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**GENDER AND INNOVATIVE BEHAVIORS OF MALE AND FEMALE  
ENTREPRENEURS IN AKWA IBOM STATE**

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**ABSTRACT:** *This research was designed to examine the relationship between Gender and innovative behaviour in Uyo metropolis. Survey research design was adopted for the study and a sample size of 200 respondents was drawn. For the objective of the study to be achieved, two hypotheses were formulated. The major instrument for data collection was a structured questionnaire administered to the respondent using purposive simple techniques. Data collected were analysed using descriptive analysis and Pear Product Moment correlation. Results show that there is a significant correlation between male and female entrepreneur and innovative behaviour. Based on the finding of the study, it was concluded that male and female entrepreneurs in Akwa Ibom State do not only possessed the factors that motivate entrepreneurs, but they also exhibit the some innovative behaviours. Also a well-structured plan in a firm will have a long-run and stable effect on organization and employee fulfilment. Consequently, it is recommended that the organization should make provision for training and development of their staff in line with today's management commitment concept in order to improve employee on work skill.*

**KEYWORDS:** gender, innovative behaviour, male and female, entrepreneurs.

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## **INTRODUCTION**

In general, entrepreneur is viewed as a person who establishes and runs his or her own firm, generating profit and growth through ideas, which can be treated as innovative (Kirby, 2013), either in terms of management, resources used or organizing already known and broadly utilized resources in a different manner. Entrepreneurs' role is to embrace ongoing changes, discover any potential opportunities resulting from them and transform those opportunities into ideas that can be further used in the production process or on the market. Looking at entrepreneurs and their role, three major approaches can be distinguished. In the idea of entrepreneurship and entrepreneur developed by Knight, the key notion is risk-taking an entrepreneur takes risk when needed and is ready to accept all of the consequences connected with it. This condition is often called either true uncertainty or Knightian uncertainty when the risk and uncertainty are indescribable and impossible to estimate (Dizikes, 2010). Knight perceived both of these notions as a source of opportunities if everyone had the same knowledge of the current situation and its components, it would decrease or even eliminate any room for managerial or entrepreneurial actions (Knight, 1964).

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Schumpeter views entrepreneur as an innovator, a pioneer initiating the economic change. Schumpeterian entrepreneurs are somehow programmed to search for new things that significantly differ from those already well known. Unlike Knight's, Schumpeter's entrepreneur is not dealing with the uncertainty about the economy it is the capitalist who bears it, as he is the one who allocates funds to the entrepreneur (Nielsen, 2012). Schumpeter does not perceive combining the existing resources in a new way or applying changes to the existing products or goods as progress only an innovative idea can lead to further development (Schumpeter, 2011). Being an entrepreneur is about finding new, previously unknown information in order to be fully innovative and not limit his role to simply improving something which is already present on the market and widely known (Schumpeter, 2011). Due to the above mentioned conditions, Schumpeterian entrepreneurial opportunities are rather rare. But once they are present, the entrepreneur triggers and supports the economic development through his thinking outside the lines (Robbins L., 1968).

The approach to entrepreneurship and entrepreneur himself proposed by Kirzner, can be treated as the exact opposite of Schumpeter's view. Kirzner's entrepreneur is a person who discovers previously unnoticed profit opportunities and uses them in order to organize the already existing resources in a different way. This constitutes to the fact that the Kirzner's opportunities are not as innovative as in the case of Schumpeter (Kirzner, 1997) and, consequently, it is far more common for the Kirznerian entrepreneur to recognize and make a proper use of those opportunities (Shane, 2007). His task is to be alert, recognize the opportunities resulting from the supply and demand model and profit from them.

The fact that entrepreneurs come up with ideas either significantly different from the ones previously presented (like in case of Schumpeter) or just slightly altering the current state (Kirznerian entrepreneur), is exactly what differentiates them from business owners. Radical or incremental innovations are therefore what it takes to be an entrepreneur. Also Drucker mentioned this link between innovativeness and entrepreneurship by stating that innovation is what helps entrepreneurs deal with the change, which should be treated as an opportunity (Drucker, 1985). What is more, innovation should be perceived as a trigger which makes the development possible without them, the economy would be a collection of imitative business ventures (Kirzner, 1971).

### **Statement of the Problem**

Entrepreneurship is increasingly recognized as an important driver of economic growth, productivity, innovation, and job creation. Due to this positive impact of entrepreneurship, many developing countries around the world, including Nigeria, have paid serious attention over the past decade to entrepreneurship as a potentially fundamental solution to various problems, these including a lack of economic improvement, increasing unemployment rates, an excessive number of graduates, and the inability of the public and private sectors to provide work for graduating students. While entrepreneurship has been viewed as crucial to economic growth and development in developing countries, surprisingly few study has been conducted on the factors that influence individuals' intentions to start new businesses in these contexts of gender and innovative behaviour (Karimi, 2013).

Despite developments made in gender equality, many gaps remain between males and females in realms such as education, employment and entrepreneurship. Beyond being a basic human right, women empowerment and gender equality is also a way to generate broad productivity gains. From a development perspective, empowering women and granting them equal rights in areas such as gender innovative behavior and entrepreneurship has also positive spillover effects on key development outcomes, such as pro-poor growth in the economy of Akwa Ibom State. Therefore, it is on this backdrop that the study seeks to find out gender and innovative behavior of entrepreneur in Akwa Ibom State.

### **Objective of the study**

The main objective of the study is to examine gender and innovative behavior of entrepreneurs in Akwa Ibom State; having its specific objectives thus:

1. To investigate the Motivating Factors of male and female entrepreneurs in Akwa Ibom State.
2. To determine the innovative behaviour of male and female in entrepreneurship in Akwa Ibom State.

### **Research Question**

The study opts to answer the following research questions;

1. What are the Motivating Factors of male and female entrepreneurs in Akwa Ibom State?
2. What are the innovative behaviours of male and female in entrepreneurs in Akwa Ibom State?

### **Research Hypotheses**

The researcher proposed the following hypotheses to guide the study;

**H<sub>01</sub>:** There is no significant relationship between motivating factors and male and female entrepreneurs in Akwa Ibom State.

**H<sub>02</sub>:** There is no significant relationship between male and female entrepreneur and innovation behavior in Akwa Ibom State.

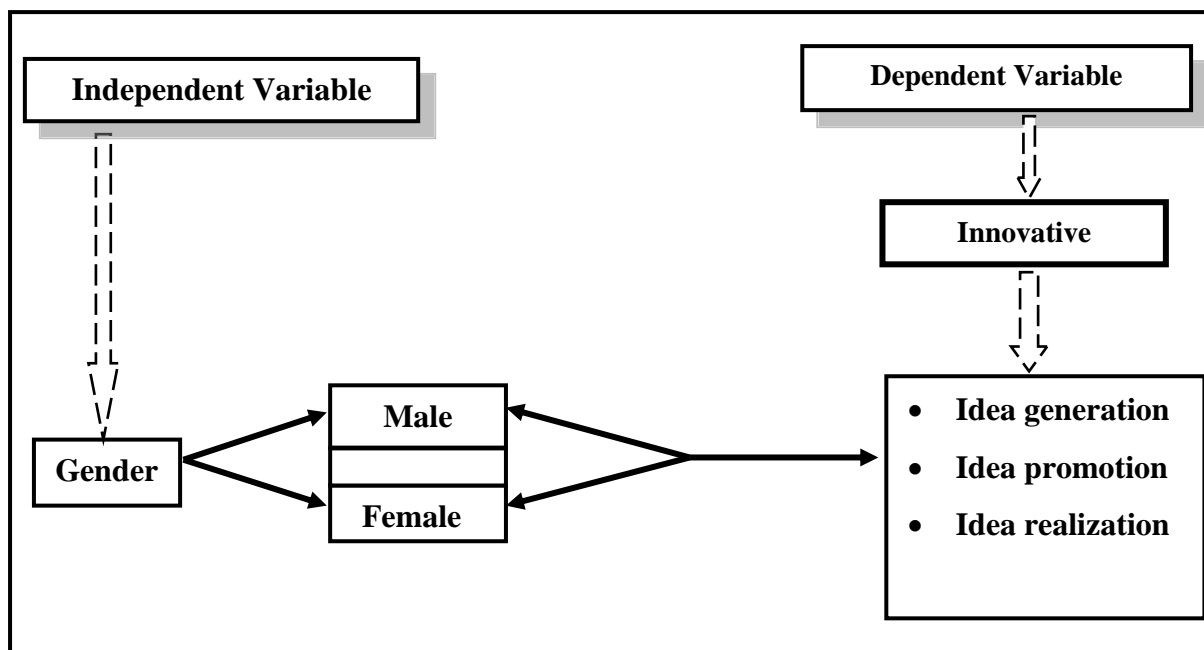
## **LITERATURE REVIEW**

### **Concept of Entrepreneurship**

The term “entrepreneur” is a French word derived from the verb “entreprendre”, which means to do or to undertake. Cunningham and Lischeron (1991); Shmailan (2016). It can be divided into two parts, “entre”, meaning “between”, and “preneur” meaning “taker”. Literally, then, an entrepreneur is a “between-taker”, or “go-between” Filion, (2011). Molo and Nkhahle-Rapita (2014) said entrepreneurs are individuals who accept risks and who are innovative in terms of their business management skills. Also in Cunningham and Lischeron (1991) as cited in Shmailan (2016), the word entrepreneur was first used by Cantillon in the early 1700’s to describe someone who takes a risk by purchasing certain things at one price and by selling another unknown price. The French further defined an entrepreneur as someone who had certain personal traits that made them produce more. More so, Harold (2004) stated that entrepreneurs take personal risks in initiating change, and they expect to be

rewarded for it. They need some degree of freedom to pursue their ideas; this in turn requires that sufficient authority be delegated.

Sarmah and Singh (2004) stated that entrepreneur is one who can transform raw materials into good and services and who can effectively utilize physical and financial resources for creating wealth, income and employment; who can innovate new products, standardize of existing products for creating new combinations of production factors such as new methods of production, new products, new markets, finds new sources of supply and new organizational forms; or as a person who is willing to take risks; or a person who, by exploiting market opportunities, eliminates disequilibrium between aggregate supply and aggregate demand or as one who owns and operates a business. According to Desai (2005) entrepreneur is one who can see possibilities in given situation, where others see none and has the patience to work out the idea into scheme to which financial support can be provided. Moreover, a common definition of an entrepreneur is a person who establishes companies and other business entities, and is self--employed through the company or business entities (Casson and Casson, 2014; Naude, 2013; Elena, 2017).



**Figure 1.0: Research Conceptual Model by the researcher**

### Entrepreneurs and Gender

Entrepreneurs can either be males or females. However, studies have tried to draw demarcation on the extent a male entrepreneur or female entrepreneur can go in the pursuit of the original purpose of the business. For the purpose of clarity, the explanation on male and female entrepreneurs is stated as thus;

**Male Entrepreneurs:** These are all masculine individuals that engage in business activities independently without considering the risk involved with the sole aim of making profits. More so, some authors are of the view that being an innovator is not an attribute of women because the image of the innovator is not compatible with the image of being a woman (Nyberg, 2009). Consequently, men are assumed to be highly innovative while women are not (Blake and Hanson, 2005).

**Female Entrepreneurs:** According to Balu (2008), female entrepreneurs are women or ladies who create, own and run an enterprise for the purpose of making profits. They initiate ideas, take the risk and mobilize resources for the interest of sustaining the business and achieving the profits objectives. Due to these historical backgrounds and roles defined by the society, studies have pointed out that women entrepreneurs in Africa are known to combine business with household tasks; they are more likely to own enterprises together with other family members rather than be on their own and are more likely to live in households with other entrepreneurs and work with family members than their male counterparts (Bardasi et al., 2008).

### **General Characteristics of Entrepreneurs**

There have been several studies on the characteristics of entrepreneur and such as; Li and Jia (2015), they have it that entrepreneurship has becoming a popular term currently and as such, not all of entrepreneurs can succeed in entrepreneurial business. This was attributed to the need specific characteristics of entrepreneurs to enable them to success. Hence, the general entrepreneurs' characteristics personal traits and skills which constitute competency of the entrepreneur which needed to venture success.

**Need for Achievement:** McClelland (1961); Murad and Rula (2015), explained entrepreneurship as the expression of a high need for achievement which is one of the characteristics an entrepreneur need to possess. More so, different studies conducted on entrepreneurs showed the need for achievement has a strong relation with the entrepreneurship. However, Driessen and Zwart (2007), stated entrepreneurs' characteristics include need for achievement.

**Self-Confidence:** Moreover Othman et al. (2006), explained that self-confidence is one of the psychological characteristics of entrepreneurial personality evident in virtually all entrepreneurs. In this regards, Laguador (2013), mentioned the personal entrepreneurial competencies of entrepreneurs which involved self-confidence. Also, Javan (2014), stated that entrepreneurship had has been consists of six dimensions of characteristics one of these dimension is self-confidence. Subsequently, researchers see self-confidence as one of the characteristics of entrepreneur believing about him or her, and to which level he believes that he can lead his organization towards success.

**Initiative-ness (Pro-Activeness):** In the opinion of Lumpkin and Dess (2011), he define the pro-activeness as opportunity-seeking, forward-looking perspective involving introducing new products or services ahead of the competition and acting in anticipation of future demand to create change and shape the environment. Vijaya and Srinath (2012), mentioned

initiatives and proactiveness are entrepreneurs' characteristics. Also, Al-Dhaafri et al. (2013), defined pro-activeness as willingness of organizations and their ability to expect new development.

**Independency (Autonomy):** In the opinion of Santos-Cumplido and Linan (2007), self-employed (autonomy) is one element which configured entrepreneurial quality. Vanesaar et al. (2008), studied and pointed out entrepreneur's characteristics including independence. Also from the study of Jaafar et al. (2010) independency was also seen as one of the characteristics of entrepreneurs. On the foregoing, Liang and Dunn (2011), indicated that entrepreneurs' characteristics include independent.

**Responsibility:** In the words of Ali et al. (2010), he stated that entrepreneurial attributes include taking responsibilities of the operations of the business that is carryout by his organization. Nevertheless, Vijaya and Srinath (2012) defined responsibility as the ability to take charge and not attribute success or failure to an unknown entity such as luck or fate.

**Risk Taking Propensity:** Pendergast (2003), said Entrepreneurs are commonly described as risk-takers; he defined the risk as possibility of loss due to uncertain future events. Moreover Scarlat et al. (2011) stated one of the characteristics of successful entrepreneurs is risk-taking. With reference to Rani and Tih (2013); risk taking propensity was identified as one of the essential characteristics which refer to entrepreneurial quality.

### Gender specific characteristics of male and female entrepreneurs

Despite the above stated general characteristics of entrepreneurs, Shmailan (2016), have pointed out several distinctive characteristics that are evident in successful male and female entrepreneurs all over the world possess. These characteristics to be considered for the purpose of this study include; marital status, risk tolerance, expectations for venture performance, financing of the business, management styles, networking ability, motivations.

Different Characteristics	Male Entrepreneurs	Female Entrepreneurs
Marital Status	In the study conducted by Veena and Nagaraja (2013), approximately 90 percent of the male sample is married, with most of their wives assuming a traditional, supportive role. It was also revealed that male business owners experience less conflict between the claims of marriage and business.	On the hand, it was stated that the female sample tends to be characterized by less stable marriage relationships, with between 50 and 70 percent still married and young, but significant percentages of divorced and single woman. Also, married women owners typically find that their husbands expect them to continue with their household duties despite the demands of their business", these husbands rarely contribute to the running of either homes or business.
Risk Tolerance	Research have shown that men are much more willing to take a financial risk than women. Women have a different attitude toward risk and are	On the other hand, Women are more detailed oriented and are more aware of the cues that indicate risk. This unwillingness to fail may contribute to the

	less risk tolerant. In the words of Jianakoplos and Bernasek (1998); Shmailan (2016) found that men were less concerned about hazards than women. Men are more willing to take a risk and fail than women.	growth of female entrepreneurs. However, Johnson JEV and Powell PB (1994); Shmailan (2016). States that Banks when evaluating women for financing often score women lower on the risk taking scale than men. The women are perceived to be less entrepreneurial than their male counterparts.
Expectations for Venture Performance	Veena and Nagaraja (2013) pointed out that male entrepreneurs have greater confidence in their entrepreneurial abilities than female entrepreneurs. These differences according to their study aid confidence in male entrepreneurs to form greater expectations for their business.	On the other hand, female entrepreneurs tend to start types of business that have lower growth and income potential than male entrepreneurs. As a result, the expectations of female entrepreneurs, when are in line with the reality of the business that they start, are lower than those of male entrepreneurs. Also, Female entrepreneurs are more likely to set limits beyond which they do not want to expand their businesses to ensure that they do not adversely affect their personal lives.
Financing of the Business	According to Progressive Small Business Survey (20017, it is revealed that men are more financially secure about running a small business, by a 14% margin of 84% to 70%. This seems to mean that men entrepreneur seems to gain access to finance in other to start-up business at ease on like their female counterpart.	A study in Holland confirmed that women are different than men in business because they start up their businesses with far less money. Verheul and Thurik (2001). Women have lower capitalisation and lower debt than male owned businesses. Banks may be less willing to provide capital to women because they tend to have less industrial experience than men. Also, women may also have a lack of track record for financing and lack of assets for collateral. Their skills in financial planning, accounting and marketing may make them less credible to banks. New Zealand research suggests that some banks discriminate against female entrepreneurs.
Management Styles	Several researches have shown that Male entrepreneurs are more logical thinkers. They also tend to be more task oriented leaders. Brush (1992) as cited in Shmailan (2016) stated that men are much more aggressive when it comes to expansion. In the reverse order of the democratic leadership style of women entrepreneurs, Buttner (2001) as it that men entrepreneurs are somehow being autocratic in business decision making process.	Several studies have shown that women claim to manage using more “feminine” strategies than men. An example of this would be that women tend to value the relationships with their employees more than the task at hand. Also, Female entrepreneurs are more intuitive thinkers. Women exhibit more social leadership styles that focus on communicative and expressive behaviours. Women’s communications skills are excellent. They tend to be better listeners and can understand the needs of their employees.

		<p>Most women run their businesses democratically.</p> <p>When it comes to professional growth it is important for the women to consider the growth of others as well. Also, Buttner (2001) contends that women tend to share in the decision making process and are very much team oriented.</p>
Networking Ability	<p>Buttner (2001); Shmailan (2016) indicates that networking may be more critical than having financial resources. However studies have stated that men usually have larger networks that are stronger, with more depth and strength.</p>	<p>Whereas Women’s networks are often smaller, and have less density. Their networks tend to be collaborative external relationships and are not as prone to use clubs, business associations and networks. Their networks include their family, staff, society and other business Relationships</p>
Motivations	<p>Whereas a man may have purely profit goals. According to Buttner (2001) men reasons are more externally focused. They see an opportunity and then act on it. More so, Men entrepreneurs’ motivational factor is earning more money.</p>	<p>Women have differing goals like to be autonomous. Thus, they desire to venture into business with the aim of security independency. According to Schiller and Crewson as cited in Shmailan (2016), women tend to have more positive business traits than men including strong initiative, good common sense, the ability to think critically and they are skilled in decision making. More so, Women are motivated by more internal reasons like the opportunity to be their own boss. Mordi and Mmieh, (2009) argue that the desire by women in Nigeria to own their business is partly influenced by the intense struggle for scarce employment opportunities among an overpopulated reserve army of men and women.</p>

**Figure 1.1**

**Similarities Characteristics of Male/ Female Entrepreneurs**

As stated in Veena and Nagaraja (2013), the primary similarities between male and female entrepreneurs could be found in their motivation for starting their own business. These similarities included a desire for financial security, a need for autonomy, and a response to the identification of profitable business opportunities. Several studies have found that female and male entrepreneurs are more similar than different. Early studies exploring why females become entrepreneur found they gave similar responses to their male counterparts such as need to achieve and independence Cook, J. (1982); Veena and Nagaraja (2013).

Contemporary research also supports similarities. Females in traditionally dominated male industries gave similar reasons for operating their own businesses such as the desire for independence. More so, another study reports that no differences exist regarding personal



goals such as independence, achievement and economic necessity between male and female entrepreneurs. Both males and females value self-respect, freedom, a sense of accomplishment, and an exciting life Fagenson, E. (1993); Veena and Nagaraja (2013). Also, studies have states that both males and females held initial optimistic expectations regarding their ventures. Male and female entrepreneurs often start a business to have more autonomy and control. They also want the income and the personal satisfaction a business can give them.

More so, women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. A variety of stakeholders has pointed at them as an important ‘untapped source’ of economic growth and development (Minniti and Naudé, 2010). In spite of the budding number of women-led business and a significant increase of initiatives, policies and resources designed to promote and develop women’s entrepreneurship, there is gap between.

### **Concept of Innovative Behaviour**

Innovative behaviour is seen as behaviour directed towards the initiation and application (within a work role, group or organization) of new and useful ideas, processes, products or procedures (Farr and Ford, 1990); de Jong and Den Hartog (2007). Thus, defined, innovative behaviour can be seen as a multi-dimensional, overarching construct that captures all behaviours through which employees can contribute to the innovation process. It is also a multi-dimensional, overarching construct that captures all behaviours through which employees can contribute to the innovation process. In the words of Ahsani Zadeh, (2015), innovative behaviour is introduced as all unique measures in the production and its implementation in every level of the organization consists of various practices such as the opportunity to explore, mass production, support, and application. Innovative behaviour is a deliberate and executive behaviour involving implementation of new ideas among group or organizational tasks to take advantage of the organizational, group, or working benefits (Tavalaee, 2013).

### **Dimensions of Innovative Behaviour**

Innovative have research on different dimension such is the work of Janssen (2000) in this research. He sees innovative behavior is a multistage process that include: idea generation, idea promotion and idea realization

**Idea generation:** Idea generation create the new ways, how to address that need by entrepreneurs. It is argued that complexity – more relationships, openness to the environment, higher amount of information, more approaches to the problem – is essential for generation of novel ideas or adopted solutions that activate innovation. Thus, Jong and Hartog (2008) argued that “good idea generators are individuals who can approach problems or performance gaps from a different angle”.

**Idea promotion:** Once the idea is generated, idea promotion demands that ideas must be sold. Therefore, the idea is promoted throughout the company with the purpose to find support for further implementation. In order for entrepreneurs to promote the idea

successfully, they need to socialize and look for friends, backers and sponsors surrounding an idea (Janssen, 2000). To build coalitions and champion the idea successfully, entrepreneurs need to be confident about the success of idea, be persistent and choose the right people to back the idea, who could include managers, members of other departments or close colleagues. Idea promotion is an important task of innovative behavior by entrepreneurs, as it supports the unique idea to be mobilized, approval acquired by persuading other colleagues or management to assist in projecting the idea.

**Idea realization:** It is also regarded as idea implementation. Idea realization as one of the dimensions of innovative behavior represents completion of the idea by turning it into useful application (physical or intellectual) that later on can be shifted to others. The idea becomes a reality; prototype or model of the innovation is produced that can be touched or experienced, that can now be diffused, mass-produced, turned to productive use, or institutionalized.

### **Factors that Motivate Entrepreneurs**

The review of literature provides us an idea about various factors which influence male and female motivation to become entrepreneurs. However, one of the most essential factors of becoming an entrepreneur is the motivation of the individual (Machado et al, 2016). After weighting the motivations against possible difficulties, the potential entrepreneur will decide on what to do about the business idea. There are different views on whether the driving motivations are the same for both genders:

**Self-dependent (autonomy):** Independence and willingness to be free of any control or to become one's own boss according to Carter et al. (2003) serves as one of the factors that motivate an individual or individuals to engage in entrepreneurial activities. Some studies have also proved that one of the prime reasons for starting an own business is the desire for independence and autonomy. Hence, van Gelderen and Jansen, 2006 as cited in Gundolf (2017), have it that non-monetary goals such as independence, autonomy and the related possibility of pursuing own ideas are positively related to the likelihood of entrepreneurial activities.

**Recognition:** Recognition and gain of acceptance and appreciation by other people (Nelson, 1968); Kalyani and Kumar (2011)

**Self-realization:** This is the achievement of the entrepreneurial goals (Fischer, Reuber, and Dyke, 1993); Kalyani and Kumar (2011). Sajilan et al. (2015) define need for achievement as people who want to be high achievers and want to have a strong desire for success. It is a psychological trait that drives the entrepreneur to achieve high standards that lead him toward success.

**Profit Earnings (finance):** Financial incentives, the desire to gain more and achieve financial success (Birley and Westhead, 1994). Carter et al., (2004), indicates that perhaps the most popular reason for starting a new business, financial success involves reasons that describe an individual's intention to earn more money and achieve financial security. More recently Praag and Cramer (2001) as cited in Gundolf (2017), showed that future

entrepreneurs tend to weigh the expected net rewards from entrepreneurship against those achieved through wage labour, and they decide on an entrepreneurial career if the expected rewards of entrepreneurship outweigh wages.

## METHODOLOGY

A survey research design approach was adopted for the study. For the purpose of this study, a total population of two hundred (200) consisting of male and female entrepreneurs in Uyo metropolis is used and this was ascertained using judgmental which is also regarded as purposive sampling techniques. Furthermore, a purposive sampling is applicable to this study because the respondents are unique hence; it gives a wider view selection of the respondents of the study at ease effort. A breakdown of the respondents that forms the study population in Uyo metropolis (See Appendix 1). From the population sample 23 male and 23 female were chosen from the tailoring fashion designers, beading 17 male and 17 female, agro allied 25 male and 25 female, hair dressers 19 male and 19 female and make-up/costume artists 16 male and 16 female were selected in Uyo metropolis using purposive sampling techniques to help draw a conclusion on the research objectives. Primary and secondary data were used and the primary data were generated through firsthand information gathered from the entrepreneurs in Uyo metropolis in Akwa Ibom State. Secondary data were sourced from both published and unpublished papers and records on issues that border on the subject matter under study. Data collected from primary sources were further analyzed with the Pearson's Product Moment Correlation (PPMC) to ascertain the relationship that exist between the independent and dependent variables. The test will be carried out at a 95% Confidence interval, with 5% (0.05) level of significance. The reliability was determined through the Cronbach alpha reliability test. The resulting coefficient for 16 items was 0.614. Since the result co-efficient was above the threshold of 0.5, the instrument was ascertained reliable and adopted for the study.

### Data Analysis

**Objective one:** To investigate the Motivating Factors of male and female entrepreneurs in Akwa Ibom State.

**Table 4.1.1.1: Descriptive analysis on Motivating Factor of male and female entrepreneurs**

Factors that motivate people most into business		Frequency	Percent
Valid	Independent	57	29.7
	Recognition	26	13.5
	Self-confidence	23	11.7
	Need for Achievement	28	14.6
	Experience	14	7.3
	Responsibility	10	5.2
	Initiative	34	17.7
	Total	192	100.0

**Field study, 2022**

From the table above 57 representing 29.7% shows that people get involved in entrepreneurship in order to be independent, 26 representing 13.5% shows that recognition is another factor why people engage in entrepreneurship, 23 representing 11.7% shows that self confidence is also one of the factors why people engage in entrepreneurship too, 28 representing 14.6% indicated that people engage in entrepreneurship due to need for achievement, 14 representing 7.3% indicated for experience as why people involved in entrepreneurship, 10 representing 5.2% shows that people get involved in entrepreneurship due to sense of responsibility and 34 representing 17.7% indicated that initiative contribute to why people involved in entrepreneurship. Thus, this implies that all the above stated factors motivate both male and female into engaging in entrepreneurial activities.

**Objective two;** to determine the innovative behaviour of male and female in entrepreneurship in Akwa Ibom State.<sup>7</sup>

**Table 4.1.2.1: Descriptive analysis on innovative behaviour of male and female entrepreneurs**

Innovative behavior		Extent of Agreement				
		SA	A	SD	D	Total
1	I make use of every profitable opportunities that comes	103 (54%)	76(39%)	6(3%)	7(4%)	192(100%)
2	I consider environmental scanning to bring new ideas	66 (34%)	114(59%)	8(4%)	4(2%)	192(100%)
3	I engage in critical thinking or meditation to bring about new ideas for my business	63(33%)	97(51%)	21(11%)	8(4%)	192(100%)

#### Field study, 2022

Question 1 in table 4.3.2.1 as stated above shows that out of 192 responding to the question under the determinant of the idea generation, 103 respondents representing 54% strongly agreed that they make use of every profitable opportunities that comes, 76 respondents representing 39% agreed, 6 respondents representing 3% strongly disagreed, and 7 respondent representing 4% disagreed. Thus, this implies that the male and female entrepreneurs make use of every profitable opportunity that comes.

Question 2 shows that 66 respondents representing 34% strongly agreed that they consider environmental scanning to bring new ideas, 114 respondents representing 59% agreed, 8 respondents representing 4% strongly disagreed while 4 respondents representing 2% disagreed Hence, following the highest percentage (93%) of respondents, it strongly indicates that entrepreneur consider innovative opportunities.

Question 3 shows that 63 respondents representing 33% strongly agreed that they engage in critical thinking or meditation to bring about new ideas for my business, 97 respondents representing 51% agreed, 21 respondent representing 11% strongly disagreed and 8 respondent representing 4% disagreed, Hence, this implies that there is a strong agreement (84%) that they engage in critical thinking or meditation to bring about new ideas for my business.

**Table 4.1.2.2: Descriptive analysis on idea promotion of male and female entrepreneurs**

	<b>Idea Promotion</b>					
1	I am more concern about taking my useful ideas to the society	86 (45%)	87 (46%)	15 (7%)	4 (2%)	192 (100%)
2	I explore new advertising medium(s) to take my products or services to the society.	45 (23%)	92 (48%)	43 (22%)	12 (6%)	192 (100%)
3	I keep in touch with prospective customers for feedbacks on my products or services.	63 (33%)	97 (51%)	21 (11%)	8 (4%)	192 (100%)

**Field study, 2022**

Question 1 in table 4.3.2.2 as stated above shows that out of 192 responding to the question under the determinant of the idea generation, 86 respondents representing 45% strongly agreed that they are more concern about taking my useful ideas to the society, 86 respondents representing 46% agreed, 15 respondents representing 7% strongly disagreed, and 4 respondent representing 2% disagreed. Thus, this implies that the male and female entrepreneurs are more concern about taking my useful ideas to the society.

Question 2 shows that 45 respondents representing 23% strongly agreed that they explore new advertising medium(s) to take my products or services to the society, 92 respondents representing 48% agreed, 43 respondents representing 22% strongly disagreed while 12 respondents representing 6% disagreed Hence, following the highest percentage (93%) of respondents, it strongly indicates that they explore new advertising medium(s) to take my products or services to the society.

Question 3 shows that 63 respondents representing 33% strongly agreed that they I keep in touch with prospective customers for feedbacks on my products or services, 97 respondents representing 51% agreed, 21 respondent representing 11% strongly disagreed and 8 respondent representing 4% disagreed, Hence, this implies that there is a strong agreement (84%) that they I keep in touch with prospective customers for feedbacks on my products or services.

**Table 4.1.2.3: Descriptive analysis on idea realization of male and female entrepreneurs**

	<b>Idea Realization</b>					
1.	I plan, organize and coordinate necessary resources to achieve my goals.	86 (45%)	77 (40%)	15 (8%)	14 (7%)	192 (100%)
2.	I take necessary steps to ensure that my idea survives market competitors.	86 (45%)	77 (40%)	15 (8%)	14 (7%)	192 (100%)
3.	I put effort in the development of my products or services following the new market trend.	45 (23%)	92 (48%)	43 (22%)	12 (6%)	192 (100%)

**Field study, 2022**

Question 1 in table 4.3.2.3 also shows that 86 respondents representing 45% strongly agreed that they plan, organize and coordinate necessary resources to achieve my goals, 77 respondents representing 40% agreed, 15 respondents representing 8% were strongly disagreed and 14 respondents representing 7% disagreed. Hence, following the highest percentage (85%) of respondents, it strongly indicates that they plan, organize and coordinate necessary resources to achieve my goals.

Question 2 shows that 86 respondents representing 45% strongly agreed that I keep in touch with prospective customers of my firm, 87 respondents representing 46% agreed, 15 respondent representing 7% strongly disagreed and 4 respondent representing 2% disagreed. Hence, this implies that there is a strong agreement (91%) that I keep in touch with prospective customers of my firm.

Question 3 also shows that 45 respondents representing 23% strongly agreed they put effort in the development of my products or services following the new market trend, 92 respondents representing 48% agreed, 43 respondents representing 22% were strongly disagreed and 12 respondents representing 6% disagreed. Hence, following the highest percentage (71%) of respondents, it strongly indicates that I visit conferences, trade fairs and/or expositions.

### Testing of Hypotheses

**Hypothesis One:** There is no significant relationship between motivating factor and male and female entrepreneur in Akwa Ibom State.

Table 4.4.1.1: Correlation between motivating factors and Male and Female Entrepreneurs in Akwa Ibom State

	Male Entrepreneur.	Female_ Motivation factor.
Male Female_ Entrepreneur	1	.843**
Pearson Correlation		.000
Sig. (2-tailed)		
N	192	192
	.843**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
Motivation factor N	192	192

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From Table 4.4.1.1, the correlation (r) value of 0.843 indicates that there is a positive relationship between Male and Female Entrepreneur and motivating factors in Akwa Ibom State (y). Also, since the p-value (0.000) is less than the level of significance of 0.01 (2 tailed). Therefore, the null hypothesis rejected. This means that there is a significant relationship between male and female entrepreneurs and motivating factors in Akwa Ibom State.

**New hypothesis One:** There is a significant relationship between motivating factor and male and female entrepreneur in Akwa Ibom State.

**Hypothesis Two:** There is no significant relationship between male and female entrepreneur and innovation behavior in Akwa Ibom State.

**Table 4.4.2.1: Correlation between Male and Female Entrepreneur and Innovation Behavior in Akwa Ibom State.**

	Male_Female_ Entrepreneur.	Innovative _Behaviour.
Male_Female_ Entrepreneur	1	.723**
Pearson Correlation		.000
Sig. (2-tailed)		
N	192	192
Innovative Behaviour	.723**	1
Pearson Correlation	.000	
Sig. (2-tailed)		
N	192	192

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From Table 4.4.2.1, the correlation(r) value of 0.723 indicates that there is a positive relationship between Male and Female Entrepreneur and Innovation Behavior in Akwa Ibom State. Also, since the p-value (0.000) is less than the level of significance of 0.01 (2 tailed). Therefore, the null hypothesis rejected. This means that there is a significant relationship between male and female entrepreneur and innovation behavior in Akwa Ibom State.

**New hypothesis two:** There is a significant relationship between male and female entrepreneur and innovation behavior in Akwa Ibom State.

## DISCUSSION OF FINDING

**Objective 1:** To investigate the Motivating Factors of male and female entrepreneurs in Akwa Ibom State. According to the study findings as stated in table 4.3.1.1. above the respondents attributed that motivational factors such as independent, recognition, self-confidence, need for achievement, experience, responsibility and initiative induce both male and female entrepreneurs. From the hypothesis one which states that; there is no significant relationship between motivating factor and male and female entrepreneur in Akwa Ibom State. As stated in table 4.3.1 the correlation (r) value of 0.843 indicates that there is a positive relationship between Male and Female Entrepreneur and motivating factors in Akwa Ibom State. Also, since the p-value (0.000) is less than the level of significance of 0.01 (2 tailed). Therefore, the null hypothesis is rejected. This means that there is a significant relationship between male and female entrepreneur and motivating factors in Akwa Ibom State. As supported by Shmailan (2016), have pointed out several distinctive characteristics that are evident in successful male and female entrepreneurs all over the world possess. These characteristics to be considered for the purpose of this study include; marital status, risk

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tolerance, expectations for venture performance, financing of the business, management styles, networking ability, motivations. In the study conducted by Veena and Nagaraja (2013), approximately 90 percent of the male sample is married, with most of their wives assuming a traditional, supportive role. It was also revealed that male business owners experience less conflict between the claims of marriage and business. Balu (2008), female entrepreneurs are women or ladies who create, own and run an enterprise for the purpose of making profits. They initiate ideas, take the risk and mobilize resources for the interest of sustaining the business and achieving the profits objectives. These are all masculine individuals that engage in business activities independently without considering the risk involved with the sole aim of making profits. More so, some authors are of the view that being an innovator is not an attribute of women because the image of the innovator is not compatible with the image of being a woman (Nyberg, 2009). Consequently, men are assumed to be highly innovative while women are not (Blake and Hanson, 2005). From the analysis of this study, both men and women are seen to be innovative and not just to a specific gender. Hence, van Gelderen and Jansen, 2006 as cited in Gundolf (2017), have it that non-monetary goals such as independence, autonomy and the related possibility of pursuing own ideas are positively related to the likelihood of entrepreneurial activities.

**Objective 2:** To determine the innovative behaviour of male and female in entrepreneurship in Akwa Ibom State as the second objective of the study, hypothesis were formulated which states that there is no significant relationship between male and female entrepreneur and innovation behavior in Akwa Ibom State. From table, the correlation(r) value of 0.723 indicates that there is a positive relationship between Male and Female Entrepreneur and Innovation Behavior in Akwa Ibom State. Also, since the p-value (0.000) is less than the level of significance of 0.01 (2 tailed). Therefore, the null hypothesis rejected. This means that there is a significant relationship between male and female entrepreneur and innovation behavior in Akwa Ibom State. Thus draw a conclusion to the research objective that idea generation, idea promotion and idea realization as the determinant of male and female entrepreneur as supported by Jannsen (2000), He sees innovative behavior in his research as a multistage process that includes: idea generation, idea promotion and idea realization. (Farr and Ford, 1990); de Jong and Den Hartog (2007). Thus, defined, innovative behaviour can be seen as a multi-dimensional, overarching construct that captures all behaviours through which employees can contribute to the innovation process. It is also a multi-dimensional, overarching construct that captures all behaviours through which employees can contribute to the innovation process. In the words of Ahsani Zadeh, (2015), innovative behaviour is introduced as all unique measures in the production and its implementation in every level of the organization consists of various practices such as the opportunity to explore, mass production, support, and application. Innovative behaviour is a deliberate and executive behaviour involving implementation of new ideas among group or organizational tasks to take advantage of the organizational, group, or working benefits (Tavalaee, 2013). Olakitan (2011), examined on the Impact of Selected Personality Traits on the Innovative Behaviour of Entrepreneurs in Nigeria using 120 solo operators (entrepreneurs) in an area of Ibadan, Oyo State, Nigeria consisting of 53 males and 67 females, aged between 18 and 51. The two hypotheses were tested and the findings of the study revealed a significant difference between



openness and innovative behavior; also the result of the study showed that entrepreneurs who were high on extraversion exhibited more innovative behavior than those who were low on it.

## CONCLUSIONS

In conclusion, this research project had carried out an investigation on gender and innovative behavior of entrepreneur in Akwa Ibom State. However, this study explored on the relationship of gender in entrepreneur and several factors such independent, recognition, self-confidence, need for achievement, experience, responsibility and initiative induce both male and female entrepreneurs.

It was also found that access to four of the innovation resources identified in the study and gender have significant impact on innovation performance. The above stated empirical literatures so far discussed have proved that there have been discussion on gender and innovative behaviour of entrepreneur, but there are no extant studies as to rather gender and innovative behaviour of entrepreneurs in Akwa Ibom State as well as the factors that motivate them. Hence, this study examine the gender and innovative behaviour of entrepreneurs as well as motivating factors of male and female entrepreneurs in Akwa Ibom State and has proven that there is a relationship between gender and innovative behaviour such as idea generation, idea promotion and idea realization Akwa Ibom State.

## Recommendations

Programmes and public policies aimed at assisting both male and female entrepreneurship similarly have to take into account the profile and motivations of the men and women who want to create their own businesses in order to adapt to their needs. Instead of considering women as a single homogeneous group, it would be more useful to analyze their particular characteristics by segments differentiated by age, educational attainment, marriage status and domestic situation.

It would also be instructive to carry out a longitudinal analysis to see whether the stated intentions towards entrepreneurial activity analyzed here are borne out in the next few years by actions, that is to say whether business initiatives are actually started or not.

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