financial performance across firms of different sizes is examined by using profitability, as measured by return on assets (ROA). As firms increase their workforce and reduce their operating costs, their profits are expected to rise, albeit to a certain threshold. This could be because smaller firms seek out more risk in order to attain higher rates of return. It may also be that smaller firms' production structures are more diverse and that, therefore, profitability is more variable across firms in that class.

This may occur with younger firms in the early stages of operation, when experimentation with new products and processes is taking place. By contrast, larger firms are older and may have similar production technologies that focus to a greater extent on economies of scale and that therefore produce more homogeneous results This necessitate the need to access the relationship between profit rates and firm size. The impact of financial and moral incentives on organizational performance for the employees in meeting the employees' societal needs. Business organizations are facing significant challenges on internal and external work environment, so organizations cannot maintain institutional performance without providing incentives to their employees based on their efficient and effective work. As defined by GEM (2005) financial incentives are set to satisfy basic human needs, encouraging workers to do their best of work performance, the recruitment of their capabilities and increase the level of their competences such as salary, bonuses, allowances, profit sharing and rewards. Financial incentives also defined by Omotayo (2015) as all means of payment based on increase and or improve productivity. Therefore the more the workers produce the more they earn. While the fall in quantitative or qualitative production deprive the worker from earning partial or total incentives. Financial incentives aim to raise production efficiency and improve performance through encouraging individual to behave in a desired away. Financial incentives are the most important and influential factors to the individual's desire to work when such wages are appropriate and capable of satisfying his needs. On the contrary, low payment that is not appropriate to his efforts of work leads to the low efficiency of productivity (Al-Harthi, 2013).

Objectives of the study

The overall objective of this study is to critically examine gender issues/motivation on entrepreneurial ventures in Nigerian economy using the women entrepreneurs in Abeokuta South, Local government in Ogun State Nigeria. The specific objectives include the following;

- To examine the impact of market share and business performance.
- To analyze the relationship between human resource and organizational performance.
- To determine the effect of profit on firm size.
- To examine the relationship between incentive and employee performance.

Literature Review

Definition of Gender

Literature highlight that the phrase "gender" is a socially constructed experience, not biological imperative. Sociologists distinguish between the terms sex and gender to emphasize this point. Sex refers to one's biological identity as male or female, while gender refers to the social identities attributed to women and men. Gender is rooted in social institutions and results in patterns within society that structure relationship between women and men and that give them differing positions of advantage and disadvantage within the institutions (Anderson and Collins, 2014). In Nigeria, gender roles are prescribed expectations, obligations, responsibilities and behavior of the masculine and feminine gender (Ezumah, 2003 cited by Onuoha, 2012). It is important to note that discourses on gender in Nigeria, usually slide into an analysis of the disadvantaged position of Nigerian women as they struggle to realize their full potentials in the society. The reason for the greater focus of women rather men are primarily because of the patriarchal nature of the Nigeria society. Oyekanmi (2014) defined patriarchy as a set of social relations with material base that enables men to dominate women. Say (Filion, 2013) describes an entrepreneur, as the organizer of factors of production. Moreover, Say and Cotillion (Carton 2015) also described the key role of entrepreneurs as the organizers of factors production; Kinder (Dana, 2001) described it as the ability to spot opportunity.

The Concept of Entrepreneurship

There seems to be lack of consensus on the definition and meaning of the word entrepreneurship. This makes it imperative for researchers to provide a clear statement on the meaning of entrepreneurship when used. As Hofer (2015) rightly observe that lack of a common conceptual framework for the concept of entrepreneurship affects the researchers in having concession on its definition. The definition of entrepreneurship therefore lacks a common language. According to Steinfioff and Burgers (2014) view entrepreneurship as the ability to develop a new venture and supply managerial abilities to the success of the venture. This implies that student with the entrepreneurial abilities and opportunities can be trained and developed to create ventures and undertake venture activities. According to Mbaebgu (2013) opined Entrepreneurship refers to the activities of the entrepreneur as the initiator, organizer, innovator and risk bearer in production or business. Sharma and Chrisman (2014) cited in Parboteeach (2013) attempt to propose a converging definition is notable.

They define entrepreneurship as encompassing “acts of organizational creation, renewal, or innovation that occur within or outside an existing organization”. In support of these definitions, Ige (2013) conclude that entrepreneurship is a predisposition towards the establishment and operation of business ventures by any one or group or persons, including government for the sake of making profit or social surplus in order to accumulate wealth, social or real. The above definitions can continue on and on without any conclusion but one thing is certain; each of these definitions, adopted different approach to the definition of entrepreneurship which suggested that entrepreneurship is more of a process of becoming than a state of being (Jones, 2013). The key elements which represent the activities of entrepreneurship, used for defining it include; risk taking, innovation, need for achievement, locus of control, process of wealth creation, creation of value, identification of an opportunity, market stabilizing force, ability to start new business and managing it effectively, provision of resources, profit maximization, ability to recognize un-exploited dis-equilibrium, owing and operating a business.

The Status of Women Entrepreneurship

Half of the world’s population lives on less than $2 a day, 8 million of these people live on less than $1 a day, 70% percent of them are women (Jones, 2013). Three hundred and forty (340) million women around the world are not expected to survive to age 40. Fifty to sixty percent (50-60%) of the workforce in developing countries works in the informal sector, with women comprising the overwhelming majority of that workforce (Weeks, 2012). Global Entrepreneurship Monitor (GEM) (2005) report shows that the average rate of entrepreneurship among women across GEM countries in these sectors was

8.9%. According to this report, one in every eleven women is an entrepreneur, with a wide range across the 37 GEM countries. Around the globe, women are venturing into entrepreneurship at unprecedented rate. In accordance with this, the report of GEM study in 2005 shows that men are about 50% more likely than women to be involved in entrepreneurial activity. Nearly one in seven men (13.9%) is an entrepreneur, compared to one in eleven women which is 8.9% (NWBC, 2013).

Characteristics of Women Entrepreneurs

Women entrepreneurs often have a special personality. They value autonomy and independence. They possess energy and a high need for achievement. Women Entrepreneurs often have a strong internal locus of control. They perceive change as opportunity and are willing to take careful risks. They usually have social skills and possess a balance between intuition and thinking. According to Gould and Perzen (2014) women business owners generally have the same characteristics and motivations with men business owners. Their entrepreneurial characteristics include:

(a) **Adaptability.** Women find it easier to adapt their work and family life than their men counterparts. Adaptation to culture, behavioural norms, professional networks, and family relationships all affect the attitudes of women entrepreneurs. According to Dickson (2012) adaptability enhances entrepreneurship and women's stability nature makes it easier for them to adapt in their environment better than their men counterpart.

(b) **Innovativeness/Creativity:** Women entrepreneurs are potentially innovative and creative than men . They can easily generate idea(s), initiate business plans and nurture it to maturity stage.

(c) **Strength:** Most women have strength and energy for multidisciplinary assignment (Timmons, 2014). This is why you are likely to see them combining many things at the same time. For instance a woman can be in business, plays the role of a daughter, a student, wife, a community developer and a mother at the same time. (Annenkova, 2012)

(d) **Internal Locus of Control:** Most women believe in their ability towards achieving their assigned task. They have a high internal locus of control and propensity toward achievement Annenkova, (2012).

(e) **Ability to think fast**: Women have been proved to be fast in reasoning and thinking. This is a good potential for business success. The skills involved in managing households may significantly add to women's capabilities in thinking fast about business operations (Rubben, 2011).

(f) **Ability to endure:** The potential of endurance and patience have been proved to be a requirement for achieving steady growth in business. To maintain a steady business growth, an entrepreneur must be patient. Patience as a virtue is peculiar mostly to women.

(g) **Accountability and Credibility:** Patience as a unique attribute of women helps them to be accountable and credible. It has been proved that women are more reliable and accountable in financial recordings. This is the main reason why most MFIs have more women than men as customers. For instance, report from the Grameen Bank of Bangladesh showed that the bank has over two million members; 94% of the borrowers are women, who have proven a three times better credit risk than men (Khandker, 2011).

(h) Managerial Skill: Women are unique in that they have the skills and competencies that help them to merge both business and family lives, managing both effectively and intentionally (Sarri and Trihopoulou, 2015). This assertion that every woman is a manager. According to them, women rely (consciously or not) on their experiences as homemakers for types of managerial experiences. Managerial skill is an in-born trait in women because of their peculiar nature of home keeping and management have made women to be better business managers.

Role of Women Entrepreneurs in Economic Development

Entrepreneurship has no respect for sex, color, height, individuals, race or culture. Women in different nations play equal role with their men counterparts in economic development through entrepreneurship. An entrepreneur, whether male or female play important role in a particular economy. In an attempt to offer an acceptable definition of an entrepreneur, Wennekers and Thurik (2011) identified seven roles of an entrepreneur in every economy.

According to them "An entrepreneur is: a person who assumes the risks associated with uncertainty, an innovator, a decision maker, an industrial leader, an organizer and a co-or donator of economic resources, a contractor, a resource allocator, a person who realizes a startup of a new business, an employer of other factors of production, the owner of an enterprise, manager or super rider, a person who supplies financial capital.

As Kpohazounde (2013); Omotayo (2015); Selvalamar and Sadiq (2016) argued that women entrepreneurs play the role as mothers, wives, daughters and their need to generate income for the family as important economic 'driver' for business ownership, whereas other researches on men shows that men tend to give reasons such as "to generate income" while women usually give reason for starting business that is in line with their various roles in the family. Women entrepreneurship development has been recognized as important because of the contributions of women's entrepreneurs to the economic development in both developed and less developed countries. Women entrepreneurs therefore enhance economic development through:

(i) Employment Creation: Women entrepreneurship development can help women – owned businesses generate more income which then can be used to support their households and improve their family welfare outcomes (Filion 2013, Onuoha, 2012). This income can help women to start and grow their businesses which will in turn help them to offer employment to others in their community. More than 20% employment in Nigeria is being generated by women entrepreneurs.

(ii) Poverty Alleviation: Many women support themselves and their families through the income they receive from their entrepreneurial activities (Kpohazounde, 2013). Women also are more involved in organizing programmes that focused on empowering women and youths for poverty alleviation. For instance, in Nigeria, COWAN is an NGO formed by women and they are doing a lot in line with their set objective to alleviate poverty among the Nigerian women.

(iii) Economic and Socio-Political Empowerment: Women now have access to and control over income and working conditions. This has empowered them for full involvement and participation in economic, social and political policy making that might result to changes in gender inequality and discrimination especially in the labour market. (Annenkova, 2012; Kpohazounde, 2013).

(iv) Financial Sustainability: Small enterprises tend to have the flexibility and innovativeness that are critical business needs in developing economy. As women form micro and macro enterprises and bring their values, products and services to the market place, they become involved in changing the face of the nation's business.

(v) **Economic growth:** The increase of women prominence in entrepreneurship has positive contribution to the country's Gross Domestic Product (GDP) and Gross National Income (GNI) (Kantor, 1999). Statistically, more than 30% of the contributions of the country's GDP, comes from women that are self-employed especially in micro and small sized enterprises (Rubben, 2011. Obviously, if women make up a large number of SMEs which add to the growth of the economy, then it only makes sense to promote the development of women entrepreneurship programmers.

(vi) **Wealth Creation:** Wealth creation and social vitality are the economic goals of both men and women entrepreneurs. To achieve this, women entrepreneurs usually combine their efforts to form a strong base either in the rural or urban areas and channel the same towards economic development.

Women Entrepreneurial Motivation

Motivations of women entrepreneurs empirically, are associated with different factors. The classification of these factors varies from author to author. For instances, Buzzell (2014) classified these factors into (i) Personal characteristics, (ii) Life-path circumstances and (iii) Environmental factors. While Sexton and Vasper (2014); Hisrich and Brush (2012) findings classified these factors into push and pull factors. The results of their findings revealed that most women under their study cited push factors as their major motivation into business. These factors include; factors of frustration and boredom in their previous jobs, followed by interest in the business, while pull factors include; independence, autonomy and family security.

According His rich and Brush (2012) achievement of entrepreneurial goals which may be target for growth, profit or innovative strategies was seen as same as reason for women venturing into entrepreneurship. In the same vein, researchers such as Hofer (2015); Sarri and Trihopoulou (2015); reported that flexibility to manage their dual responsibilities and for a more balanced life as the major factors why women leave paid job to start their own businesses. In support of this, Kpohazounde (2013) and Morris (2011) reported that family issues and responsibility are important to women and can influence their career choices. Ige (2013); Gelin (2015); further argued that "pull and push factors" may include survival, desire to achieve personal goals, or to feed one's family or to be respected, quest for pride of ownership, due to peer pressure, desire for social recognition, desire to deal with the issue of gender discrimination in the labor market, loss of job to mention but a few. Aside these factors, recent researchers have devoted more attention to the "glass ceiling" (barriers that prevent female mid-managers from moving up to the executive suite) as a factor that motivate women into business (Anderson and Collins, 2014; Khadker, 2011; Winkers and Thurik, 2011; Al-Harthi, 2013; Fesser and Willard, 2015).

This was in line with the results of Hisrich & Brush (2012) that saw glass ceiling as an organizational push factor that can motivate women to leave their corporate positions to become entrepreneurs. Steinfioff and Burgers (2014) in their work identified two schools of thoughts as the main factors that determine entrepreneurial action among women. These schools are "the environmental and people schools". The environmental factors include the cultural and structural conditions of the local environment of women, the people factor which is also called 'trait approach' emphasizes more on the entrepreneurial characteristics such as need for achievement (Carton, 2015); locus of control (Mbuebgu, 2013); tolerance of ambiguity (Ige, 2013); skill and creativity (Omotayo, 2015); and risk taking (Kpohazounde, 2013). While environmental factor which is also called 'circumstantial approach' emphasizes more on the issues such as government legislation, financial, family and community support (ILO, 2003).

Methodology

The survey research method was adopted in this study. Data was collected by administration of questionnaires to the respondents. The population comprises all employees of Abeokuta south local government of Ogun state. Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA), Nigerian Association of Small and Medium Enterprises (NASME), Nigerian Association of Small Scale Industrialists (NASSI), some Local Government Areas and other related associations. Three hundred and ninety (390) women entrepreneurs are extracted from these lists.. A total number of 197 questionnaires were distributed to the employees of the selected SMEs that constitute the sample size. In this research content validity was used. The reliability value obtained is 0.79 which indicate that the instrument is reliable. ANOVA analysis was used to test Hypothesis.

Discussion and Analysis of Results

Analysis of Questionnaire

Questionnaires	Respondents	Percent (%)
Returned	**152**	**77.1**
Not returned	**45**	**22.9**
Total distributed	**197**	**100.0**

A total of 197 purposive questionnaires were distributed among the respondents, out of which one hundred and fifty-two (152) were filled and returned. Given this, it implies that approximately 77.1% of the administered questionnaires were retrieved.

Testing of Hypothesis

Regression analysis technique was used to establish and test the relationship between independent variable and dependent variable of hypotheses.

Hypothesis 1: There is no significant relationship between market share and business profitability.

Table 2a Model Summary of market share and business profitability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.104[a]	.011	.004	.54920

a. Predictors: (Constant), Market share

Table 2b ANOVA[a] of market share and business profitability

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.490	1	.490	1.626	.002[b]
	Residual	45.243	150	.302		
	Total	45.734	151			

a. Dependent Variable: business profitability
b. Predictors: (Constant), market share

The result from the model summary table revealed that the extent to which the variance in: business profitability could be explained by market share is 1.1% i.e. (R square = 0.011). The ANOVA table shows the Fecal 1.626at 0.002 significance level. The table shows that market share has a significant relationship with business profitability.

Hypothesis 2: There is no significant relationship between human resource and organizational performance.

Table 3a Model Summary of human resource and sales revenue

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550[a]	.303	.298	.39627

a. Predictors: (Constant), human resource

Table 3b ANOVA[a] of human resource and sales revenue

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.221	1	10.221	65.088	.000[b]
	Residual	23.555	150	.157		
	Total	33.776	151			

a. Dependent Variable: sales revenue
b. Predictors: (Constant), human resource

The result from the model summary table revealed that the extent to which the variance in sales revenue could be explained by human resource is 30.3% i.e. (R square = 0.303). The ANOVA table shows the Fcal 65.088 at 0.000 significance level. The table shows that human resource has a significant relationship with sales revenue.

Hypothesis 3: There is no significance relationship between profit and firm size

Table 4a Model Summary of profit and firm size

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.011[a]	.000	-.007	.40579

a. Predictors: (Constant), profit

Table 4b ANOVA[a] of profit and firm size

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.003	1	.003	.018	.894[b]
	Residual	24.700	150	.165		
	Total	24.703	151			

a. Dependent Variable: firm size
b. Predictors: (Constant), profit

The result from the model summary table revealed that the extent to which the variance in firm size could be explained by profit is 0% i.e. (R square = 0.000). The ANOVA table shows the Fecal 0.018 at 0.894 significance level.

Conclusion

This study purported examined gender issues in entrepreneurial ventures. Since the goal of any economy is to reduce unemployment women entrepreneurs should be finance and encouraged to occupy areas like agricultural, trade, service and in short, all sectors. Thus, if gender issues are properly taken care of, women will be motivated to go into any line of business or trade.

Recommendations

In this study, some recommendations have been made in order to encourage women to involve more in entrepreneurial activities as well as owning ventures/enterprises increase. Among these are:

I. Women should be encouraged through different means so as to motivate to start and grow their own businesses. This can be provided by government and non-governmental organizations.
II. Women entrepreneurs should be encouraged to involve in creativity and innovation. Their ability to do thing should constitute one of their greatest advantage.
III. Also government must provide economic condition that favors the performance because business environment is turning into a battle field of competition, businesses to seek for the support of the government of Nigeria so as to accomplish their set objectives.

References

Al-Harthi, B. (2013). "Women Entrepreneurs in Small and Medium Enterprises: A Major Force for Innovation and Job Creation," Report prepared for the OECD Conference, Paris, April, 16-18.

Anderson, E., & Collins, L. (2014). “Global Entrepreneurship Monitor, Report on Women and Entrepreneurship”. *GEM Publication.*

Annenkova, P. (2012). "The influence of motivations and environment on business startups: Some hints for public policies". *Journal of Business Venturing* 4, 11-26. .

Baum, M. A. & Wally, M. (2013). “Feminism and entrepreneurship: Further reflection on theory and an Australian study”. *Frontiers of entrepreneurship research,* 1994 Edition

Becker, R., K. & Gerhart, J.. (2015). “The decision to start a new venture:Values, Beliefs, and Alternatives”. *Babson College/Kauffman Foundation entrepreneurship research conference.* seattle, WA: University of Washington.

Buzzell, E. H. (2014). “Women’s organizational exodus to entrepreneurship: Self- reported motivations and correlates with success”. *Journal of Small Business Management,* Vol. 35, Vol. 1, 34-47.

Buzzell, E.H., Aina, O. I. & George,K.L.(2014). “Small enterprises owned by women in Nigeria, *Policy and Practices in Africa, IDRC Publications*, Vol. 14, No.29, 1-90

Carton, R. (2015). "Management in women-owned enterprises". *Journal of Small Business Management,* 24(4), 18-29

Culkin, B. & Smith, D. (2011). “Entrepreneurship”. I*LO Hanoi Publication - Working paper*, No.1, April.

COWAD, (2014) “Civil Society and Workers’ Security”, Community, Women and Development”, Nigeria ILO, Geneva. http://www.ilo.org/ses

Covin, M. & Slevin, N. (2012). “A process model of entrepreneurial venture creation”. *Journal of Business Venturing,* Vol. 8:223-242.

Dana, L. (2001). Problems and responsibilities of women entrepreneurship development In engendering SMEs: Women in enterprises development, spectra convention Centre, Dhaka; Bangladesh, 2nd -3rd October Retrieved 9th March, 2008 from the World Group, htm.

Dicksoni, M. (2012). "Women in entrepreneurship". The entrepreneurial advantage of Nations: First annual global entrepreneurship symposium, *United Nations Publications*, April

Fesser, M. & Willard, A. (2015). "Small and medium enterprises across the globe, The world bank, Washington.

Filion, D. V. (2013). "Managing an entrepreneurial organization, environment", Journal of business. *Journal of Business Research*, Vol. Number 1, Pp 55-68

Gale, C. C (2011). Organizational research: Determining appropriate sample size in survey research. Information technology, learning, and performance Journal Vol. 19, No. 1, Spring, 43-50

Gelin, M. (2012). "The importance of gender in starting and managing a small Business". *Houston Psychiatric Society*, June.

Gelin, M. (2011). "Report on women and entrepreneurship", *Global Entrepreneurship Monitor.*

Gould, K. & Parzen, S. (2014). *Enterprising women*. Paris: Organization (Ed.)

GEM, (2005). "Report on omen and entrepreneurship", *Global Entrepreneurship Monitor,* June*.*

Gould, W.J. & Perzen, L. (2014). "Female entrepreneurship: Theory in economics, existence and bound". *Journal of Business Venturing*, Vol.19: 7.

Ige, M. (2013). "Why women enter into entrepreneurship: An explanatory Model". *Women in management review,* August, Vol. 16, Issue*.*

ILO (2003). "Small and medium enterprise development, Globalization and gender briefs series", *IFP/SEED*, No. 3, July

Jones, E.H.(2013). "Funding new business ventures: Are decision makers biased against women?", *Journal of Business Venturing*, Vol. 4 pp.249-61.

Josiane, C. (2011). "Gender issues in micro-enterprise development", *ILO Publications,* Geneva, June. http://www.ilo.org/enterprise.

Khandker, M. N. (2011). "Gender issues in micro-enterprise development: A briefing note", *The international small enterprise programmer (ISEP), June*

Kpohazounde, V. (2013). Women entrepreneurs: Factors related to success. Frontiers of *entrepreneurship* research *1990*. *Gender, Work and Organization*, 6(4), 224–235

Hisrich, R. D., Micheal, K.J. & Shepherded, M.K.(2015). "Entrepreneurship/Intrapreneurship". *American Psychologist,* February

Hofer, C. G. (2015). "Research on women business owners: Past trends, a new perspective and future directions". *Entrepreneurship theory and practice*, summer, 5-30.

Munn, P. & Drever, E. (1990). *Using questionnaires in small-scale research: A Teacher's Guide*. Loanhead: Macdonald Lindsay Pander

Mbuebgu, B. (2013)."This woman has changed business forever" INC.

NWBC (2013). "*The potentials of Female Micro Entrepreneurial* Activities within the Informal Sector in Poverty Reduction in Cameroon": Opportunities, Constraints and the Way Forward.

Omotayo, O. J (2015). “Factors that influence the emergence, behavior and performance of entrepreneurs in Nigeria”, *The Abuja management review*, Vol.1, Issue No. 2, June

Oyekanmi, E. O. (2014). “Influence of leadership role on women activates in women based rural development projects in osun state”. *Research Journal of Social Sciences*.Vol 2, 14-22.

Ojo, J.A.T. (2015). “Using SMEs to achieve millennium development goals: Challenges and prospects”. *Covenant Journal of Business and Social Sciences*, Vol. No 1, December, 20-35

Onuoha, G. T.(2012). “Entrepreneurship for economic development:. *Inaugural Lecture Series 27, Delivered at the Federal University of Technology*, Akure, Thursday, 26th April

Parboteeach, E. H. (2013). “Women’s organizational exodus to entrepreneurship: Self-reported motivations and correlates with success”. *Journal of Small Business Management,* January.

Rubben, D. E. (2011)."The gender factor; Comparison of men and women entrepreneurs". *Working Women,* Vol.8.

Sarri, B.W. & Trihopoulou, N. (2015). “*Entrepreneurship and public policy: Can Government stimulate startups?*” Quorum Books, New York.

Selvalamar, A. & Sadiq, K. (2016). The state of the arts of finance-accounting management in some Lagos organizations in the chemical industry: An exploratory study, in Ojo, J. A. T. (ed.), *Business Performance Improvement through Cost Management,* Lagos: University of Lagos Press.

Steinfioff, J. C., & Burgers, G. W. (2014). “Implicit and self-attributed motives to achieve: Two separate but interacting needs”. *Journal of Personality and Social Psychology,* 89, 205-222

Shepherd, F., (2013). "Entrepreneurship and Nigerian women - Is there any meeting Point?” *Small Enterprise Development*, Vol.8, March.

Shama, I. & Chrisman, G.E. (2014). “Towards a theory of entrepreneurship”. *Journal of Business Venturing*, Vol. 8.

Weeks, S. (2012). Gender dimensions of the financing for development agenda working Paper Prepared for development agenda nations development fund for women In preparation for the 2002 UN Conference on Financing for Development (FfD).

Wennekers, W. B., & Thurik, K. H. (2011). A Taxonomy of new business ventures. *Journal of Business Venturing*, Vol. 4, No. 3, 169-186.

Wang, C., Walker, E. A. & Redmond, J. (2012). “Ownership motivation and strategic planning in small business”. *Journal of Asia Entrepreneurship and Sustainability,* Vol. 11, Issue 4.

Wiklund, J & Shepherd, D. A. (2015). *Entrepreneurial small business: a resource-based perspective.* Cheltenham, UK: Edward Elger Publishing.