

Nurturing Entrepreneurship Development in the 21st Century: The Practical Approaches

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Abstract

The academic and practical interest in the field of entrepreneurship development has gained considerable and serious attention over the years. However, an important area of concern within this field has been that of finding an appropriate and suitable entrepreneurial approach that could produce and assist in the nurturing the task of achieving positive entrepreneurship development result in many countries in this 21st century. Thus, nurturing entrepreneurial development required several approaches. Therefore, within the context of entrepreneurial development, the paper identified and documented various entrepreneurial approaches needed to nurture entrepreneurship development across the globe in this 21st century. Finally, the paper argues that entrepreneurial approaches are the crucial success strategies to entrepreneurial development and thus, deserve a serious consideration in entrepreneurship development field.

Key Words: Entrepreneurship development, Entrepreneurship approach

1. Introduction

The impact of entrepreneurship development is long over due and thus, has been given a global acknowledgement in various countries across the globe. For instance, Okpara and Wynn, (2007) reported that the potential contribution of entrepreneurship development to employment and income has been generally recognized. In line with this, previous studies have indicated that they provide 20% to 45% of full employment and 30% to 50% of rural household income (Okpara et al., 2007). Arowomole (2000, p. 128) in his own effort to examine the role of entrepreneurship development noted that entrepreneurship development is a very important component of societal development. Still on this, Akande and Ojukuku, (2008) noted the contribution of SMEs (which is also part of entrepreneurship development, (Darren and Conrad, 2009, p.9) to economic growth, job creation and innovation has been globally acknowledged and recognized. Explaining further, they asserted that entrepreneurship development all over the world account for greater proportion of industrial builds up in many developed nations. They argued that their nature of operations, capital requirement and employment generation effects have made them the focus of most developmental efforts in less developed countries particularly in view of their capacity as engines of economic development.

However, one important area of concern in the field of entrepreneurship development is that of finding an appropriate and effective entrepreneurial approach that could produce and assist in the nurturing and achieving a positive entrepreneurship development result in many countries. For instance, Rebecca and Benjamin, (2009) have called for a change in the current approach in addressing the problem of entrepreneurial development in Nigeria. The paper argued that despite government approach of providing financial resources as the most effective approach to entrepreneurial development, little or no success have been achieved or recorded.

Furthermore, the proper identification and documentation of various entrepreneurial approaches in the academic field of entrepreneurship development as well as in the practical field has been undermined. For instance, a critical observation indicates that it is very difficult to identify and attribute a particular entrepreneurial approach to government entrepreneurial policy and business activities in many countries such as Nigeria. This therefore, has in way hindered entrepreneurial development and performance in the recent years especially in Nigeria (Rebecca et al., 2009; Okpara et al., 2007). Accordingly, in the academic field of entrepreneurship development, entrepreneurial approaches lack proper documentation and identifications as study on this lack the needed attention. As such this study would address this gap by identifying and give proper documentation to the various entrepreneurial approaches according to the manner and group in which they fall as it is indicated in the literature below.

Therefore, by so doing, it is expected that entrepreneurship development in many countries such as Nigeria would then become more holistic and systematic in their approaches in nurturing entrepreneurship development that could help in reducing or avoiding high rate of entrepreneurial failures (Adelakun, 2010). Thus, the examination of entrepreneurial approaches that is the focus of this paper is both timely and highly justifiable. The paper would contribute to both theoretical and practical knowledge on the challenges of nurturing entrepreneurship not only for the academia but also for policy makers.

2. LITERATURE REVIEW

2.1 Ethnicity Entrepreneurial Approaches

Ethnic or community entrepreneurship is about immigrant entrepreneurs in a particular country (Darren et al., 2009, p.41). It involves the sojourner in a foreign land. Thus, it could be seen as an approach of sojourners to entrepreneurship. A sojourner could be defined as a stranger who spends many years of his/her lifetime in a foreign land or country without being assimilated by it. Hence, they are called immigrant entrepreneurs. Zimmerer et al., (2005, p.17) argued that one of the reasons why ethnicity entrepreneurs seem to be effective is that the immigrants come with education and experience from various backgrounds and these proved to be strength and advantage to ethnicity entrepreneurial approach.

In line with above, it is clear that the important of ethnicity entrepreneurship approach cannot be undermined. For instance, in USA, small ethnic firms account for over 15% of all businesses generating over \$591billion (US) annually and absorb over 5 million workers (Zimmerer and Scarborough, 2005, p.16). In the UK, the percentage of ethnic entrepreneurial firms is smaller but still substantial at 7 % (220 000 businesses) (Bytestart.co.uk-SmallBusinessPortal, 2005). Darren et al., (2009, p.41) reported that a similar situation exist in Australia with a total ethnic presence of nearly 23% which is higher than the USA, Canada, UK, Switzerland, France or Germany. Another importance of ethnicity approach is that it has economic effect. This economic effect involves the willingness to suffer short-term deprivation in order to fasten the long-term objective of returning the country of origin. For instance, it is noted that immigrants or sojourners work long hours, send their savings home and encourage thrift which made them to have little money or time to spend on consumption. In the case of working for a longer hour, study has indicated that immigrant's entrepreneurs survived and prospered in the foreign land by means of self-exploitation by extending their working hours. This is clearly in total disagreement with that of settlers and natives who generally do not think of living elsewhere in their future and couple with this, is the fact that immigrants always make use of their family labour since it involves family members who provide cheap labour support.

For instance, the greater the use of family and co-ethnic employees then the greater the entrepreneur gained competitive advantage over other ethnic entrepreneurs counterparts. Therefore, co-ethnic labour would enable ethnic businesses to cut their employment costs and thus, maintain lower wage payroll, on the average. Supporting this, Shapero (1975) has noted that ethnic approach has succeeded in producing high number of entrepreneurship. Edna (1980) also argued that ethnicity approach play a very vital role in determining the type of business, location of the business and as well as the business link.

Furthermore, ethnicity entrepreneurial approach also carries with it some challenges and barriers. For instance, ethnic minority entrepreneurs may face discrimination in the course of raising funds and capitals from the formal sources of finance such as banks and also from receiving credit from suppliers. However, they would not avoid borrowing money from family members and co-ethnics at the start-up nevertheless; this is an informal means of raising funds. These forms of raising capital could be some how cheap. Therefore, ethnicity entrepreneurs should rely on the capital or funds from the relatives and co-ethnics in raising the needed funds most especially at the starting-up of their businesses.

Based on this, it is thus recommended here that countries with high population of immigrants or sojourners such as Nigeria where there are many Chinese and other immigrants, should encourage entrepreneurship development among them. This would help stimulate economic growth and contribute in the area of employment as indicated earlier.

2.2 Socio-Cultural Approach

There is no doubt that experts and scholars in the field of entrepreneurship development have emphasized the importance of socio-cultural environment and background of the people in the development of entrepreneurship and as well as in small business development (Rajesh, 2006).

McDermott and O'Dell (2001) referred to culture as the beliefs, values and practices of the people in a society. Similarly, Arowomole (2000, p.27) defines culture as the people's beliefs, practices, attitude and values. Mohd (2005) also defined culture as consisting of people's beliefs and values. Therefore, culture deals with the practices, beliefs, attitude and values of the people within a given society.

Rajesh (2006) reported that various authors have indicated many ways by which different societies with differing interests, attitudes, systems of satisfaction and like, operate to produce various kinds of businessmen and entrepreneurs with various patterns of entrepreneurial behaviours.

Socio-cultural approach involves the total use of cultural influence to develop entrepreneurship. The value based entrepreneurial culture refers to the sum total of dynamic and innovative ways and means in which entrepreneurs respond to changes in the environment. It further refers to the spirit of openness, conformity, trust, authenticity, proactively, creativity, innovation, collaboration, experimentation and conformity. Gibb (1987) in consonance with this suggested that entrepreneurial culture which is a product of culture is the set of values, attitudes and beliefs which is supporting the exercise in the community of independent entrepreneurial behavior in a business context. These values form an entrepreneurial and corporate culture where entrepreneur work effective and efficiently in order to contribute to the economic development. The socio-cultural components of the general environment includes; demographic factors, general behaviour, attitudes and as well as the beliefs of the people in the society. This therefore indicates that social-cultural changes and trends influence entrepreneurship development.

In line with this, authors have pointed out the importance of socio-cultural factor in the development and nurturing of entrepreneurship growth. For instance, it helps in the final decision to create a new business which involves entrepreneurship and entrepreneurship is also embedded in a social context (Rajesh, 2006). This therefore, makes it possible to view entrepreneurship development as a societal phenomenon rather than a purely economic activity. Supporting this fact, it is noted over the years that Japan has adopted cultural approach in developing it entrepreneurship. For example, culture has helped both Japan and USA in their entrepreneurial performances (Arowomole, 2000, p.27). Research has asserted that Japan culture or tradition emphasizes on group action and cooperation and business government cooperation which have encouraged entrepreneurs. However, there is evidence of a growing sentiment in favour of entrepreneurial activities and high level of entrepreneurial performance.

Still on Japan culture, Daly, (1998) reported that Japan has really taught the world by its economic miracle in the last half of this century that is precisely a nation's culture and its habitual patterns of action and belief is itself a very important productive resource. Stressing on this with a rhetorical question, how else one can explain how a nation such as Japan, which is in short supply of arable land and mineral resources, could grow at more than twice the rate of the worlds other industrialized nations over a sustained period. He argued that such feat was able to happen because of the dominant economic tasks of Japan which focus on period and industrialization and, especially, large scale manufacturing and the Japanese culture with its emphasis on consensus, collaboration, and patience was more productive than the cultures of other nations. Thus, the great lesson of the last half of the twentieth century is that the values, beliefs and practices embodied in a nation's culture are not only an important productive resource, but often the most important resource. It is on this fact that one could be able to explain how a nation like Japan with very few natural resources can prosper mightily. Therefore, Japan's entrepreneurial approach is specifically based on culture and collaboration which have survive them over the years making them one of the biggest industrialized and advanced country in the world.

Another case similar to that of Japan is that of people of Indian. For instance, Henry (1999, p.60) observes that the people of Indian have assimilated cultural values, retained family ties and maintained traditions, which is what made them so warm, caring with immense capacity that has help them to grow and manage their enterprises. However, in Nigeria, a critical observation would indicate otherwise. It is quite unfortunate that the socio-cultural environment in many parts of Nigeria has not been fully utilized. For instance, the entrepreneurial culture, spirit and attitude of the Igbos in the Eastern part of Nigeria towards business and industrial activities have until today remained untapped. There is no doubt that Nigeria could achieve its greatness if this approach is properly utilized as we have seen in the case of Japan, China and U.S.A. Thus, the importance of culture should not be neglected in the development of entrepreneurship. Countries that recognize as the uniqueness of socio-cultural environment are capable of breaking frontiers and thus, achieve a better entrepreneurial development results.

2.3 Location Approach

Arguably, the most important factor of entrepreneurship and small business development is the strategic location of the business which could include the nearness to raw material, accessibility to business premises, good road network, and busyness of the area in term of business activities etc. Ilian and Yasuo (2005) defined location as the choice mode of entering business. Thus, the study viewed location in terms of location type which could be local or international location. Also, Kala and Guanghua (2010) defined location as choice of where a business is to be located which could be small, medium and large cities or urban or rural locations. this definition is in line with Esteban, Yancy and Christian (2010) who referred to location as a choice of locating your business either in the rural or urban centre which is also link with the type of product or service the firm tend to offered.

Past study refers to location as geographical location. This is consistence with Greening et al., (1996) who referred to location approach as geographical expansion strategy. Therefore, location approach could also be seen in terms of geographical which could equally include both rural and urban location. Orloff (2002) defined location in terms of economic situation, density of entrepreneurs per capita, composition of local communities etc to location. Therefore, location could be defined as nearness and accessibility of the firm to raw materials, infrastructures, how busy the location is? How accessible the location is to the customers etc? Apart from that, it also includes the building of industrial site or pack, industrial estate etc in order to facilitate entrepreneurial development and equally improve the performance of the entrepreneurs. Therefore, location entrepreneurial approach means the use of location to develop and nurture entrepreneurship development. Thus, the vocal point of the entrepreneurship development in this regard is location. In this case, the entrepreneurial policy is designed based on location strategy or approach.

The important of location in determining business success or entrepreneurial performance cannot be overemphasized. For instance, Kala and Guanghua (2010) has reported that the strategic location of the domestic firms have assisted them in achieve a positive performance. Thus, location has provided domestic firms with strong force to prosper and succeed in their business. They equally noted that location has help firms in the area of sustainability and also imply performance. Accordingly, Orloff (2002) has also provided evidence to support the importance of location on emergence of entrepreneurs and consequently their performance. The study reported that location play a vital role in entrepreneurship development. Again, in India, Rajesh, (2006) reported that the first stage of entrepreneurial development started in the urban centre and then extended to the rural communities in India. Similarly, in Kenya, Mbogua (2003) noted that in the recent past, Kenya government has been able to develop self help enterprises which are also part of entrepreneurship development in the poor rural towns and urban centres, and surprisingly, this has yielded a positive result. For instance, it is reported that the sector now employs over 60% of the total workforce and over 90% of the newly created jobs are said to be found in this sector. Accordingly, Greening et al., (1996) asserted that location approach which they called geographical expansion strategy assist small firms to grow, that is, it plays a significant role in small firm growth. However, in Nigeria and as well as in the field of entrepreneurship development location approach has not been given the needed attention. For instance, Greening et al., (1996) has long argued that this area was lacking serious attention. In a recent interview in Nigeria, the head of public relations of National Association of Small and medium scale enterprises of Nigeria acknowledged that location approach has not been accorded the needed recognition as a way of entrepreneurial development.

From the above discussion, one could see that location approach seems to nurture entrepreneurship development from the grassroots in both urban and rural centres, and villages and towns by first, helping the people to identify and recognize their talent and then try to convert this talent into entrepreneurial spirit by the provision of needed infrastructures in those identified important locations, it is only when this is done that location entrepreneurial development approach would be effective and then yield the desired result.

2.4 Women Approach

Probably this approach seems to be in its emerging stage and seems new to many countries. Although, it could be assumed that women entrepreneurship development is becoming more popular everyday by day in line with women empowerment and their key role in which they play in the nation's economic building. In some countries, it has already gained recognitions. For instance, it is reported that in Malaysia, the Ministry of Entrepreneur Development through the United Nations Development Programme (UNDP-Malaysia) has provided entrepreneurial training programs for women who seek to increase women's capabilities in using modern technology for production (UNDP-Malaysia, 2008).

Similarly, in Kenya, it is equally reported that a total of US\$10 million was approved through the Board of the Directors of Africa Development Bank (ABD) to the women entrepreneurs in Kenya under the umbrella of Growth-oriented Women Enterprises (GOWE), Stevenson and St-Onge (2005). They argued that this approach is expected to create additional 500 new jobs in the economy.

Still on Kenya, Mbogua (2003) reported that women entrepreneurs called “Zero Grazing Association” have succeeded in setting up both small and medium scale enterprises that engage in producing farm products such as jam making and milk processing. Accordingly, in U.S.A, Ogundele (2007, p.213) reports that women in the United State provided break through in entrepreneurial development by engaging in entrepreneurial activities that provided a significant contribution to the economic development and growth in American. This therefore suggests that women entrepreneurial development needs an urgent attention and consideration. Therefore, individual countries should try to explore this great and new approach in nurturing and developing entrepreneurship.

Furthermore, Zimmerer et al., (2005, p.14) argued that notwithstanding women discrimination most especially in the workplace, about 6% of adult women have been linked with their own businesses. Accordingly, they noted that women owned firms have been known to employ above 9.2 million workers and have accounted for \$1.5tril in income yearly. With respect to this, they also noted that 27% of private firms in U.S.A are linked to women. Thus, one could conclude that women entrepreneurial development have been on the increase since 2002 as reported by Zimmerer et al., (2005, p.16). In this respect, women have discovered that the only crucial means to rise to the top is by having business of their own. Hence, the main reason why women are deeply involve in entrepreneurial activities in the recent times.

Although, it is quite unfortunate that many countries are yet to realize the significant impact of women entrepreneurship development to economic development particularly in the area of self sustainability and wealth creation. For instance, in Nigeria, Ogundele (2007, p.213) noted that Nigerian women are hard working, however, their energy have not been properly organized and harnessed in order to positively drive the nation’s economy. Thus, there is need for Nigeria government to properly utilize the effort of Nigeria women with regard to developing and nurturing entrepreneurial development in Nigeria.

2.5 Youths Entrepreneurship Approach

As the name suggests, it is an entrepreneurship development centered on the youths in any country. Simply put it in this manner, a sub-group entrepreneurship development approach with particular attention or focus on the youth. Countries like Nigeria, China etc with a large or high population of the youth would immensely benefit from this approach.

In fact, in many countries of the world, one of the key issues regarding the entrepreneurial development is the youth entrepreneurial development. For instance, Zimmerer et al., (2005, p.14) noted that youth entrepreneurial development is on the increase in the recent times across the globe. This therefore suggests that government must try as much as possible to rally round to teach the youths how to build and develop business of their own. Meanwhile, in country like Malaysia, it could be observed that the government has started to instill an entrepreneurial spirit among the young generation of Malaysia. For instance, the government has already started to provide entrepreneurial education at the junior high school level, as well as the university and graduate school levels. In Kenya, This approach is recently being implemented. This entrepreneurship development programme involved the collaborative efforts of the Kenya Institute of Education, United Nation Development Programme (UNDP-Kenya, 2008), international Labour Organization and the small enterprise development policy project in the Ministry of Planning and National Development (Ogundele, 2007, p.206). The United Nations Development Programme (UNDP-Kenya, 2008) has also revealed this in their website that with their technical support, they are collaborating with the Kenya Ministry of Youth and Sports, and the Ministry of Trade with Financial and Technical to roll out a youth training initiative to empower the Kenya youth and catalyze competitive growth of trade by enhancing self-employment, and injecting a new breed of productive labour force into the country’s economy in micro and small enterprises adversely by the post election violence. Under the Youth Employment Scheme on Micro and Small Enterprises (YES-MSE) programme which currently being implemented by the Kenya government through the National Youth Development and Training Programme, come out YES-EA, an association that is made up of university graduates from diverse professional backgrounds, who have undergone an intensive training in entrepreneurship and business skills development under the YES-MSE programme will be use as catalyst to drive the economy in order to achieve their entrepreneurship development objectives (UNDP-Kenya, 2008).

It is imperative to know that youths are the future generation and proper youth development leads to better nation in the future. However, so far, a critical observation would indicate that there is no proper or concrete evidence on how to develop the entrepreneurial skills and knowhow among the youths. For instance, in Nigeria, it is interesting to know that the youth constitute the majority of the total population. However, it is quite unfortunate to know that youths unemployment rate in Nigeria has been on the increase in the past years and as well as in the recent time (Effiong, 2011; Emmanuel, Olayiwola and Babatunde, 2009). Accordingly, Emmanuel et al., (2009) asserted that majority of the 39.7% of the unemployment rate in Nigeria are the youth. These facts suggest that government needs to address the problem of youth unemployment by empowering the youths through the youth entrepreneurial programme. However, the continue increase in the youth unemployment in the country indicates that government has not done what needed to be done with regard to youth entrepreneurship in order to curb the youth unemployment problem.

2.6 Religious Entrepreneurship Approach

Religion itself is long found to be one of the components of the society. It has been observed that all religions also tend to encourage the act of entrepreneurship by stressing the need for people to work hard in order to get food to eat (Pearce II, Fritz and Davis, 2009). For instance, Max Weber in his work in 1958 which he titled 'Protestant Ethic and The Spirit of Capitalism' relates the element of religion as a foundation to succeed in economic activities. Weber said that the success of protestant people in economic activities which is also part of entrepreneurship development is because of the protestant ethics. He relates religion with entrepreneurial development and indeed success in economic activities.

He reported a consistent relationship between protestant religions' beliefs and the involvement of Protestants in whatever the occupation they were engaged. Weber stresses the factor that the religious belief was that a man's primary responsibility should be that of doing his best in whatever his role is. He noted that God has assigned in life rather than to withdraw from society and devote himself entirely to God. This is one of the highest deals which the Catholic Church is known for or propagates. Therefore, the protestant ethic could be considered as the driving force behind the modern entrepreneurship development. Supporting these arguments above, more recently, most churches in Lagos state have in the couple of years devoted in the teaching of the need to self employment and wealth creation to its members, this is no doubt part of entrepreneurship development.

Similarly, Islam religion encourages entrepreneurship activities as the source of income. Prophet Muhammad was also known to have engaged in entrepreneurial activities. He mentioned that 9/10 of sources of **rezeki** (incomes) can be derived from business activities. He invented the so called the concept of **syumul** (integrated) which he argued to mean that entrepreneurship could not be separated or isolated from Islam itself. Thus, entrepreneurship falls within the system of Islam. This system includes; Islamic faith, law, moral and ethics. He reminded Muslims that business activity which is part of entrepreneurship is also a religious activity. Hence, achieving worldly success with regard to your business could also have a correlation with achieving success thereafter.

Furthermore, since religion has to do with the beliefs and religious convictions of person(s) or individuals with regard to entrepreneurial activities or behaviours and intention, it therefore means that the religion belief of a society can encourage and promote an entrepreneurship development. Some studies have indicated that entrepreneurs are likely to come from religious and ethic groups. For instance, Metcalf, Modood and Virdee (1996) found that Pakistanis are less successful than their Indian counterparts in self-employment perhaps because of their religious culture. For example, the religious influence which prohibits the payment of interest on bank loans can help to encourage potential entrepreneurs to engage in entrepreneurial activities and can equally help the existing ones to perform better. Similarly, Smallbone, Fadahunsi, Supri and Paddison (1999) have also argued that if religion is fully integrated into the system, Islamic values for example may help in the developing of their entrepreneurship. Supporting this argument, Rafiq (1992) has argued that religion helps a nation in the development of its entrepreneurship though he argued that the Asian Muslim has not performed well in this regard. However, this could be that they have not fully utilized and appreciated the religion concept to entrepreneurship.

In Nigeria, it is one of the known religious countries in the world. It could be very difficult to arrive at the actual number of Churches and Mosques in Nigeria and many new ones are still emerging. However, they have not been able to transform their high religious beliefs and commitment into entrepreneurial development. Pearce II et al., (2009) asserted that religion organization suppose to address the needs of their members.

However, a critical observation in churches and mosques in Nigeria would indicate that they have failed in this respect. They have not been able to empower their members in order to change their economic situation. Majority of their members are without any form of employment or the other. In line with this discussion, this paper therefore argues that religion organizations in Nigeria should shift from just worshipping and directs their action and strength towards empowering their members. They should give attention to their members needs and thus, encourage their members to engage in entrepreneurial activities. By so doing, they would assist government to nurture entrepreneurs that could be more devoted and posses the ability to change the development of entrepreneurship scenario in Nigeria.

Based on the discussions above, the following propositions may be arrived at:

1. Entrepreneurial approaches will positively affect entrepreneurial development and entrepreneurial performance.
Proposition 1a: Ethnicity approach will significantly affect entrepreneurial development leading to entrepreneurial performance.
Proposition 1b: Socio-Cultural approach will significantly affect entrepreneurial development leading to entrepreneurial performance.
Proposition 1c: Location approach will significantly affect entrepreneurial development leading to entrepreneurial performance.
Proposition 1d: Women approach will significantly affect entrepreneurial development leading to entrepreneurial performance.
Proposition 1e: Youths approach will significantly affect entrepreneurial development leading to entrepreneurial performance.
Proposition 1f: Religious approach will significantly affect entrepreneurial development leading to entrepreneurial performance.
2. A particular approach between approach 1, 2, 3 4, 5 and 6 will more effectively affect entrepreneurial development leading to entrepreneurial performance.

3.0 Methodology

3.1 Sampling

The proposed study will be a cross-sectional study of questionnaire survey approach with a simple random sampling where the entrepreneurs/owner-managers of small firms and policy makers in Lagos state will be selected as the targeted population of this study. The sample respondents in this study will include both the entrepreneurs and owner-managers who are registered with the Lagos state government. In that case, the respondents will be identified through the Lagos state business directory obtained through the Lagos stage government website. The study through a simple random sampling will select 500 entrepreneurs/owner-managers and policy makers that will participate in this study.

3.2 Data collection method

A pilot study will be initially conducted on thirty(30) owner-managers within the locality in order to preliminary assess the existing scale and after this, the scale will be modified so as to suit the context of this present study. Data collection of this study will be based on quantitative method of survey questionnaire which will be self-administered on the both the owner-managers and entrepreneurs of small firms in three major areas as categorized by the Lagos state government in Lagos state. Meanwhile, the respondents will be first contacted via E-mail and mobile phone in order to inform them about the survey.

3.3 Measurement of Variables

The study will use the primary data collection questionnaire survey technique to achieve it objective. The questionnaire will consist of two sections; the profile of the respondents and their business, and the main questionnaire that will contain questions on entrepreneurial approaches and entrepreneurial performance. All variables in this study will be measured using a five-point Likert scale ranging from 1=strongly disagree to 5=strongly agree and this will assist in measuring the extent to which respondents agree or disagree to each of the statement and questionnaire. Items will be adopted from the previous studies and then modify to suit the purpose of this study. Apart from that, respondents will also be ask to rank each entrepreneurial approaches (approach 1, approach 2 to approach 6) according to the order of their effectiveness and significant . For example, 1= less effective to 6= strongly effective).

3.4 Data analysis techniques

The data that will be collected will be from the main survey will be subjected to data cleansing and data cleaning in order to identified missing value, sample characteristics and meet the assumptions of normality. After this, the descriptive analysis will be used to summarize the respondents' characteristics and their business. Factor analysis will also be employed in this regard to help in identifying the actual number of factors that will actually measured each constructs that will be used in this study as perceived by the respondents. In this case, the component factor analysis with varimax rotation will therefore conducted on all the variables to extract factors from the scales of each construct. Furthermore, correlation and regression analyses will be use to check the relationship between variables.

4.0 Discussion/Implications

This paper has identified and documented the various entrepreneurial approaches according to the manner they fall. Thus, tends to establish the relationship between entrepreneurial approaches and entrepreneurial development and performance. Based on this, the propositions that entrepreneurial approaches will significantly affect entrepreneurial performance and a particular will more effectively affect entrepreneurial development and performance were formulated.

The evidence gathered in the literature suggests that entrepreneurial development and performance will record a greater amount of success most especially when the government and entrepreneurs align their policy and business activities with a particular entrepreneurial approach. The evidence further suggest that the proper identification and documentation of various entrepreneurial approach will assist the government, entrepreneurs and researcher to become more directional in their entrepreneurial polices, business activities and research works. In Nigeria, this is very important because of the unique characteristics of the entrepreneurs who operate in a unique environment of economic downturn or turbulent environment (Iwere, 2010; Nwaobi, 2009; Rebeca et al., 2009; Emma, 2000), a very harsh economic condition where entrepreneurs do things without proper entrepreneurial polices, guidelines and business plans. This therefore, indicates that in the 21st century entrepreneurship development, both the policy makers and the entrepreneurs should endeavour to match entrepreneurial approaches with the current situation or environment in their country. By so doing, they would remain focused and thus, have the opportunity and capability to achieve the desired entrepreneurial development results.

The implication of this paper should be viewed in two key perspectives. First, it has helped in identifying and labeling the various entrepreneurial approaches that could significant affect entrepreneurial development and performance an area in which few academic study has done and as such as contributed to the academic field of entrepreneurship development. Apart from that, the study has provided more insight about entrepreneurial approaches which have receive little or no attention in the previous studies. Thus, it also contributes in the area of literature and equally lays a good foundation for other academic research in this area. Finally, the policy makers would find the ideas in this paper very useful as it provides them with a practical knowledge and guild line about the various types of entrepreneurial approaches to be adopted that could significantly and positively change the entrepreneurial scenario of their country.

5.0 CONCLUSION

The entrepreneurship approaches are important aspect or components of entrepreneurship development as well as entrepreneurial environment which should be considered, they contribute significantly to the entrepreneurial development success and as well as that of the success of the entrepreneurs. Countries such as Japan, Indian, China etc have recognized the role of entrepreneurship approaches as the most effective strategies and means to nurture, enhance and improve entrepreneurship development.

Furthermore, these entrepreneurial approaches which have been abandoned for a long time, should as a matter of fact be considered as essential and vital avenue in the developing of the entrepreneurship. These approaches once again include; ethnicity, location, women, religious, socio-cultural, and youths. Therefore, if these entrepreneurial approaches are being given urgent consideration, they are capable of changing the entrepreneurial scenario of any country and thereby serving as a driver and motivating force in achieving entrepreneurial success. However, the choice of any entrepreneurial approach discussed in this paper is subject to the type of economic environment or situation within that particular country. Hence, one should systematically analysis the economic environment in the country before choosing a preferred approach. With regard to this, it is hoped that the present study will provide a springboard that will provide an impetus for empirical research in this area.

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