SMALL AND MEDIUM SCALE ENTERPRISES MANAGERS' RATING OF SELF-MOTIVATION SKILLS NEEDED FOR BUSINESS SUCCESS IN DELTA STATE

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Abstract

The main purpose of the study was to ascertain the small and medium scale enterprises managers' rating of sivation skills needed for business success. One research question guided the study and one null hypothesis was tested at 0.05 level of significance. Descriptive survey research design was adopted and a population of 609 SMEs managers was studied without sampling. A structured questionnaire containing 10 items was face validated by three experts in the field and used for data collection. Test-retest method was used to establish the reliability of the instrument. The data analyzed with Pearson Product Moment Correlation yielded a coefficient of 0.78. Mean and standard deviation were used to analyze data in respect of the research question while the z-test was used to test the null hypothesis at 0.05 level of significance. Findings revealed that the respondents rated self-motivation skills as highly needed for business success in Delta State. Based on the findings, the researchers concluded that all self-motivation skills are very important for business success. It was, therefore, recommended that relevant supervisory and regulatory agencies should organize seminars on self-motivation skills required for effective running of businesses and motivate small and medium enterprise manager to participate. This will help to reduce the rate of business failure in Delta State and the country at large.

Keywords: Skills, Entrepreneurship, Entrepreneurial skill, Manager, Self-motivation

Introduction

A major challenge facing Nigerian society in this contemporary era is how to reduce or eradicate and promote individual and national economic development through small and medium enterprises (SMEs). Given the current economic challenges facing Nigeria, educationists are also concerned on how to encourage people to take necessary courses on skills acquisition. Skill is thought of as a quality of performance which does not depend solely upon a person's fundamental or innate capabilities but could be developed through training, practice and experience. Although skill depends essentially on learning, it also includes the concepts of efficiency and performance (Adeyemo, 2009). Skills represent particular ways of

using capacities in relation to environmental demands with human beings and external situation together forming a functional system. Skills are, therefore, needed for successful entrepreneurship and enhancing self-reliance.

Entrepreneurship, according to Ezeani, Ifeonyemetalu and Ezemoyih (2012) deals with the process of recognizing a business opportunity, operating and maintaining that business. The authors further stated that entrepreneurship is the willingness and ability of an individual to seek out investment opportunities, establish and run an enterprise successfully. This implies that entrepreneurship is the process of learning the skills needed to assume the risk of establishing and running one's own business.

Entrepreneurial skills, according to Adeyemo (2009), are the basic skills necessary to enable an individual to start, develop, finance and succeed in an enterprise. Hisrich and Peters (2002) posited that entrepreneurial skills refers to the ability to create something new with value by devoting the necessary time and effort, assuming the financial and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence.

The desire of every small and medium scale enterprise manager is to ensure the survival and success of the business. For this to be achieved, appropriate skills must be utilized. A casual observation shows that most small and medium scale enterprise managers seemingly make use of entrepreneurship skills. Sulayman and Akaeze (2014) held that the success of entrepreneurship depends on skills acquired by the small and medium scale enterprise managers. Ademiluyi (2007) opined that entrepreneurship skills are simply business skills which individuals acquire to enable them effectively function in the turbulent business environment as managers of SMEs. Akinola (2001) pointed out that it takes special skills to succeed as enterprise managers. This implies that the success of a business depends on many factors, top of which is the level of self-motivation skills possessed managers. Lending support to this, Gana in Sulayman and Akaeze (2014) stated that once a business ceases to be in operation, it is said to have failed. This implies that utilization of appropriate entrepreneurship skills has the potentials of helping small and medium scale enterprise managers to succeed in their businesses.

Skills needed by small and medium scale enterprise managers for successful business to include technical skills, human skills, conceptual skills, accounting skills and a range of interpersonal skills Ademola (2005). Adeyemo (2009) listed the skills to include: sales and marketing skills, self motivation skills, time management skills and administrative skills. This implies that an individual, who desires to become a successful enterprise manager in the competitive market, needs appropriate level of self-motivation skills.

Self motivation skills of small and medium scale enterprise managers refers to the ability of the managers to think out how to get money to fund businesses, develop products, determine how to reach customers and make sales. Kaith in Ohaneme (2009) defined self motivation as the ability to satisfy a desire, expectation or goal without being influenced to do so by another person. To succeed in business, a manager must be a self starter with a clearly designed goal in mind, have confidence in himself and in his ideas.

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However, managers of small and medium scale enterprise seem to be failing in the achievement of their business goals as a result of lack of self-motivation skills. Poor management of skills according to Schaefer (n.d) is the number one reason for business failure. Reardon (2010) posited that managers of small and medium scale entrepreneurs lack knowledge of how to run businesses. In support Nothando, Desderio, Jengeta, Tsitsi and Nhemachena, (2013) reported that over 90 percent of the SMEs dealt with during the study on entrepreneurial training needs analysis in SMEs confessed that their businesses were not performing well due to inadequate knowledge of how to run business. Managers are individuals responsible for planning and directing the work of a group of people, monitoring their performance, and taking corrective actions when necessary (Collins, 2003). This implies that managers may control workers directly or may control several supervisors who direct the workers. In order to carry out these tasks efficiently, managers must be organized, honest, be able to take good decisions and develop all the entrepreneurial skills needed for business success.

Gender can be an influencing factor to the successful running of business by small and medium scale enterprise managers. This is because Abor and Biekpe (2005) had observed that female managers of SMEs are less likely to survive than their male counterparts due to unequal economic activities and inequalities of access to productive resources such as capital leading to differences in self motivation and financial management skills.

Statement of the Problem

Many small and medium scale enterprises seemingly crumble shortly after being floated and this may be due to poor utilization of appropriate level of skills needed for business success by the SME managers. The problem of this study is that there seem to be insufficient information on the level of skills needed by managers of SMEs for business success in Nigeria, especially in Delta State. This made this study imperative as it revealed managers rating of self-motivation skills needed for business success.

Purpose of the Study

The main purpose of the study was to ascertain the small and medium scale enterprises managers' rating of self-motivation skills needed for business success. Specifically, the study determined the: Self-motivation skills needed by small and medium scale enterprises managers for successful business operation.

Significance of the Study

The findings of this study would be beneficial to prospective small and medium scale enterprise managers and future researchers. Prospective managers of small and medium scale enterprises would benefit from the findings of the study as it will enable them learn how appropriate skills could be used. This would help them to be at home with the appropriate level of self-motivation skills before embarking on any business enterprise and also help in

reducing the incidences of business failure. Future researchers would also benefit from the findings of this study as it would serve as a veritable source of information and reference materials in their research activities.

Scope of the Study

This study covered managers of all the registered small and medium scale enterprises in Delta State. The content scope was delimited to managers' ratings of self-motivational skills needed for successful business, and gender was used as influencing factor on the rating of the respondents. Other skills such as ICT skills, human relations skills, innovative skills and other relevant entrepreneurial skills were not covered in this study.

Research Question

One research question guided the study:
What is the rating of small and medium scale enterprises managers on self-motivation skills needed for business success in Delta State?

Hypothesis

One null hypothesis was tested at 0.05 level of significance:
Gender does not significantly influence the mean ratings of small and medium scale enterprise managers on self-motivation skills needed for business success in Delta State.

Method

Descriptive survey research design was adopted for the study. Osuji, Omoifo, Salawu and Okonkwo (2012) defined a survey design as the study of a group of people or items by the collection of and analyzing of data from only a few people or items used as samples of the entire group. The researchers considered survey design appropriate for this study since it collected data from managers of small and medium scale enterprises in order to explore their views regarding the self-motivation skills needed by small and medium scale enterprises for business success. The population of the study consisted of 609 male and female managers of all registered small and medium scale enterprises in Delta State of Nigeria.

The instrument for data collection was a structured questionnaire "Skills Needed for Business Success Questionnaire (SNBSQ)" developed by the researchers based on the review of related literature and research question guiding the study.

The questionnaire contained 10 items on self motivation skills needed by small and medium scale manager for business success. The instrument was structured on a five point rating scale of Very Highly Needed, Highly Needed, Moderately Needed, Lowly Needed, Very Lowly Needed.

The face validity of the instrument was established using two experts in business education and the one expert in measurement and evaluation from Nnamdi Azikiwe University, Awka. Test-retest method was used to determine the reliability of the

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instrument. The researchers administered copies of the instrument on 20 registered small and medium scale managers in Enugu State. Data from the two tests were analyzed using Pearson Product Moment Correlation Co-efficient to measure their internal consistency. A reliability coefficient of 0.78 was obtained in the analysis.

Copies of the questionnaire were administered on the respondents with the help of six research assistants selected from the three senatorial districts of Delta State. These research assistants were briefed on the procedure for administering and collecting the instrument. A total of six hundred and nine copies of the questionnaire were distributed to the respondents.

Five hundred and ninety six (97.9%) copies of the questionnaire were filled and returned by the respondents while thirteen (2.1%) copies were not returned.

Data collected in the study were analyzed using mean scores and standard deviation while z-test was used to test the null hypothesis.The acceptance of any questionnaire item was based on the real limits of numbers as shown below:

Response	Real Limit of Numbers
Very Highly Needed	4.50 - 5.00
Highly Needed	3.50 - 4.49
Moderately Needed	2.50 - 3.49
Lowly Needed	1.50 - 2.49
Very Lowly Needed	0.50 - 1.49

A null hypothesis was to be rejected if the calculated z-value is equal to or greater than the critical z-value; otherwise the null hypothesis was to be not rejected.

Result

Research Question

What is the rating of small and medium scale enterprises managers on self-motivation skills needed for successful operation of businesses in Delta State?

Table 1:

Respondents' mean ratings on self motivation skills needed for business success in Delta State

N = 596

S/N	Self Motivation Skills	X	SD	Remarks
1	Ability to believe in oneself	4.02	1.14	Highly Needed
2	Ability to think positively	4.15	0.71	Highly Needed
3	Ability to set personal goals	4.07	0.89	Highly Needed
4	Ability to realize unrealistic resolutions	4.07	1.00	Highly Needed
5	Ability to commit oneself to pursue personal goals	4.19	0.89	Highly Needed
6	Ability to measure one's performance	4.14	1.22	Highly Needed
7	Ability not to be controlled by personal mood	4.28	0.77	Highly Needed
8	Ability to appreciate oneself	3.74	1.22	Highly Needed
9	Ability to uphold personal beliefs	4.45	1.11	Highly Needed
10	Ability to withstand pressure	4.17	0.76	Highly Needed
	Cluster means	**4.12**		**Highly Needed**

Data in Table 1 show that all the ten items had mean ratings ranging between 4.45 to 3.74 which means that they are highly needed for business success in Delta State. The cluster means score of 4.12 shows that on the whole, self motivation skills are highly needed by SMEs managers for successful business operation. The standard deviations for all the items are within the same range showing that the respondents are not wide apart in their ratings.

Hypothesis

Gender does not significantly influence the mean ratings of small and medium scale enterprises managers on self-motivation skills needed for business success in Delta State. This null hypothesis was tested using z-test at 0.05 level of significance and the results are presented in Table 2.

Table 2 :

Z-test analysis of male and female SME managers rating on self-motivation skills needed for business success

Gender	N	Mean	SD	α	df	z-cal	z-crit	Remark
Male	386	4.20	2.13					Not
				0.05	594	1.36	1.96	significant
Female	210	4.05	1.07					

Table 2 shows that the calculated z - value of 1.36 is less than the critical z -value of 1.96 (1.36 < 1.96) at 0.05 level of significance and 594 degree of freedom. This means that gender

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does not significantly influence the mean ratings of small and medium enterprise managers on self-motivation skills needed for business success. Therefore, the null hypothesis was not rejected.

Discussion

Findings of the study revealed that managers of small and medium scale enterprises in Delta State rated self motivation skills to be highly needed for business success. The findings of the study concurred with that of Hay (2008) who found out that self motivation skills are highly needed by the managers. The author further stated that self motivation skills are the key for being successful small and medium enterprises managers. Tuggle (2000) revealed that self motivation skills are very essential if SMEs managers are to enjoy success, fulfilment and fitness in business venture.

This is not surprising as SMEs managers needed all the self motivation skills listed because the skill is very relevant for effective take-off and progress of an enterprise. This is in agreement with the views of Hisrich and Peter (2002) who stated that SMEs managers who are self motivated are not easily discouraged by setbacks and would keep on striving to be successful in business. In support of this, Agbonifor (2009) opined that to succeed in business, one must be a self starter with a clear desired goal in mind. Therefore one must have extra drive and commitment to make sure that one takes the necessary steps to make one's dream of a successful business a reality.

Furthermore, the test of the mull hypothesis showed that male and female SMEs managers did not significantly differ in their mean ratings on self motivation skills needed for business success. This shows that the male and female SME managers considered self-motivation skills very essential for business success. In support of this, Ezenwafor and Onwochei (2015) reported that self-motivation skills help an individual to succeed in any undertakings.

Implications of the study

The need for self-motivation skills by managers' of small and medium scale enterprises shows that these skills are crucial for successful business. This means that small and medium scale enterprises managers including prospective ones should have in their finger tips the entrepreneurial skills especially self-motivation skills needed for business success before embarking on any business venture. Meanwhile, the effective use of self-motivation skill would reduce the rate of business failure in the society. It will also help in the creation of employment which in turn will reduce unemployment among the youths and contribute immensely to the development of the country.

Conclusion

The finding of this study has revealed that the self-motivation skills identified were

rated to be highly needed by small and medium enterprises managers for business success. This means that SMEs managers or prospective SMEs managers should be equipped with self motivation before setting up an enterprise. Furthermore, the study revealed that male and female managers of small and medium scale enterprises did not significantly differ in their mean ratings on the level of self motivation skills needed for business success.

Recommendations

Based on the findings of this study, it was recommended that:

Relevant supervisory and regulatory agencies should organize seminars on self-motivation skills required for effective running of businesses and ensure that every small and medium enterprise manager attended the seminar. This will help to reduce the rate of business failure in the Delta State and country at large.

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