



Faculty of Economics and Business

Entrepreneurial Orientation and Self-Efficacy Attribute Among Ex-Juveniles Entrepreneurs: A Case Study in Katsina State, Nigeria

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Entrepreneurial Orientation and Self-Efficacy Attribute Among Ex-Juveniles
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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ABSTRACT

Present-day entrepreneurship discussions reveal the importance and influence of entrepreneurship Orientation (EO) on organizational performance and profitability, yet its findings in the literature vary. Apart from that, the entrepreneurial self-efficacy (ESE) discussion also shows its influence on organizational performance. However, knowledge of entrepreneurial orientation influencing at the individual level such as ex-juvenile entrepreneurs is still lacking. Therefore, this study aims to examine the entrepreneurial orientation and the influence of self-efficacy on the positive behavioural change among ex-juvenile entrepreneurs in Katsina state, Nigeria. This study employed qualitative design and data collection through semi-structured interviews; and thematic analysis as well as NVivo 12 Pro used to organize data obtained from 10 cases of ex-juvenile currently conducting entrepreneurial activities Katsina state, Nigeria. The results of the study show how entrepreneurs who were ex-juvenile successfully make behavioural changes through the approach and application of entrepreneurial-oriented behavioural development. Apart from that, ESE is also able to influence the positive behavioural changes of ex-juvenile. In general, the superiority of SE influence in self-well-being, demonstration and self-realization of emotions makes ex-juvenile entrepreneurs' more positive and increases their confidence in entrepreneurial self-efficacy and guarantees behavioural change as expected. Basically, this study fills the knowledge gap through testable prepositions and its concludes that entrepreneurial orientation and entrepreneurial self-efficacy influence ex-juvenile entrepreneur's positive behavioural change. Likewise, this study shows the importance of its contribution towards developing the field of entrepreneurship in general and to be precise to ex-juvenile entrepreneurs.

Keywords: Entrepreneurial orientation, ex-juvenile entrepreneurs, delinquent behavioural changes, entrepreneurial self-efficacy, Nigeria.

***Orientasi Keusahawanan Dan Sifat Keberkesanan Kendiri Di Kalangan Usahawan
Bekas-Bekas Pesalah Remaja: Satu Kajian Kes Di Katsina State, Nigeria***

ABSTRAK

Perbincangan Keusahawanan pada masa kini mendedahkan kepentingan dan pengaruh orientasi keusahawanan (EO) terhadap prestasi dan keuntungan organisasi, namun penemuannya di dalam literatur adalah berbeza-beza. Selain daripada itu, perbincangan efikasi sendiri keusahawanan (ESE) juga menunjukkan pengaruhnya terhadap prestasi organisasi. Walau bagaimanapun, pengetahuan mengenai orientasi keusahawanan mempengaruhi pada tahap individu seperti usahawan bekas pesalah remaja adalah masih kurang. Oleh itu, kajian ini bertujuan untuk mengkaji orientasi keusahawanan dan pengaruh efikasi sendiri terhadap perubahan positif tingkah laku menjadi usahawan bekas pesalah remaja di negara Katsina, Nigeria. Kajian ini menggunakan reka bentuk kualitatif dan pengumpulan data melalui temu bual separa berstruktur; dan analisis tematik serta NVivo 12 Pro digunakan untuk mengatur data yang diperoleh daripada 10 kes bekas pesalah remaja yang kini menjalankan aktiviti keusahawanan di negeri Katsina, Nigeria. Hasil kajian menunjukkan bagaimana usahawan bekas pesalah remaja berjaya melakukan perubahan tingkah laku melalui pendekatan dan penerapan pembangunan tingkah laku berorientasikan keusahawanan. Selain daripada itu, ESE juga mampu mempengaruhi perubahan tingkah laku positif usahawan bekas pesalah remaja. Secara amnya, kelebihan pengaruh SE dalam kesejahteraan diri, demonstrasi dan realisasi emosi diri menjadikan usahawan bekas pesalah remaja menjadi lebih positif dan meningkatkan keyakinan mereka terhadap efikasi sendiri keusahawanan (ESE) dan memberi jaminan kepada perubahan tingkah laku seperti yang diharapkan. Pada dasarnya, kajian ini mengisi jurang pengetahuan melalui preposisi yang boleh diuji dan kajian ini menyimpulkan bahawa

orientasi keusahawanan dan ESE mempengaruhi perubahan tingkah laku positif usahawan bekas pesalah remaja. Kajian ini juga menunjukkan kepentingan sumbangannya ke arah memajukan bidang keusahawanan secara umum dan secara khususnya kepada usahawan bekas pesalah remaja.

Kata kunci: *Orientasi keusahawanan; usahawan bekas pesalah remaja; tingkah laku jenayah berubah; keberkesanan diri keusahawanan (ESE); Nigeria.*

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LIST OF ABBREVIATIONS

AU	African Union
ESE	Entrepreneurial Self-Efficacy
EO	Entrepreneurial Orientation
IDIs	Semi Structured Interview
IEO	Individual Entrepreneurial Orientation
UN	United Nation
UNICEF	United Nations Children's Education Fund
UNIMAS	Universiti Malaysia Sarawak
WYR	World Youth Report

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Entrepreneurial orientation (EO) plays an important role in the organisational development that aids for understanding managerial strategic behaviours and empowers firms to overcome competitors by adjusting to innovations while becoming very proactive to market opportunities and bearing risks (Wiklund & Sheperd, 2003; Jiang et al., 2016). The entrepreneurial orientation (EO) influences are encouraged for entrepreneurs through their entrepreneurial activities to create value and gather important influence.

Based on the literatures, the field of EO varies including “innovativeness, competitiveness aggressiveness, autonomous, proactiveness, and risk-taking behaviours” (Lumpkin & Dess, 1996). Nevertheless, substantial number of EO studies focus on firms’ performance and profitability (Hughes & Morgan, 2007; Debicki et al., 2016). Therefore, few studies have been conducted on EO at the individual level (Kollmann et al., 2014), particularly on a delinquent populace.

Thus, ex-juvenile entrepreneurs understanding and personal characteristics have become the basis for making entrepreneurial activities decision to attain the desired business performance. The social mindset and EO behaviours literature indicate that the domain of subjective decisions extends beyond personal characteristics to emotional influences. However, there is a lack of knowledge of IEO behaviours, entrepreneurial self-efficacy (ESE), influence on ex-juvenile entrepreneurial activities management and performance

decisions because past studies have overlooked the implications (Dowing, 2012; Sonfield, 2012, 2013).

Self-efficacy is the ability to master the necessary cognitive, memory processing, and behavioural facilities to deal effectively with the environment (Chenetal, 1998; Segaletal, 2002). Throughout the prevailing body of work, there is a strong view that self-efficacy is a good thing for entrepreneurs to have. For example, scholars such as Shane et al. (2003, pg. 267) have argued that an entrepreneur who is high in self-efficacy is likely to “*exert more effort for a greater length of time, persist through setbacks, and achieve better developments*”.

Therefore, the self-efficacy concept is suitable for the study of entrepreneurship because of its nature; self-efficacy is a task-specific concept that comprises an assessment of beliefs an individual has about personality and environment limitations and potentials, and it is close to action and action intentionality (Boyd & Vozikis, 1994). For example, Krueger et al. (2000) found self-efficacy to be a good interpreter of business start-up intentions.

In addition, Markman et al. (2002) described self-efficacy as an important determining factor of new venture growth and personal success. Unfortunately, most ex-juvenile entrepreneurs lack the knowledge of standard entrepreneurship practices and application of EO and ESE theories and consequently adopt independent approaches to entrepreneurial orientation decision Clark and Covin, (2021).

This breach in the body of knowledge is what would be addressed in this study. Therefore, the purpose of this research is to examine how ex-juvenile entrepreneurial orientation behaviours (autonomous, risk-taking, innovativeness, proactiveness and

competitiveness behaviours) influence business performance decisions and also influence delinquent behavioural change among ex-juvenile entrepreneurs.

In addition, it contributes to the theory and empirical practice and examined how ESE businesses influence ex-juvenile entrepreneurs' delinquent behavioural change. This study employs a qualitative approach of semi structured interviews to explore individual entrepreneurial orientation individual entrepreneurial orientation (IEO) and ESE behaviours influence towards delinquent behavioural change among ex-juvenile entrepreneurs.

Entrepreneurial activities make an important contribution to the growth of developing countries. These activities become a source of employment and impact economic growth (Lukes & Laguna, 2010; Zulkifli & Rosli, 2012). Their substantial contributions to economic development, job creation, revenue generation, and poverty reduction by firms or micro enterprises have been widely recognised (Singa, 2007).

In addition, research findings disclosed that EO commonly has a positive influence on business performance (Fatoki, 2014; Matchaba-Hove & Vambe, 2014). The study background is organised as follows: entrepreneurial orientation (1.2.1), entrepreneurial self-efficacy (ESE) in business start-up (1.2.2) and ex-juvenile entrepreneurs delinquent behavioural change (1.2.3).

1.1.1 Ex-juvenile entrepreneurial activities and Delinquent Behavioural Change

Ex-juvenile entrepreneurs are juveniles released from reformatory centres and currently engaging in entrepreneurial activities to create choices and opportunities for innovation within the framework of entrepreneurship Chakamba, (2019). There are prevailing frequent empirical studies on entrepreneurship in areas dealing with prisoners and

its impacts upon release resulted from prison entrepreneurship programmes (Downing, 2012; Sonfield, 2013).

Basically, Prison Entrepreneurship Programmes (PEP) influence prisoners to have entrepreneurial aptitude and potentiality for entrepreneurial success (Sonfield, 2001). Considering most of the studies concentrate on adult prisoners, therefore, the present study is mainly interested in ex-juvenile entrepreneurs who are currently operating entrepreneurial activities in the Katsina state, Nigeria.

Still, in developing countries like Nigeria, many people are forced into creating their own easy entrepreneurial ventures due to a lack of other opportunities (Reynolds et al., 2002). This is necessity-based entrepreneurship and is due to what Reynolds et al. call “push motivations” such as unemployment (Acs et al., 2005) and job replacement (Peterson & Valliere, 2010) that leave no alternative to opening an individual’s own business.

Majority of necessity-based entrepreneurs do not aim to create jobs or expand their business, but rather grasp entrepreneurship as a source of income for basic needs (Smallbone & Welter, 2003; Acs et al., 2005).

This is in contrast with opportunity-based entrepreneurship, which is supplementary common in developed nations, in which individuals respond to “pull motivations” such as a booming economy and other factors that produce opportunities for entrepreneurial success, job creation, and business growth (Reynolds et al., 2002). Subsequently, necessity-based entrepreneurship is more common in African countries, where Amoros et al. (2019) revealed that social welfare and other infrastructural facility are rarer for those without employment (Ayoade & Agwu, 2016).