



RESEARCH PAPER

Creativity and Innovation Effects 'on Entrepreneurship Growth in Nigeria: Focus on Kano State

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ABSTRACT

The study examined the effect of creativity and innovation on entrepreneurship growth in Kano State, Nigeria. The study analyses the relationship between creativity, innovations, technological advancement, Resources, Government policy support on entrepreneurship growth in Nigeria with particular reference to Kano State. Before doing so, we marry the insights of several pieces of works of literature on creativity, innovation, and entrepreneurship stemming from Joseph Schumpeter's perspectives, theory, and research on innovation and entrepreneurship development. The study uses primary data generated through questionnaire administered to a sample of 133 respondents selected from Kano State. The data were analysed through the use of Ordinary Least Square method. The findings show that creativity and innovation (CI), Technological Advancement (TA), Resources (R) and government policy support (GPS) have positive and significant influenced on entrepreneurship growth (EG) in Kano State while Strategies (S) is negatively related to entrepreneurship growth (EG). The study recommends that full government support through training of youths in different skills to boost entrepreneurship growth in the State. Both the state government and private sector should mobilized resources and empower the youths for entrepreneurship growth.

KEYWORDS Creativity and Innovation, Entrepreneurship Growth, Nigeria

Introduction

Creativity and innovation are topics of discussion that are particularly relevant in research work which are seen as important factors in the creation of competitive advantage. Innovation has almost become a requirement in today's global business environment, regardless of a company's market reach. Drawing on more than a decade of OECD (Box, 2009) research, this report provides a general overview of what we know about excellent policy approaches for innovation. It also discusses recent developments in innovation processes and patterns, outlines rising degrees of internationalization, and compiles early thought on the role of innovation in addressing global environmental concerns. This is due to the new reality that every company's rivalry reaches well beyond its local market.

Entrepreneurs and companies that realize this early on bring innovation to the market. Innovation is the secret to entrepreneurship and the productive development of the competitive edge. The foundation for innovation is creativity. However, while creativity is needed for innovation, it is not always sufficient. The implantation of creative inspiration is innovation. For some industries, the capacity to generate

continuous innovation has not only become a key success factor, but also a requirement for survival. Importance of Creativity and innovation aid in the development of new ways to improve an existing product or service to maximize profits. This also encourages entrepreneurs to think outside the box and look for answers that aren't standard. Through this opportunity, a new, intriguing, potentially lucrative, yet adaptable idea emerges. Moreover, it helps in the sustainability and long-run performance of all kinds of companies (Baykal, 2018).

The economic and social consequences of today's global challenges affect societies and the entire world. Many governmental and philanthropic efforts are failing to achieve the social change that communities around the world demand and key social sector institutions are frequently considered inefficient in resolving social concerns (Fields, 2016). Many entrepreneurs regard creativity and innovation as critical elements, there continues to be a lack of understanding of the factors that affect these elements, as well as the management of relevant processes (Finkle, 2013). Recently, an economic transition has been established. The economy is shifting away from knowledge-based activities and toward activities that require creativity, innovation, entrepreneurship, and imagination (Oke et al., 2009; Fillis & Rentschler, 2010). More business opportunities have arisen as a result of increased globalization and technological effects, but the marketplace has also become more crowded, resulting in increased competition (Jain, 2019; Edralin et al., 2019). Creativity also allows the entrepreneur to act on these opportunities in ways that will give the company a competitive advantage. It can serve as a foundation for creativity and business development, as well as have a positive effect on society as a whole (Ballor & Claar, 2019). Entrepreneurship can be seen in all forms and sizes of businesses, from small local businesses to multinational corporations. Entrepreneurship, according to Clow (2008), is the process of mobilizing and sacrificing resources (land, capital, and human resources) to use a business opportunity or execute an idea in a way that meets society's needs for products and services, creates employment, and benefits the venture's owner. Both new and established businesses are involved in this process, but the focus is usually on new products or services and new businesses.

Therefore, for a country to prosper and enjoy continued economic growth, creativity and innovation have to be injected into the entrepreneurship development agenda has to be pursued. Creativity and innovation can also be extended to things like coming up with business ideas, such as what to manufacture to satisfy customers, finding investment opportunities, deciding how to capitalize on those opportunities, formulating corporate goals and objectives, and conducting market research in both urban and rural areas. Creating an enterprise, starting real business operations, selling and promoting an organization's products and services, planning and managing human and material capital for the achievement of the enterprise's goals, risk and uncertainty management, creativity, and diversification (Gontur et al., 2016).

Consequently, the case of Nigeria is different. The Majority of Nigerian entrepreneurs today need a practical way of combining the needed resources and opportunities in a variety of ways. Their level of creativity is not as high as that of the Western World. They have failed to engage in adequate preparation, scheduling, staffing, managing, and directing, as well as the opportunity to take a commensurate risk with their capital and other resources in new business projects from which they anticipate significant rewards. Most small and medium businesses in Nigeria lack prudent management decisions, ideas, originality, and foresight on what to produce when to produce it, and how best to produce it to satisfy their customers and make a profit. These

would have been improved if the entire management team adopted sound creativity and innovation practices.

In support of the above, innovation has been defined by (Okpara, 2007) as the addition of something new to an existing product or price that has already been built from the ground up and proven to work fairly well. The study established a positive relationship between creativity, innovation, competitive advantage, and entrepreneurship growth in Nigeria. Therefore creativity can be thought of as the creation of raw material, and then the invention process can be thought of as the transformation and development of that material into something concrete, such as a process or a product.

The relationship between creativity and innovation is neither simple nor straightforward. This problem lies in the fact that this confusion may introduce non-optimal process management of both. This uncertainty causes ambivalence among researchers and practitioners, as well as confusion about the conditions that promote creativity and innovation, as well as the effects of established practices on individuals and the environment in general. Efficiency in these processes is a key competitive advantage in industries that demand constant creativity and innovation from their employees. Continuous innovation of certain companies deemed creative is particularly interesting, given some fundamental paradoxes such as the routine/creativity couple (Fillis, 2010).

According to (Byers, 2017), the generation of innovative and potentially useful ideas can be applied to several strategic areas of the business, such as products, services, processes, and procedures. Ideas are considered innovative if they are distinct from other ideas currently available in the industry, and may also be considered useful if they have the potential for direct or indirect benefit to the business in the short or long term (Barroso-Tanoira, 2017). Given the above means that the tenets of creativity have to do with the production and application of ideas, or simply put the transformation of ideas into a particular organizational element, such as a product or a method.

In outlining the distinction between creativity and innovation, Byers (2017) successfully demonstrated the causality relation between creativity and innovation. Creativity-can be described in a way to generate ideas which, will be utilized in the innovation mechanism as they are selected, assembled, rearranged, and synthesized toward the emergence of output or a novel. Innovation can be defined as radical or gradual, as a product or a process. The degree of radicalization or incrimination is strongly dependent on previously used methods, both in terms of creativity factors and structuring mechanisms, in terms of creativity variables and structuring processes (Roopsing & Nokphromph, 2017). The above proposition indicates that creativity and innovation are mutually dependent, go hand-in-hand or are intertwined. As a rule, the resulting innovation is associated with either a form of product or process that is new or improved (Antonites & Van Vuuren, 2014).

These resources, facilitating factors, transformation mechanisms, tensions, and their results are different in each case. However, we also recognized that the outcomes of the creative process serve as essential tools for the process of innovation. Consequently, these two concepts are used to accomplish distinct but complementary goals. Creativity is used to produce ideas, which are then structured and concretized as part of the innovation process to become tools for solving technical issues and increasing productivity while conferring an added value to the products (Acs & Audretsch, 2005).

Accordingly, the difficulty here is not about strategic ways of thinking and injecting innovative ideas to secure a competitive advantage within the business.

Literature Review

Conceptual Issues

Concept of Creativity and Innovation

Creativity and Innovation describe as the heart and the soul of enterprise. It entails attempting to carry out tasks in a specific way or to conduct a variety of activities to provide the entrepreneur with a unique mix of value. The benefit of creativity and innovation is that it allows state entrepreneurship to deliberately seek out opportunities to do new things or to do old things in innovative ways. As a result, whatever new paths are dictated by market conditions and consumer desires, creativity and innovation inspire and drive excellent entrepreneurship in guiding organizational operations, delighting customers to the benefit of all stakeholders. In entrepreneurial terms, this becomes a value creation (Korsgaard & Anderson, 2011). The implementation of creative inspiration is described as Innovation.

Concept of Entrepreneurship

Entrepreneurs were viewed as venture capitalists later in the 18th century. This perception shifted somewhat in the 19th and 20th centuries when entrepreneurship was perceived mostly through the lens of economics and was not differentiated from management. As a result, an entrepreneur is described as a person who operates and manages a business for personal benefit and who pays prices for materials used by the business, as well as for the use of property, resources, and personal services provided. This individual accepts the risk of making a profit or losing money due to uncontrollable and unexpected circumstances (Gholami & Karimi, 2014).

Theoretical Literature

For a better understanding of creativity and innovation and entrepreneurial growth, the study draws on the theory and research on innovation and entrepreneurship development. The creation of a perspective is a crucial part of the creative process. Creativity follows a semi-formal process. Both intuition and creativity are examples of creativity that can be improved. It may be questioned, given the variety of elements that determine market success whether or not innovation is a key component of entrepreneurship. Pure or unadulterated creativity is not a sufficient factor of entrepreneurship; it must be supplemented with general business knowledge first sense or foresight to ensure innovation's success (Barnard & Herbst, 2018). The conceptual view from the concept of creativity and innovation, and entrepreneurial development as framework-specific philosophy served as a guide for the research. The rationale is to understand the interactional relationships between the construct items. The conceptual perspective of creativity and innovation was concluded by drawing the link between creativity and innovation for entrepreneurial development and theory and research on entrepreneurship development which has been conceptualized and explained as an approach to solving entrepreneurial problems and sustainable economic development.

Empirical Literature Review

Juliana et al., (2021) investigated the relationship between creativity and innovation on entrepreneurship development in Nigeria. A survey design was adopted

for the study. A valid sample of 257 impacted the study using Yemane sample size determination formulae. The research employed the Ordinary Least Square method and ANOVA Test for data analysis. In this study, hypotheses H2 and H5 were accepted due to their significant and mutual relationship on the measured variable whereas H1, H3, and H4 were not accepted owing to their insignificant impact on the independent variable (entrepreneurship development). The most significant variables in this research are technological advancement and strategy. The findings of this research are quite different from the influential factors (Ali Al Qudah, 2018). The study established a strong relationship between creative thinking and innovative ability, as well as process and technological advancement. This study did not mention the exact research survey design used for the study, and used ANOVA test for analysis of data collected. The different exist that this recent study is specific on cross-sectional survey research design for the study and will employ the use of both ANOVA and multiple regressions for analysis with 393 samples from the total population in order to close the gap

Taiye, et al., (2020) analyzed marketing capability as a moderator between innovation and entrepreneurial success in Nigeria. A survey of one hundred and twenty three (123) respondents from dessert and confectionery firm provides support for the study. The data was analysed using the hierarchical regression. The results of the analysis shows that the Schumpeterian forms of innovation significantly affect entrepreneurial success of an organization and marketing capabilities moderates the relationship between innovation and entrepreneurial success. This study of Taiye, et al., (2020) made use of hierarchical regression in the analysis of data collected from one hundred and twenty three (123) respondents which has created the gap. In attempt to cover the gap, the current study makes use of multiple regression and correlation to ascertain the relationship between variables and their effect to entrepreneurial success.

Lura and Besnik (2020) investigated innovation types and sales growth in small firms: evidence from Kosovo. A total of 278 samples were collected from SMEs in the manufacturing, service and trade industries throughout Kosovo. The data were analysed using a logistic regression analysis. The findings confirm the hypotheses that marketing innovation is positively associated with firm growth. Other innovation attributes have resulted with non-significance value. The findings in this study can be useful for theoretical discussion, as well as for policy formulation related to introduction of innovation and SMEs development considering that innovation is critical factor in today's market and competition. This study has created a gap by making use of logistic regression analysis of data gathered from 278 samples of SMEs in the manufacturing, service and trade industries in Kosovo. In order to close the gap, this recent study employed linear multiple regression with the aid of SPSS for the analysis of data with 393 samples.

Sufyan and Aykut (2021) examined the relationship and impact of Creativity and Innovation on Entrepreneurship for foreign students at the Turkish Universities in Konya. The study used a questionnaire consisting of (44) items as a tool to collect data from respondents. Data has been collected from 252 respondents and analyzed by SPSS in order to present the statistical indicators for variables. This study found the relationship between Creativity, Innovation and Entrepreneurship is a mutually beneficial relationship. Each of them needs to other. Innovation is affecting Entrepreneurship more than Creativity. Because the main task of innovation is to add value to products and services by producing new products and services or improving them in order to meet customers' needs and expectations effectively and efficiently.

Paunov (2013) reports heterogeneous terminology used in practice and literature for inclusive innovation. For example, terms like “frugal innovation” “pro-poor innovation” and “innovation for the bottom of the pyramid” have been used to depict inclusive innovation. Such innovations are considered inclusive and can possibly provide solutions for reducing negative lessons regarding the innovation of business faced by many countries in Africa and elsewhere in the developing world.

Oman (2008), the newness that innovation portrays in the improvement of products, services or process can be described in two ways, technical innovation and administrative innovation. The technical innovation has to do with technology, products and services. The administrative innovation deals with improved procedures, policies and organizational forms.

Material and Methods

Research Design

The survey research design was adopted for this research work. This method of research was preferred over other methods due to its several advantages. It will provide fast, efficient, and precise ways and means of arriving at information regarding the target population of the study (Barnett-Page & Thomas, 2009).

Method of Data Collection

The data for this work comprises both primary and secondary data, while the primary data was used to a greater extent. Data on creative thinking and innovative ability of entrepreneurial activities, journals, articles, books, magazines, newsletters, and the internet will constitute secondary sources of data because the information already exists before the conduct of this research work. The study administered questionnaires as survey instruments in a form of a closed-ended set before the study using the Likert scale.

Population and Sampling Techniques

A target population of 200 enterprises was considered for the study. However, out of the estimated sample size of 133 enterprises selected were used in the data analysis. These sampled enterprises were selected based on their nature of activities in the State. This approach was much preferred and employed due to difficulty in gathering data to establish a fact or make a generalization on creativity and innovation, and entrepreneurship growth in Nigeria. The following enterprises constituted the sample frame for the study. Considering the study strategy, entrepreneurs namely manufacturers, tailors and dressmakers, hairdressers/beauticians, Shoe-makers, catering services, and carpenters will be contacted for the study.

Sample of the Study

The purposive sampling technique under the Simple random sampling method was used and obtained sample size of 133 out of the estimated sample population of 200. The formulae provide a standardized margin of error and confidence levels per a given population as a guide to justify the desired sample required for a valid examination of a social phenomenon. Determining sample size for this study was arrived at by employing the mathematical formulae as follows;

$$n = \frac{N}{1+N(e)^2} \quad (1)$$

where:

n = Desired sample size

e = margin of errors (0.05) at 95% level of confidence

1 = constant

N = Total population Using the formulae

n = ?

e = (0.05)²

1 = constant

N = 200

$$n \geq \frac{200}{1+200(0.05)^2} \quad 133$$

Method of Data Analysis

The study examined the effects of creativity and innovation on entrepreneurship growth in Kano State. The analysis in this study followed an established pattern in using the Ordinary Least Squares (OLS) model after estimating the descriptive statistics covering six (6) variables.

The general form of our empirical multiple regression model can be specified as;

$$EG_t = \alpha_0 + \beta_1 GPS_t + \beta_2 CI_t + \beta_3 TA_t + \beta_4 R_t + \beta_5 S_t + \varepsilon_t \quad (2)$$

where;

GPS = Government policy support

α = Constant

β = Change in variable

CI = Creativity and Innovation

TA = Technological Advancement

R = Resources

S = Strategies

EG = Entrepreneurship Growth

ε = error of term

Results and Discussions

Descriptive Statistics

Table 1
Descriptive Statistics

| Variable | Obs | Mean | Std. Dev. | Min | Max |
|----------|-----|------|-----------|--------|------|
| GPS | 133 | .034 | .128 | .521 | .748 |
| CI | 133 | .491 | .139 | .175 | .631 |
| TA | 133 | .328 | .08 | .132 | .18 |
| R | 133 | .182 | .316 | 6 | 9 |
| S | 133 | .193 | .107 | 1 | .519 |
| EG | 133 | .111 | .126 | -1.532 | .428 |

Table 1 summarizes the key descriptive attributes of the survey data extracted from the respondents in Kano State. The mean value of government policy support is 0.034, this indicates that government policy support is low; however, the standard deviation of 0.128 suggests that there is a slight variation in the level of government

policy support in Kano State. The minimum value is 0.521 and the maximum value is 0.748.

The average value of creativity and innovation is 0.491, this indicates that about 49.1% of the creativity and innovation in Kano State are independent; the standard deviation value of 0.139 implies that there is low variation in the level of creativity and innovation across the state. The minimum and maximum values of 0.175 and 0.631. Furthermore, TA, R, S and EG have mean values of 0.328, 0.182, 0.193 and 0.111 respectively and standard deviation of 0.08, 0.316, 0.107 and 0.126 respectively.

Table 2
Regression results

| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|--------------------|-------------|-----------------------|-------------|----------|
| C | 2.551798 | 8.274215 | 0.122137 | 0.9126 |
| CI | 0.28760 | 0.506546 | -3.72670 | 0.0071 |
| TA | 0.07337 | 0.401737 | -3.62628 | 0.0084 |
| R | 0.15648 | 0.422288 | -2.43773 | 0.0382 |
| S | -0.00515 | 0.642824 | -2.01636 | 0.0491 |
| GPS | 0.01108 | 5.218388 | 0.42771 | 0.6322 |
| R-squared | 0.754209 | Mean dependent var | | 6.17389 |
| Adjusted R-squared | 0.689426 | S.D. dependent var | | 7.018327 |
| S.E. of regression | 6.107635 | Akaike info criterion | | 8.937172 |
| Sum squared resid | 23.86534 | Schwarz criterion | | 5.271838 |
| Log likelihood | -2103.85 | Hannan-Quinn criter. | | 6.727176 |
| F-statistic | 218.4352 | Durbin-Watson stat | | 2.162627 |
| Prob(F-statistic) | 0.001925 | | | |

The result from table 2 indicates that the adjusted R-squared value of 0.754 shows a good level of prediction. This shows that the independent variables explain about 75% variability of the dependent variable while the remaining 25% variation is caused by factors other than predictors included in this model.

The t-statistics indicate that CI, TA, R and S have a positive significance effect on Entrepreneurship growth in Kano State at a 5% level as all their respective probability values are less than 0.05 (p (0.007), (0.008), (0.03), and (0.04) respectively, whereas GPS is not statistically significant. However, the t-test for resources correlated positively with entrepreneurship growth in Kano State. This is an indication that resource (explanatory variables) is impacting positively on the dependent variable (entrepreneurship growth).

The results also show that the coefficient of CI (0.29) is positive. This means that an increase in CI by 1% will lead to increase in entrepreneurship growth by 0.29%. The coefficients of TA, R and GPS are also positive. An increase in TA, R and GPS by 1% would result to increase in entrepreneurship growth (EG) by 0.07%, 0.16% and 0.011% respectively. The coefficient of S is negative (-0.005). This means that an increase in S by 1% will lead to decrease in EG by 0.005%. Finally, the F-statistics which measure the overall level of significance of the variables is high (218.4352). This means that all the explanatory variables are statistically significance in explaining the variables the dependent variables. These findings in in line with the study of (Lura & Besnik, 2020)

Conclusion

The study examined the effect of creativity and innovation on entrepreneurship growth in Kano State. Growth is still a critical area that needs more research, topped with practical solutions to avert the slow growth of the sector. However, Schumpeterian views on creativity as a criterion of entrepreneurship, with one of its distinguishing characteristics being the ability to do new things that have not been done before, cannot be realized without considering the technological advancement and strategies to bring innovation or new things into existence. It is therefore imperative to adequately assess some variables that have positive and negative effects on entrepreneurship growth. The study concludes that creativity and innovations have positive and significant influence on entrepreneurship growth in Kano State.

Recommendations

Based on the findings of the study, the government should increase its policy support toward entrepreneurship growth in Kano State as the support is grossly significant. This can be done through training of youths in the state on different entrepreneurship skills to improve entrepreneurship growth in the state. The state should encourage the entrepreneurial and the business sector to embrace the original Schumpeterian concept of innovation, which referred to fundamental uniqueness in all of its forms and to widen away from its focus on high-tech industrial sectors. Although, the concept of entrepreneurship, creativity, and innovation set the tone for the creation of new things, technology, and strategy to facilitate entrepreneurship development and economic growth is key in this regard. However, economic success cannot be achieved without combining other elements such as Government/management support, resources, and culture.

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