
THE ROLE OF THE MEDIA IN ENTREPRENEURIAL DEVELOPMENT

Chinenyenwa Ugonna Osi

Department of Business Administration and Management

Federal Polytechnic, Oko

+2348160460340

chinenyeosi8@gmail.com

Abstract

This paper deals with the role of the media in entrepreneurial development. The paper observes that entrepreneurial development takes place in an environment constituted by forces whose dynamics are constantly changing. The problem then is that, any entrepreneurial firm that must survive must be able to adapt to this often very volatile environment. The paper aimed to show that media technology which has made communication and sharing of information a lot more fascinating has become critical to entrepreneurial development. The mass media, in particular, the new media, can be influential and instrumental in causing the formation of entrepreneurial attitudes in audience, transferring the belief of entrepreneurship to them, and eventually internalizing the values of entrepreneurship in the people. Adopting approaches that are conceptual and contextual, the paper concludes that entrepreneurial development benefits so much from the media which facilitates the sharing and transmission of information and knowledge. Thus, developing countries like Nigeria where entrepreneurial development is a key government policy direction, should exploit the opportunities provided by the media to the maximum.

Keywords: Media Influence, Entrepreneurial Development, Mass Media, Business Promotion

Introduction

It is not in doubt that entrepreneurial development is a critical focus of government policy in the bid to achieve national socio-economic development. Osemeke (2012: p.255) avers that entrepreneurial development has been conceived by successive governments as a programme of activities to enhance the knowledge, skill, behaviour and attitudes of individuals and groups to assume the role of entrepreneurs. Entrepreneurial development is a deliberate policy of government in which strategies and mechanisms are put in place to promote and enhance entrepreneurship in the pursuit of national development.

The entrepreneur is someone who has the ability and capacity to establish and administer a business venture with the view to making profit. Ajide and Kameel (2018: p.2) see the entrepreneur as one who creates small, medium and large scale firms, produce new products and transforms the landscape of the economy. This accounts for why there is now a global consensus among world leaders that entrepreneurship is a key strategy for economic growth and development. Entrepreneurship has been defined as the development of a dynamic process that involves breaking the equilibrium of any economy. Schumpeter (1934) as cited in Ajide and Kameel (2018: p.2) ascribes to the entrepreneur the responsibility of distributing equilibrium in the economy. Thus, the entrepreneur is very important in the economy and so receives every attention that it requires. This attention required in highlighting the activities and strategies for entrepreneurial development is provided by the media.

Primarily, the task of the media, particularly, social media was to enable people catch up with friends and share knowledge and experiences. Today, a lot of creativity has gone into it and beyond the opportunities offered to businesses in the traditional media for advertisement, workshops and others, many young entrepreneurs are exploiting the opportunities created for online networking and the distribution of more content for profit. This paper attempts to show the role the media plays in entrepreneurial development. However, it is right to proceed by attempting to understand what is entrepreneurship.

What is Entrepreneurship?

Entrepreneurship could be defined as the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. Technically defined as in economics, it is associated with the ownership and management of the factors or means of production including land, labour, natural resources and capital in order to make profit. Entrepreneurship often leads to the starting of new businesses. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.

Ajide and Kameel (2018: p.4) write that entrepreneurship is the willingness and ability of an individual to seek for investment opportunities, to establish and to run an enterprise successfully. Nwangwu (2006) as cited in Ajide and Kameel (2018: p.4) agrees when stating that entrepreneurship is the willingness and the ability of an individual or a firm or an organisation to identify an environmental change and exploit such an opportunity to produce goods and services for public consumption. The entrepreneurial spirit is one that is critically required for the overall economic growth and development of any country especially the developing countries, since it is a key element that has led developed countries to where they are today.

Scholars such as Evans and Jovanovic (1989) and Murphy, Schleifer and Vishny, (1991) as cited in Ajide and Kameel (2018: p.4) posit that in economic theory,

entrepreneurship is modeled as an occupation with a choice between self-employment and wage-employment. An individual can become an entrepreneur if the profits and the non-pecuniary benefits from self-employment exceed wage income plus additional benefits from being in wage employment. Thus, one can say that entrepreneurship is often synonymous with self-employment. This is because self-employment is often not by choice but by necessity. Here, a distinction is often made in between necessity and opportunity entrepreneurs.

That entrepreneurship is a critical element in a nation's socio-economic development is not in doubt. Sufficient evidence abound of the positive relationships between entrepreneurship and other variants of macroeconomic objectives such as economic growth; employment generation; and empowerment of the disadvantaged segment of the population, which include women and the poor. Acs & Storey, (2004) as cited in Ajide and Kameel (2018: p.2) state that development requires sustainable and shared increases in per capita income accompanied by changes in the structural composition of an economy towards higher value added goods and more efficient production methods through an economic agent called entrepreneur. Entrepreneurs can contribute to economic development by means of facilitating the efficient allocation of resources from less to more productive uses. Entrepreneurship can also contribute by performing such task as "cost-discovery," "gap-filling," and "input-completing" functions in the economy and by supporting structural change.

Who is the Entrepreneur?

The entrepreneur could be defined as a person who has the ability and willingness to establish, administer and succeed in a startup venture along with risk entitled to it, with a view to making profits. The best example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention. It can be classified into small or home business to multinational companies. In economics, the profit that an entrepreneur makes is with a combination of land, natural resources, labour and capital. Succinctly put, anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an Entrepreneur.

According to Osemeke (2012: p.1), an entrepreneur is an enterprising individual who builds capital through risk and initiative. The term was originally a loanword from French and was first defined by the Irish-French economist Richard Cantillon. Jean-Baptiste Say, a French economist, is believed to have coined the word "entrepreneur" in the 19th century. He defined an entrepreneur as one who undertakes an enterprise, especially a contractor, acting as intermediary between capital and labour. Entrepreneur is a term applied to a person who is willing to help launch a new venture or enterprise and accept full responsibility for the outcome. The entrepreneur leads the firm or organization and also demonstrates leadership qualities by selecting managerial staff. It is important to note that management skill and strong team building abilities are essential leadership attributes for successful entrepreneurs and the growth of the business.

Entrepreneurial Development

Entrepreneurial development (ED) is a concept that seeks to explain entrepreneurial behaviour, the dynamics of business set-up, development and expansion of the enterprise. Entrepreneurial development refers to the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. It basically aims

to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. This accelerates employment generation and economic development.

According to Osemeke (2012: p.255), entrepreneurial or entrepreneurship development refers to the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. ED aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. Flouring entrepreneurship accelerates employment generation and economic development. Entrepreneurial development focuses on the individual who wishes to start or expand a business. More so, entrepreneurship development means the acquisition of skills that will enhance an entrepreneur to function more efficiently in the discharge of his or her roles including:

- i. Achieving results based on previous decisions and planning for the future, based on present circumstance.
- ii. Maintaining and developing the organized capability which makes achievement possible, and
- iii. Coordinating the specialist functions that should enable a firm to perform the technical task in marketing, personnel, research and development, manufacturing, finance and control.

All these in the face of changing technology and dynamics of the economy.

Entrepreneurial development processes and procedures must lead to the learning and perfecting of certain skills which may fall under conceptual, human and technical skills. These skills include among others:

a. **The Skill of Leadership:** Strategic management of business ventures and organization demand the originators and managers (the entrepreneur) to be an effective leader. As a matter of fact, the success of these businesses is mainly determined by the attitude of the entrepreneur and his effectiveness as a leader and by the results he achieves. According to Osemeke (2012: p.256), as a strategic management tool, entrepreneurial development requires that staff or employees be motivated. The entrepreneur must be inspired to motivate those working with him in order to achieve optimal performance and increased productivity. Amadasun (2003) as cited in Osemeke (2012: p.256) have isolated what is involved in an entrepreneur being an effective leader, and these include:

- i. Informing employees
- ii. Delegating authority and responsibility
- iii. Being an active listener
- iv. One capable of applying the reinforcement principle
- v. Ability to set specific goals and continually review them
- vi. Take corrective action.

b. **Risk Taking:** Determining what is the next best strategic alternative is an important quality of an entrepreneur. The attractiveness of a particular strategic alternative is partially a function of the amount of risk it entails. Risk is composed not only of the probability that the strategy will be effective, but., also of the amount of assets the entrepreneur must allocate to that strategy and the length of time the assets will be unavailable for the entrepreneurial development. Risk might be one reason that significant innovations occur more often in a small business enterprise in Nigeria than in large established cooperation. The entrepreneur

must be able and willing to take risks, knowing that the profitability of the business venture to a large extent depends on the amount of risk involved. Thus, the entrepreneur takes decisions in conditions of uncertainty, balancing potential success against potential loss and whether or not he chooses a "risky" alternative or a conservative alternative depends on the following as drawn from Cooke (2002) cited in Osemeke (2018: p.257):

- Attractiveness of the alternatives
- The extent to which he is willing to accept the potential loss
- The relative probabilities of success and failure; and
- The degree of which one's efforts increase the likelihood of success and decrease the likelihood of failure.

c. **Efficient and Strategic Decision-making:** An entrepreneur must be ready to make efficient and strategic decisions from time to time. To be entrepreneurial, it requires that the entrepreneur must be creative, especially in relation to strategic decision-making. He must strongly believe in himself and his ability to make good strategic decision. The distinguishing characteristic of strategic management in the entrepreneurial development in Nigeria is its emphasis on strategic decision-making. Fiet (2002) as cited in Osemeke (2019: p.257), as organization grows larger and more complex with more uncertain 'environments, decision becomes increasingly complicated and difficult to make. Unlike many other decisions, strategic decisions deal with the long-run future of the entire venture and have three characteristics, namely:

- *Rare:* Strategic decisions are uncommon and most often unprecedented.
- *Consequential:* Every decision has a consequence, however, strategic decisions demand a lot of commitment in terms of resources and so entail greater consequence. Strategic decisions commit substantial resources and demand a great deal of commitment from people at all levels.
- *Directive:* Strategic decisions give direction for further action and other decisions.

d. **Strategic Business Planning:** Just like strategic decision making, strategic business planning represents the core plan on which the business venture runs. Planning sets and directs actions to the achievement of organisational goals. Also, as a company grows, the greater there is need for strategic planning. According to Onwuchekwa (2000) as cited in Osemeke (2018: p. 258), strategic planning is an elaborate systematic analysis which influence the entrepreneurs choice of long term goals that define the corporate strategy of a firm and also the components of corporate strategy which implement the corporate strategy through programmes policies, budgets and strategy control measures to accomplish the objectives of an organization.

The importance of strategic planning includes among others:

- helping entrepreneurs to provide their organizations directions and purpose;
- it helps organizations to improve their functions in order to achieve the corporate objectives and it help entrepreneur to be responsive to a changing environment.

Strategic planning is a process, which has to start at the top where priority is given to the strategic goals of the business venture. The organisation should have a clear understanding of where it is going as well as clearly determine how to get there. Strategic planning ensures that the organization:

- i. Knows why it exists and what its' principal objectives are
- ii. Understands its strengths and weaknesses
- iii. Is aware of what opportunities and threats are posed by its external environment.

- iv. Has the capacity for long-term (strategic planning) and for operational (tactical) planning.
- v. Can identify and establish appropriate performance, and has a set of rules of conduct (policies) to guide its employees in the pursuits of its objective.

e. **Effective Use of Time:** To be an efficient entrepreneur, one must be an efficient time manager. The one must be able to allocate time adequately for all kinds of activities with the priorities clearly set out. Time is a vital item that the entrepreneur cannot save. He simply loses more and more of it as the day progresses. By the end of the day there is none left to use. An entrepreneur must manage time effectively and the key to using time effectively is through better management. Entrepreneur achieves better time management through time budgeting. The specific ways to make better use of his time include establishing goals; determine deadlines and allocating time for each important activity. Creativity, problem solving and opportunity seeking are the hallmarks of entrepreneurs.

Factors Affecting Entrepreneurial Development

Since it has been recognized that entrepreneurship is an ingredient of growth, policy makers are now seeking to increase the rate of entrepreneurial development in the economy. Entrepreneurial development takes place in an environment constituted by forces whose dynamics are constantly changing. Thus, any entrepreneurial firm that must survive must be able to adapt to this often very volatile environment. These forces that affect entrepreneurial development can be internal or external. While the internal forces are often very much under the control of the entrepreneur, the external forces are often things that are beyond his or her control. The external forces are forces operational in the macro-economic environment and they include:

- i. **Demographic forces:** This has to do with issues of population, its size, distribution and spread. What size of the existing population could the firm draw its clientele from? This is some of the questions that could arise here.
- ii. **Economic conditions:** Economic factors are often the most volatile. This has to do with the fluctuations of the exchange rate, taxation and other economic indices.
- iii. **Social and cultural forces:** Today, culture contact is creating a lot of fluctuations in taste and style. The firm must be ready to adapt to changing tastes and styles. The trend now is to look for social acceptance.
- iv. **Political and legal forces:** Political forces like change in government, ideology of the party in power, policy-direction of the government are all factors that can affect entrepreneurial development.
- v. **Technological innovations:** The area of technological development is another fluid area with new technologies and techniques emerging almost on continuous basis. One would discover that sooner, rather than later, one discovers that certain jobs done by humans now have machines doing them. Every entrepreneur must be ready to transit with the times in terms of technology.

The entrepreneur must always be vigilante to detect the emergence of any of these forces and to take strategic decisions as to how best to navigate their impact.

The Media

The term, media is a very generic term which could be seen from a lot of respects. However, in the context of this paper, “media” could be seen as the communication outlets or tools used to store and deliver information or data (*Business Dictionary*). Lister, *et al* (2020) clarifies that the term refers to components of the mass media communications industry, such

as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising. The term media in its modern application relating to communication channels was first used by Canadian communications theorist Marshall McLuhan. By the mid-1960s, the term had spread to general use in North America and the United Kingdom. According to Colombo (1994: p.176), the phrase "mass media" was, according to H.L. Mencken, used as early as 1923 in the United States.

If traditional media such as newspapers and magazines in print media and radio, television, cinema in audio media changed how people live and shared information, the new social media has completely transformed the world. Social media could be described as those means, instruments and platforms by which information is passed among a group of people. The "social" highlights the interaction, association and communication that go on among individuals and groups. At the outset, the primary task of social media could be said to be to facilitate individuals to make up with friends and share experiences. However, today, a lot of creativity has gone into, especially in web-based platforms, that are exploited by entrepreneurs to push their products to a clientele spread all over the whole world. Through these platforms, entrepreneurs now have access to assets and resources that were prior beyond their reach. Social media platforms like Twitter, Facebook, YouTube, WhatsApp, Instagram have allowed individuals with large followership leverage from the free advertisements on these platforms to set up their businesses. The media has indeed promoted entrepreneurial development.

The Impact of the Media on Entrepreneurial Development

Media technology has made communication and sharing of information a lot more fascinating. The impact of the media on entrepreneurial development cannot be over-emphasized. These impacts include in the following respects:

- i. Reza, Sadat, and Amin (2013: 1) as cited in Ukpong (2019: p.10), in a study to determine "the role of the press in promoting a culture of entrepreneurship in society" concluded the mass media can be influential and instrumental to cause the formation of entrepreneurial attitudes in audience, transfer the belief of entrepreneurship to them, and eventually internalize the values of entrepreneurship at them. The study goes further to suggest that the mass media can promote entrepreneurial culture in society by publishing creative contents. On the other hand results showed the reflection of the entrepreneur's activities in the press will lead to the reinforcement of risk taking spirit at the readers, and publishing the life story of the entrepreneurs will result in making the spirit of confidence at them.
- ii. Al-hassan, Andani, and Abdul-Malik (2011: 3) as cited in Ukpong (2019: p.11) in another study, affirms that radio has the ability to promote the economic activities of its clients in and around the catchment area such as Small and Medium Enterprise (SMEs) development. The radio station is an appropriate medium that facilitates small and medium enterprise development by creating market opportunities for Small and Medium Enterprise (SME) operators and consequently improved sales and incomes. Also, they recommend that regular feedback from the listening public is essential in identifying listeners' preferences and the taste of various listeners segments (youth, women, men, aged, etc) and to avoid politics and religion. The International Labour Organisation (ILO) (2005) believes that, radio programmes focused on small business issues can be mainstreamed into commercial radio broadcasting without the need for ongoing subsidy and external support in order to ensure long-term sustainability.
- iii. In a large consumer-driven society, electronic media (such as television) and print media (such as newspapers) are important for distributing advertisement media. More

- technologically advanced societies have access to goods and services through newer media than less technologically advanced societies.
- iv. Television, especially satellite television made viewing increasingly easier as time has passed throughout history. Through it, people are left with lasting memories and the multi-dimensional advertisements that come with them are not left out.
 - v. There is the important role of media, by building connections between politics, culture and economic life and the society. For instance periodical newspaper has been an opportunity to first advertise and second to be up-to-date with current foreign affairs or the nation economic situation. The Media, through media and communications psychology, has helped to connect diverse people from far and near a geographical location.
 - vi. The internet is arguably one of the most effective tools in media for communication. Tools such as e-mail, Skype, and Facebook have brought people closer together and created new online communities and work environments. Business letters are not only easier to write today, but faster and more efficient in sending.
 - vii. The internet is a sustainable solution to overcome the "gap" between developed and developing countries as both will get a chance to learn from each other. Thus, the internet is a fair and equal system of gaining knowledge. The media is a modern form of communication aiming at spreading knowledge within the whole world, regardless any form of discrimination.
 - viii. The Media has also helped in the aspect of on-line or Internet businesses and other activities that have an on-line version.
 - ix. The media also plays an important role in shaping the public perception of entrepreneurs and the start-up process. And this public perception of entrepreneurship can have a strong influence on people's desire to become entrepreneurs.
 - x. On the negative angle, it has also been argued that certain types of media can hinder face-to-face. Therefore, it is an important source of communication.

Conclusion

This paper set out by describing entrepreneurship as the ability and readiness to develop, organize and run a business enterprise, bearing in mind that businesses are run with the profit motive. In the chapter also, it has been stated that the entrepreneur is a person who has the ability and willingness to establish, administer and succeed in a startup venture along with risk entitled to it, with a view to making profits. The paper went on to describe entrepreneurial development as the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. It has also been stated that entrepreneurial development is a critical factor for national socio-economic development and thus has become the focus of government policy in many countries of the world, including Nigeria.

The paper went on to show that entrepreneurial development benefits so much from the media which include traditional media and the modern social media platforms that facilitate the sharing and transmission of information and knowledge. It is not out of place to conclude here that in developing countries like Nigeria where entrepreneurial development is a key government policy direction, there is no doubt that the drive for entrepreneurship is yielding very good results as most facilitated by the media. Beyond the opportunities for advertising, there today online media stores and offices and businesses are transacted without borders all around the world. Entrepreneurs should continue to appreciate the positive impacts of the media on their businesses.

References

- Ajide, F. M. and Kameel, H. O. (2018). An Overview of Entrepreneurial Development in Developing Countries: A Comparative Analysis. *Paper presented at ICAN-Annual International Academic Conference on Accounting and Finance on 18-20th of April, 2018 at Covenant University, Ota, Nigeria*
- Colombo, J. R. (1994). *Colombo's All-Time Great Canadian Quotations*. Stoddart Publishing.
- Lister, M; Dovey, J; Giddings, S; Grant, I; and Kelly, K. (2020)*New Media: A Critical Introduction* (2nd ed.). Retrieved 10/10/2020.
- Odeigah, M. F. (2012) "Introduction to Entrepreneurship Development" *fredericodeigah* <https://fredericodeigah.wordpress.com/>
- Osemeke, M. (2012). "Entrepreneurial Development and Interventionist Agencies in Nigeria" *International Journal of Business and Social Science Vol. 3 No. 8 (Special Issue - April 2012)*
- Ukpong, E. (2019). "The Role of the Media in Entrepreneurship Development" *Dennie Journal of Interdisciplinary Discourse* Apr 22, 2019. Retrieved 10/10/2020. <https://denniejournal.wordpress.com/2019/04/22/vernacular-programmes-and-the-preservation-of-indigenous-african-cultures/>
- "What is media? definition and meaning." *BusinessDictionary.com*. Retrieved 10/10/2020.