DOES ENTREPRENEURIAL SPIRIT MATTER FOR JOB CREATION IN KADUNA STATE?

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Abstract
Job creation has been widely acknowledged as ways of achieving economic development through generation of entrepreneurial mindset which is capable of reducing social vices. This study adopted a descriptive survey approach and 489 respondents were sampled using proportionate stratified sampling technique from the population of 15558 small businesses across the twenty three Local Government Areas in Kaduna State Nigeria. The findings indicated a positive relationship between entrepreneurial spirit and job creation. The study recommended that policy makers should provides appropriate entrepreneurial ecosystem that will foster the development of entrepreneurial spirit as it is capable of improving job creation which fosters economic development.

Key words: Entrepreneurial Spirit, Job Creation, Resourcefulness, Risk taking, Self-efficacy

Introduction

Job creation is an essential part of social stability, poverty reduction, and economic growth, thus the creation of such jobs might depend on the nature of economic policies, industrial growth, technical advancements, and entrepreneurial endeavours. Policies and initiatives including infrastructure development, industry subsidies, and incentives for small and medium-size businesses (SMEs) are frequently put into place by governments with the goal of generating employment. For example, public works initiatives directly employ people, especially in poorer nations (ILO, 2023). Employment is greatly influenced by companies in industries including manufacturing, technology, and services. New job possibilities frequently result from private sector investments in underdeveloped industries or areas (World Bank, 2023). Jobs are created by startups and small enterprises. They make up a sizable portion of the workforce in both industrialized and developing nations. Policies that facilitate entrepreneurship, like capital availability

and talent development, are essential (OECD, 2023). Since an entrepreneurial spirit encourages creativity, risk-taking, and business development, it is a major factor in the creation of jobs. Entrepreneurs find market gaps, develop creative fixes, and launch businesses that create job possibilities. An entrepreneurial spirit is a collection of skills or inner belief that one can succeed in the face of difficulty hence it become necessary for achievement of entrepreneurial venture establishment (Zulfikri & Iskandar, 2022). To succeed, one needs an entrepreneurial spirit to overcome obstacles that might hinder the attainment. The establishment of initiatives has been found to be supported by social recognition, self-worth, and views about easy access to finance, training, and professional growth, among other things. These factors are directly linked to the creation of jobs (Ayodele, 2017).

Entrepreneurial spirit frequently encounters real-world obstacles that might impede the creation of jobs, particularly in areas with limited infrastructure or socioeconomic conditions. High interest rates, strict lending conditions, and a lack of venture capital are just a few of the major obstacles that entrepreneurs, especially those in developing nations, must overcome in order to succeed (Adomako et al., 2023). Due to drawn-out procedures for business registration, licensing, and compliance, excessive bureaucracy and ambiguous rules can deter entrepreneurship, raise expenses, and reduce job creation chances (Eze et al., 2023). Creativity and resilience are qualities that are embodied by an entrepreneurial spirit, but they are insufficient on their own without technical and business abilities. Insufficient training and education in entrepreneurship frequently leads to poorly implemented business plans that don't generate jobs in a sustainable manner (Ibrahim & Raji, 2023). Because negative stigmas discourage people from taking calculated risks to create jobs, cultural views, fear of failure, and social pressure to choose traditional employment can all stifle an entrepreneurial spirit (Ahmed et al., 2023). Entrepreneurial endeavours are impacted by macroeconomic issues such as inflation, currency fluctuations, and political instability, which make it difficult for enterprises to plan, expand, and hire additional staff (Okoye et al., 2023).

The population of Kaduna state, estimated at 9.4 million, has grown at a pace of 1.8%, with young people making about half of the population (Nigerian Bureau of Statistics 2020). The health and standard of living of households have suffered as a result of this boom, which has also increased unemployment and social vices (Global Terrorism Index, 2019). The medium-term developmental plan of the Kaduna state government for 2016–2020 sought to advance economic opportunity, social inclusion, peace, security, good governance, and higher living standards. The inability of the unorganised sector to generate work, however, has resulted in a rise in unemployment and social vices. The fact that Kaduna State's job creation rate is still declining despite an 18.1% growth rate in small and medium-sized firms suggests that the informal sector lacks the entrepreneurial spirit and is unable to withstand economic shocks. Despite their alleged

achievement, the government's measures in Kaduna State has not produced the anticipated growth, as demonstrated by recent protests. Despite the fact that many Nigerians possess training and abilities, experts attribute the nation's high unemployment rate to turmoil. The unemployed population lacks the entrepreneurial qualities necessary for new companies, such as confidence, risk taking propensity, resourcefulness, resilience and self-efficacy.

In entrepreneurship, confidence is essential for achievement, particularly when it comes to spotting chances. The growth of an entrepreneurial spirit, which is intimately linked to self-belief, can be impeded by uncertainty (DeNoble, Jung, & Ehrlich, 1999). People who possess an entrepreneurial spirit are inspired to persistently pursue entrepreneurship (Shahab etal 2018). In order to fill the stated vacuum, this study intends to investigate whether Entrepreneurial Spirit Matters for Job Creation in Kaduna State. Entrepreneurial Spirit served as the independent variable proxied by Risk taking propensity, Resourcefulness, Self-efficacy and Resilience, while the dependent variable is Job creation.

Literature Review and Hypotheses Development

Job creation is the process of generating new work possibilities in an economy, which is essential for raising living standards, reducing poverty, and promoting economic growth (ILO, 2023). It is impacted by things like international economic conditions, technology developments, entrepreneurship, and governmental regulations (ILO, 2023). The importance of technology, government regulations, entrepreneurial activity, and economic growth are all important factors in the creation of jobs. Economic disparity, talent mismatch, and the cyclical nature of economies are obstacles (WEF, 2023). Promoting SMEs, funding education and vocational training, and bolstering innovation ecosystems are some methods for increasing employment generation (World Bank, 2023). The effects of job creation differ by area; advanced economies concentrate on adjusting to demographic shifts and technological breakthroughs, while emerging nations deal with high unemployment rates and promote economic empowerment (McKinsey & Company, 2023). In order to promote economic growth and create jobs in a sustainable manner, these issues must be resolved.

Concept of Entrepreneurial Spirit

An entrepreneurial spirit is a state of mind, attitude, and way of thinking that actively seeks out change rather than waiting to adjust to it. It's a mindset that emphasises innovation, service, critical thinking, and continuous development. Gracia and Genoveva (2018) define entrepreneurial spirit as an attitude that you apply to situations

where you feel motivated, in charge, and capable of taking issues into your own hands. This illustrates how important the idea is for starting and maintaining businesses. Since an entrepreneurial spirit includes invention, creativity, leadership, teamwork, communication skills, and the capacity to bring about change, it should be possessed by both corporate and individual entrepreneurs. One could argue that a manager needs to have the same entrepreneurial spirit as an entrepreneur in order to make his company competitive. In order to compete, a company must be able to innovate, adapt, or have entrepreneurial abilities, according to Drucker (1985).

According to Wirawan (2012), an entrepreneurial spirit benefits one's internal or external side because it has fuelled the growth of many small businesses into larger organisations or corporations. An entrepreneurial mindset can increase the advantage of grabbing opportunities and engaging in intense market competition, which makes it more intriguing. Although the term has been interpreted in a variety of ways throughout the years, the idea literally relates to a person's motivation to contribute to a company or organisation in accordance with their assigned tasks. Apart from generating novel concepts and creations, entrepreneurship encompasses further inventive endeavours such as creating new goods, services, technology, administrative procedures, and competitive tactics. The Human Resources department usually hires managers with an entrepreneurial spirit since they are very beneficial to the firm because they can actually compete in the market, according to previous research by the partner and current researcher, Gracia and Genoveva (2018).

A key component of entrepreneurial behaviour is risk-taking, which involves unpredictable outcomes in endeavours such as financial investments, market entry, invention, and expansion. It is impacted by psychological characteristics such as optimism, self-efficacy, and self-confidence. High-risk-taking entrepreneurs are more inclined to enter erratic marketplaces and see dangers as chances for expansion (Hmieleski & Carr, 2018). Resourcefulness, particularly in entrepreneurship, is the innovative and effective use of available resources to accomplish objectives. It assists business owners in navigating obstacles and overcoming limitations in changing settings. Resourcefulness is centred on creative problem-solving, which includes repurposing resources and thinking beyond the box. Entrepreneurs with this mentality can produce cutting-edge goods and services even in settings with limited resources (Zhou & Wu, 2019)

Developed by Albert Bandura in 1997, self-efficacy is a key idea in entrepreneurship that affects performance, perseverance, and entrepreneurial goals. Strong self-efficacy promotes taking risks, controlling uncertainty, and overcoming obstacles (Zhao, Seibert & Hills (2005). It boosts confidence in managing business needs, including marketing, operations, and funding, and produces positive results. When faced with financial limitations, competition, and market instability, entrepreneurs who have a high level of

self-efficacy are more likely to remain optimistic and view setbacks as teaching moments, which improves long-term success (Forbes, 2015). Entrepreneurial success depends on resilience because it enables people to adjust, bounce back, and prosper in the face of hardship. The ability to bounce back from personal losses, market volatility, and financial crises is referred to as resilience in entrepreneurship. It affects an entrepreneur's capacity to persevere, come up with new ideas, and keep their company operating amid unstable conditions (Ayala & Manzan, 2014). Fisher, Maritz and Lobo (2016) highlights that high level of resilience increases the chances of long-term success by enabling entrepreneurs to recover from failures.

Samuel and Bassey (2023) studied entrepreneurship and job creation opportunities for Nigerian youths. They founded that the Nigerian government has launched several entrepreneurship projects to help young people in reducing poverty. Entrepreneurship contributes to social and economic growth by creating jobs and accelerating economic growth. The study recommended setting up entrepreneurship programs to eliminate poverty and ensure sustainable employment creation through professional behavior and proper youth engagement. The study assertions are not backed up by any particular statistics or measurements. For example, information about the impact on poverty reduction or the quantity of jobs generated by government entrepreneurial initiatives is lacking.

Tope, Ibrahim and Ade (2023) examined the effect of entrepreneurship on job creation and value addition.. The study collected data from 383 Lokoja dwellers and used descriptive and inferential statistics. The findings suggested that employment creation increases with growing entrepreneurial mindset. The respondents in the study were purposefully chosen from Lokoja, which might not be a representative sample of Kogi as a whole. For a more complete picture, a more varied sample from both urban and rural areas would have been used.

Ihsan, Ikram, and Rijal (2023) examined the role of education in encouraging the entrepreneurial spirit in the younger generation. It emphasized the need for relevant skills, a supportive environment, and removing negative stigma. The study highlighted the importance of ethical values, social responsibility, and technology integration in education as avenues of promoting job creation.

Zulfikri and Iskandar (2022) examined the effect of the entrepreneurial spirit, entrepreneurial values towards entrepreneurial behavior and their implications on business independence of Fishery Processing Industry in Sukabumi Regency. Entrepreneurial spirit has beneficial impact on business independence. The study used SEM for data analysis and the finding reveals that a stronger sense of entrepreneurship gives small business players more freedom and challenges, but it doesn't always

translate into commercial independence. A spirit of entrepreneurship is not necessary for the establishment of commercial independence. The study concluded that entrepreneurial spirit positively affects business independence. Although this finding is significant, it is unclear and perhaps paradoxical to say that an entrepreneurial spirit is always necessary for commercial independence. To clarify the circumstances in which an entrepreneurial spirit might not result in business independence, more research are required.

Yahya, Benjamin and Auwal (2021) examined Entrepreneurship Education as a Panacea for Job Creation and Sustainable Development in Nigeria. The study used theories of human capital and the study recommended that government should support the growth of entrepreneurship by creating an atmosphere which is favourable to successful enterprise formation. The study lacks empirical support and it seems to be primarily theoretical. The findings' practical usefulness is limited by the lack of data from Nigerian entrepreneurs, educators, or policymakers.

Nwachukwu and Obiora (2021) determined youth entrepreneurial spirit and job creation in Nigeria's informal sector. The study founded that, creative and technical sectors, young entrepreneurs are motivated more by opportunity than need. Because they employ 25% more people than older entrepreneurs, they play a significant role in creating jobs. However, obstacles to their expansion include market integration, inadequate infrastructure, and a lack of funding. Although the study highlighted important obstacles including poor infrastructure, restricted access to money and lack of market integration, it skips over how these hurdles differ in various areas or industries. More focused insights would have been obtained by comprehending the unique characteristics of these difficulties in urban as opposed to semi-urban areas or in other businesses.

Wickam, Finley and Saeger (2020) assessed alignment between concepts included in current definitions of Entrepreneurial Spirit and job descriptions using a survey of the literature. Entrepreneurial spirit was measured with three essential concepts: self-efficacy, creativity, and resourcefulness. Employers found that the Marketing Manager job title demonstrated the most Entrepreneurial Spirit ideas. The study doesn't look at other businesses or fields; instead, it concentrates on job descriptions. A more thorough understanding of how entrepreneurial spirit is valued across different sectors may be obtained by expanding the scope to include additional disciplines or industries.

Adeola and Olayemi (2020) focused on the role of women entrepreneurs in job creation in Nigeria's informal sector. The study looks at women business owners in Southwest Nigeria and showed how important they are in reducing poverty and creating jobs. Nevertheless, they encounter obstacles such as patriarchal customs, restricted funding, and insufficient instruction. Women's employment in Nigeria's unorganized sector can

be increased by empowering them through microcredit programs and skill development. The study used cross-sectional data, but a longitudinal approach could have been helpful in figuring out how women-led enterprises affect job generation on the long run. This would make it possible to comprehend how these companies change over time and their long-term effects on creating jobs.

The study by Emmanuel (2018) investigated the impact of entrepreneurial mindset on the performance of small and medium-sized enterprises (SMEs) in Benue State. The study, which involved 650 SMEs in Makurdi city, discovered that risk-taking, inventiveness, business vigilance, and innovativeness were important elements influencing SMEs' performance. According to the study's findings, a strong entrepreneurial mindset is essential for economic growth and development, and stakeholders and politicians should encourage entrepreneurs to adopt this mindset. Despite the study's focus on SMEs in Makurdi City, the results' applicability outside of this particular area is restricted. SMEs in other regions of Nigeria or other developing nations with distinct socioeconomic contexts or cultural impacts on entrepreneurship might not be able to use the findings.

Uju and Chitom (2018) examined impact of entrepreneurial skill in reducing youth unemployment in Nigeria with reference to ABC Transport Company in Anambra State. This study looks into how entrepreneurial abilities might help Nigeria eradicate unemployment. The study adopted descriptive survey with 160 participants and the finding revealed that youth employment is influenced by entrepreneurial firms and abilities. Thus, entrepreneurial spirit is important in the generation of ideas for starting and maintaining businesses. Hence the following hypothesis was developed:

H_{O1}: Entrepreneurial Spirit has no significant effect on Job creation in Kaduna state.

Theoretical Framework

This study adapted the Schumpeter's Innovation theory to underpin the study. According to this theory, entrepreneurs promote economic growth and job creation by engaging in a process known as creative destruction. By providing innovations new goods, procedures, or business models that lead to economic growth and job prospects, entrepreneurs upend established marketplaces (Schumpeter, 1934). According to Schumpeter's Innovation Theory, innovation is a key factor in the creation of jobs, economic growth, and creative destruction. By establishing new markets and industries, entrepreneurs promote long-term economic expansion (OECD, 2023). They encourage innovation by taking measured chances to seize market possibilities. Since entrepreneurship propels the development of jobs in e-commerce, artificial intelligence,

and renewable energy, Schumpeter's theory is still applicable today. Schumpeterian concepts serve as the foundation for policies that foster innovation ecosystems (McKinsey & Company, 2023).

Methodology

The study adopted quantitative approach using descriptive survey research design. The population consists of 15,558 small firms in Kaduna State that were identified in the 2019 Updated Business Establishment Frame report from Kaduna State Bureau of Statistics (KDSBS). A sample of 376 was obtained using Krejei and Morgan (1970) sample size table. Thirty percent (113) of questionnaire copies were added to the sample to make it 489 in order to address non responses as suggested by (Israel, 2013). Proportionate stratified sampling technique was adopted for the study. The data was analysed using structural equation modelling (SEM) technique.

Validity and Reliability

The validity and reliability of each construct often referred to as the outer model used in this investigation are shown in Table 1. The findings show that all the variables' construct exceeds the threshold level of internal consistency, which is 0.7. In order to keep a specific indicator, the deletion depends on the increase of the AVE and CR and necessitates that the loading be between 0.40 and 0.70. Consequently, as illustrated in figure 1, three indicators each were removed from resourcefulness and risk taking propensity, while one indicators each were removed from resilience and self-efficacy in order to enhance its discriminant validity. Furthermore, the average variance extracted value for each construct is higher than 0.5, suggesting that the data's convergence is reliable (Hair et al, 2017).

Table 1: Item Loadings, Internal Consistency, and Average Variance Extracted

Constructs	**Indicators**	**Loadings**	**VIF**	**Cronbach's Alpha**	**Composite Reliability**	**AVE**
Job Creation	JC1	0.768	1.625	0.838	0.882	0.599
	JC2	0.766	1.550			
	JC3	0.827	2.134			
	JC4	0.749	2.250			
	JC5	0.757	1.729			
Resourcefulness	RN3	0.962	1.204	0.773	0.744	0.527
	RN5	0.646	1.204			
Resilience	RS1	0.800	1.185	1.028	0.797	0.671

	RS2	0.591	1.271			
	RS3	0.687	1.183			
	RS4	0.498	1.116			
Risk taking propensity				0.791	0.767	0.632
	RT1	0.941	1.108			
	RT5	0.616	1.108			
Self-efficacy	SE2	0.742	1.430	0.769	0.818	0.531
	SE3	0.721	1.355			
	SE4	0.617	1.267			
	SE5	0.820	1.338			

Source: Smart-PLS Output (2024)

The discriminant validity of the reflective constructs was evaluated using the heterotrait-monotrait (HTMT) ratio of correlation measure as suggested by Henseler et al. (2015) who claimed the HTMT is an alternate method that is based on the multitrait-multimethod matrix as shown in table 2.

Table 2*:* (Heterotrait-Monotrait Ratio (HTMT)

Constructs	**JC**	**RS**	**RN**	**RT**	**SE**
JC					
RS	0.265				
RN	0.229	0.696			
RT	0.213	0.588	0.630		
SE	0.263	0.839	0.728	0.635	

Source: Smart-PLS Output (2024)

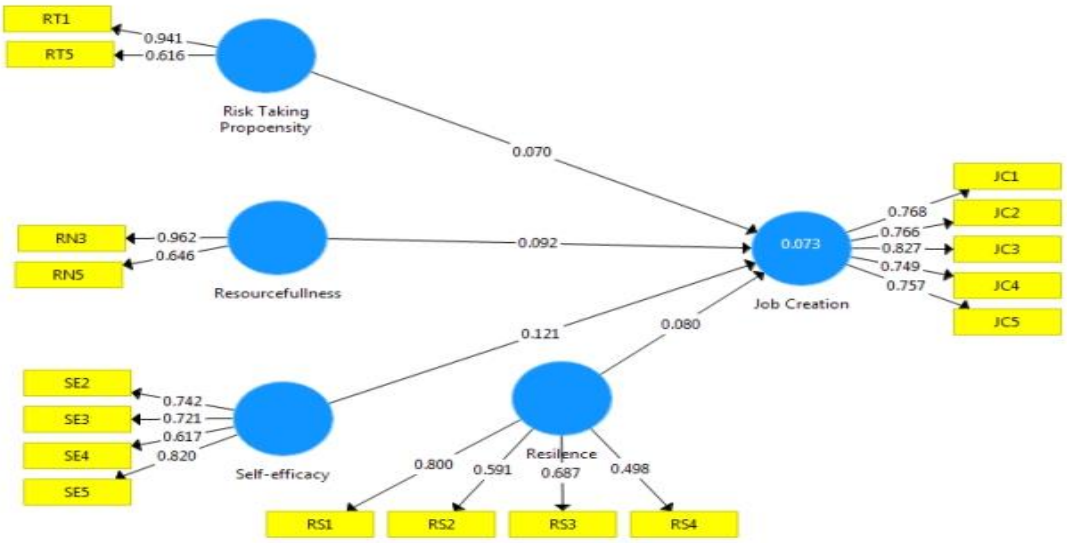

Figure 1: Measurement Model with Loadings, Beta, and R-Square values

Variance Inflation Factor (VIF)

Following validation of the outer model's validity and reliability, multicollinearity in the data set were examined as shown in table 1. The variance inflation factor (VIF) values of the inner and outer models indicates absence of multicollinearity as the values in the study model ranges from 1.108 to 2.250 and thus below 5 criterion threshold as suggested by Cohen, (2003).

Path Coefficients

An overview of our total path coefficient data and the validation of the hypothesis are shown in Table 3.

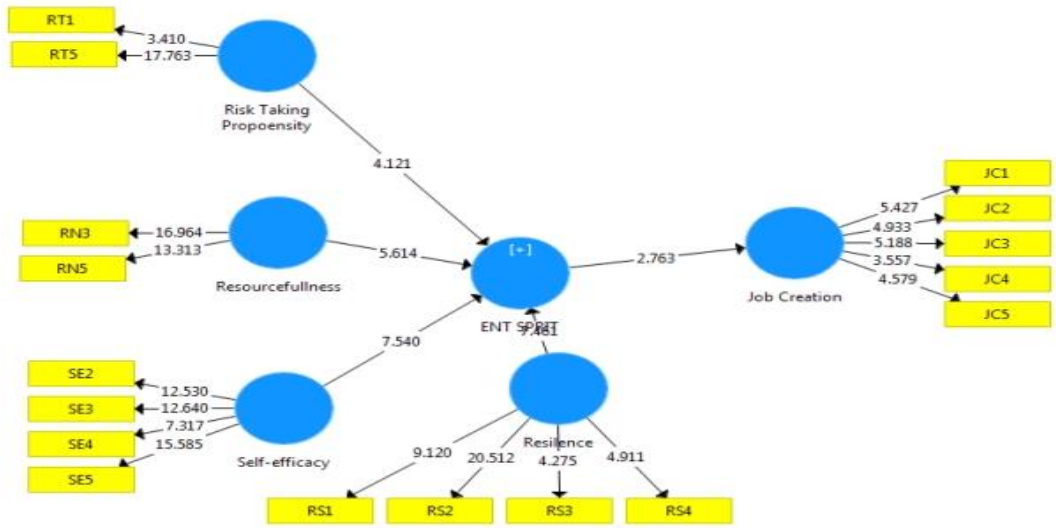

Figure 2: Model of bootstrapping

Table 3: Summary of the Structural Model

	Path Coefficient	Standard Deviation	T Statistics	P Values
Ent Spirit -> Job Creation	0.219	0.079	2.763	0.000

Source: Smart-PLS Output (2024)

As presented in Table 3, the results of the statistical study revealed that entrepreneurship spirit has significant effect on job creation with $\beta = 0.219$, $t = 2.763$, $p<0.000$, the study did not accept the hypothesis which states that entrepreneurship spirit has no significant effect on job creation in Kaduna State.

Discussion

The result shows that entrepreneurship spirit has significant effect on job creation in Kaduna State is supported by Schumpeter's Innovation Theory. According to Schumpeter's theory, entrepreneurship, especially through innovation, propels economic growth by bringing in novel goods, procedures, and business models. Often called creative destruction, this process transforms antiquated practices with novel ones,

resulting in increased productivity, economic expansion, and the creation of jobs. According to Schumpeter (1934), entrepreneurs are change agents who use innovation to open up new chances. Entrepreneurs potentially bring inventive concepts, ventures, or goods to the market, which boosts employment and the economy.

Conclusion and Recommendations

The study concludes that entrepreneurial spirit has a significant effect on job creation in Kaduna State. This suggests that encouraging entrepreneurship is essential to tackling unemployment and advancing regional economic expansion. Through resilience, resourcefulness, risk taking propensity and self-efficacy entrepreneurs create job possibilities. Nevertheless, in order to promote the development of entrepreneurial spirit, the study recommend that government and private sector should device means of encouraging entrepreneurs on the adoption of entrepreneurial spirit as such skills are capable of promoting entrepreneurial success which aids in job creation through the creation of favourable atmosphere for entrepreneurship.

Suggestions for Further Studies

Future studies should examine the elements affecting job retention as well as the long-term sustainability of the jobs generated by entrepreneurial endeavours. Future studies could examine how promoting an entrepreneurial spirit in young people lowers unemployment, paying particular attention to differences between urban and rural areas. Examine how social entrepreneurs may alleviate unemployment and generate possibilities in underserved regions.

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