



THE INTERPLAY OF SOCIAL NETWORK AND STAKEHOLDER INVOLVEMENT FOR SUSTAINABILITY PRACTICES IN MICRO ENTERPRISES IN PLATEAU STATE, NIGERIA

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ABSTRACT

Microenterprises in Plateau State, Nigeria, play a crucial role in the development of local economic activities. However, many of these businesses struggle to adopt and maintain sustainable practices related to the triple bottom line. Despite the increasing recognition of the importance of sustainability, challenges such as limited stakeholder involvement and weak social network structures often hinder effective implementation. This study investigates the relationship between social networks, stakeholder involvement, and sustainability practices in microenterprises. It focuses on a case study from Plateau State, employing social network and stakeholder involvement theories. The research is cross-sectional and follows an explanatory design, utilizing data from 256 microenterprise owners, both men and women, from the Jos North local government area in Nigeria. Data management and diagnostic analyses were conducted, confirming that the data was normally distributed. Inferential analysis was then performed to test the relationships among the variables. The study's findings indicate that social networks and stakeholder involvement significantly positively influence sustainability practices in micro-enterprises within the Jos North Local Government Council of Plateau State. This suggests that both variables are effective predictors of sustainability practices in this specific context. Additionally, the originality of this study lies in the fact that the data was derived from individuals' perceptions regarding the applicability of social networks and stakeholder involvement, rather than relying solely on the perspectives of national experts.

Keywords: Sustainability practices, Micro enterprises, Social network and stakeholders involvement

JEL Classification Code: M21, E43, C30

1.0 Introduction

Microbusinesses play a vital role in global economies, especially in emerging markets, where they significantly contribute to job creation, improved living standards, and poverty alleviation. In the context of Nigeria, the importance of microbusinesses cannot be overstated, as they are an integral part of the informal sector, providing livelihoods and fostering economic resilience. However, there is growing concern that many businesses today prioritize wealth maximization at the expense of the socio-environmental needs of other stakeholders in the ecosystem (GEM, 2016; He et al., 2020). Reports indicate that this focus on profit can lead to the depletion of natural resources, environmental degradation, pollution, and other associated social challenges (Dzage, et al., 2024).

These challenges have significant implications for the financial health, competitiveness, and survival of businesses (Yonla et al., 2018; Alshehhi et al., 2018). To address these issues, sustainability practices have emerged in business and continue to capture the interest of academics, practitioners, and policymakers (Sharma, 2018). The sustainability of micro businesses refers to their engagement in activities that are beneficial to the economic, social, and environmental domains, meeting the needs of the present while preserving resources for future generations (Burawat, 2019; Sendawula et al., 2020). The economic domain relates to the financial aspects of a business, focusing on creating long-term economic prosperity through the efficient use of resources and enhancing the productive capacity of organizations (Franco & Rodrigues, 2019; UNDP report, 2015). The social domain reflects a company's impact on social justice, which encompasses the knowledge, skills, motivation, and loyalty of employees, as well as the social impact it has on business partners, communities, and society as a whole (Franco & Rodrigues, 2019; UNDP report, 2015). Lastly, the environmental domain pertains to a company's ecological integrity and its efforts to minimize its environmental footprint (Franco & Rodrigues, 2019; Sendawula et al., 2020).

Micro Enterprises (MEs) contribute significantly to the global economy, estimated to account for up to 70% of the world's GDP (Kok & Berrios, 2019). In Sub-Saharan Africa, MEs represent around 73% of economic activities on average (Osunde, 2016). These businesses are not only sources of wealth formation and innovation (Kruslat et al., 2023; Egere, 2020) but also play a vital role in national development. They contribute to job creation, poverty reduction, the production of goods and services, and generate government revenue (Yonla et al., 2019; Zainol et al., 2018). In Nigeria, micro enterprises operate on a very small scale and include roadside markets, beverage packaging, restaurants, hair salons, wood and furniture production, and livestock subsistence farming, among others (Osunde, 2016). However, these businesses also pose social and environmental challenges as they pursue profits, which cannot be overlooked. While sustainability practices have primarily focused on small, medium, and large enterprises whose individual impacts can be significant (Yonla et al., 2024; Schimmenti et al., 2016) the collective impact of micro businesses is also considerable due to their operational nature. According to the NBS Survey (2017), 99.8% of businesses in Nigeria are micro enterprises, highlighting the need for further research by academics and practitioners.

The literature indicates that scholars have predominantly relied on a single theory to explain the sustainability of micro-enterprises (Christensson & Holmdahl, 2020; Alsayegh et al., 2020; Yonla et al 2021). Therefore, this study aims to adopt a multi-theoretical approach to investigate the sustainability of micro-enterprises in Nigeria. The theories that will be utilized are Social Network Theory (SNT) and Stakeholder Involvement Theory (SHI). These frameworks will provide insights into sustainability practices within micro-enterprises. Neuman (2014) emphasizes the advantages of a multi-theoretical approach, stating that it can enhance the clarity of the study and validate our findings. By employing multiple theories, the limitations of one theory can be countered and strengthened by the advantages of another related theory.

The motivation for this study stems from the growing need to promote sustainability among micro enterprises, which are key drivers of local economies in Plateau State, Nigeria. While research increasingly acknowledges the role of social networks and stakeholder involvement in fostering sustainable practices, most studies have focused on large enterprises or urban centers, neglecting the unique dynamics of micro enterprises in rural or semi-urban settings. The research gap lies in the limited understanding of how social networks and stakeholder involvement interact to influence sustainability practices specifically within micro enterprises in Plateau State. Addressing this gap can inform more effective strategies for sustainable development at the grassroots level.

More so, previous researches focused on large firms, SMEs, entrepreneurship and their likes in countries like China, UK, Asians and so on (Oyewumi et al., 2018; Crossley et al., 2021). By contrast, there is rare study on the sustainability practices in micro-enterprises (Monnickendam-Givon et al., 2018). Thus, this research focus is on the sustainability practices in micro enterprises in Nigeria.

2.0 Literature Review

2.1 Conceptual Review

Concept of Sustainability Practices

Sustainability has become a prevalent societal value and a global issue. Businesses are concerned about evolving to continuously improve triple bottom line sustainability, involving the surrounding community, the internal and external environment (Franco & Rodrigues, 2019). In a related development, sustainability with limited natural resources affecting current and future generations, but so many persons often think that sustainability could mean acting on prominent socioeconomic challenges like poverty, food insecurity, pandemics and violence according to (Lavey, 2024). According to Dasrizal, Juita, Heryadi, Ansar, Muh., and Putuhena, (2023) is define as the relationship that integrates ecological and social perspectives that captures the complex interactions between human societies and the environment.

According to Brundtland, (1987), Sustainability also known as “Sustainable development” is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Thus, sustainability is showing concern for stakeholders and focusing on the social aspect by managing the value chain and corporate social responsibility (CSR).

Accordingly, Vázquez-Maguirre and de la Torre (2019), added that the basic idea of Sustainability is to reduce the impacts of the company through a set of practices and management systems that establish a new balance between the economic, social, and environmental dimensions, indirectly contributing to social development. Alsayegh et al. (2020) asserts that environmental and social practices are positively significantly related to economic sustainable performance, indicating that the enterprise’s economic value and creating value for society are sustainability practices that are interdependent. Economic, social, and ecological factors are thus combined as a win-win concept (Alsayegh, et al., 2020). Thus, sustainability practices are stimulated by moral concerns (Mousa & Hassan, 2015).

Concept of Micro Enterprise

Micro Enterprises (MEs) sector contributes to the country’s gross domestic product (GDP) growth, job creation, infrastructure boost, improved standard of living of citizens and improvement of the economy at large (Feher et al., 2016). They are mostly informal (Reeg, 2015). According to International Labour Organization (ILO), (2020) definitions of MEs are based on the number of employees, annual turnover or the value of the enterprise’s assets. World Bank Group research (2019) also affirm that there is no single standard ME definition but if the firm falls within the criteria below as tailored by International Finance Corporation (IFC) and the Multilateral Investment Guarantee Agency (MIGA) use a common standard definition, according to which a firm qualifies as a micro enterprise if it meets two out of three criteria of the IFC ME definition (employees, assets and sales), or if the loan to it falls within the relevant ME loan size proxy: Employees less than 10, Total assets \$<100,000, Annual sales <\$100,000 Loan size at origination \$<10,000.

Accordingly, SMEDAN National Policy on MSMEs, (2015), defined ME as enterprise that has total assets of less than N10 million excluding land and building and employs less than 10 people. Thus, World Bank Group research (WB, 2019) and International Labour Organization (ILO, 2020) asserts that 'micro-enterprises employ less than 10 employees'.

2.2 Theoretical Review

Social Network Theory Social Network Theory (SNT) (Granovetter, 1973; Aldrich & Zimmer 1986) asserts that social actors (individuals, groups, and organizations or some other formation of individuals who interact with one another) are related to others through ties (strong or weak ties) (Miles, 2012; Fredericks & Durland, 2005). The concepts of SNT were derived from graph theory (Allen, 2012). Hence the points on the graph represent the social actors, or nodes, and the lines are the ties or linkages among the social actors (Miles, 2012). Nodes are the individual actors within the networks, and ties are the relationships between the actors (Obiero, Njeru & Muriithi, 2018).

Social networks help actors to acquire, share and exchange information and resources that empower them to be effective in the management of their day to day businesses than they would if they don't have such exchange (Miles, 2012). Thus one's strong ties form a dense network, while weak ties form a less dense one but very resourceful (Granovetter, 1973). These ties help shape the attitudes and behaviors of those in the network through information and resource acquisition (Granovetter, 1973; Miles, 2012.). The ties interconnect through shared end points such as trust, network size, centrality and so on to form paths that directly or indirectly link the nodes and ties. SNT is rich in information transfer, trust and problem solving abilities (Uzzi, 1996).

The type of network in which an enterprise is embedded impacts on the potential opportunities available; its position in that structure and the types of network ties it maintains defines its access to those opportunities (Uzzi, 1996). Embedded networks offer competitive advantages; in which business restructures network of talents, styles and resources (Uzzi, 1996). In other words, Powell (1990) affirms that social networks are a form of group which influences the coordination of economic players and how information and resources are exchange among them. Mitchell (1969), refers to Social networks as structures and relationship; the structures are viewed as patterns of relationship among individuals. Structured relationship involves open behavioral beliefs and orientations about social ties and nodes (Aldrich & Zimmer 1986; Granovetter, 2005).

The theory also posits that networks are more than just two people who interact (Miles, 2012). It is centrally concerned with structured relations among persons who create, disseminate, and utilized various types of knowledge (Dunn, 1983; 2017). Thus, an enterprise with Social networks attracts supports that improve its sustainability practice performance due to its networks (Miles, 2012). Social networks enable enterprise poll both tangible and intangible resources which are beneficial for its sustainability practices. However, the theory has been criticized for its inability to substantiate between which actors (stakeholder) to include or not in its resource acquisition (Laumann et al., 1983). The weakness is therefore addressed by the stakeholder theory.

2.3 Empirical Review

Social Networks and Sustainability Practices

Veckalne, Akhmatjonov, Humbatova, and Hajiyevev, (2025) established that influencer credibility is a key driver in advancing positive attitudes toward sustainability practices, as followers who perceive an influencer as knowledgeable, trustworthy, and relatable

individuals, are more likely to develop favorable views on sustainable practices in micro enterprises. Chen, Ma, and Xie, (2024) revealed empirically from the study of 346 valid questionnaires. The results of a PLS-SEM analysis show that online social network relationships have a significant impact on sustainable entrepreneurial capital, in which online relationship-building capacity has a similar impact on both sustainable entrepreneurial resource integration and acquisition; online relationship-building capacity can positively affect both transactional and interpersonal psychological capital on sustainable entrepreneurial resources of micro enterprises.

Social networks can influence human behavior; it is one of the main driving forces to environmental change (Barnes et al., 2016). In affirmation, Severo et al., (2019), conducted a study which aims to analyze the influence of social networks on environmental awareness and the social responsibility of enterprise owners/managers (Baby Boomers, Generations X, and Y), in the regions of South and Southeast Brazil. They used quantitative and descriptive research, by means of the Structural Equation Modeling. Findings reveal that generation Y have the lowest response rate in the search for information. Accordingly, individuals who are exposed to information (videos, photos, texts) related to social responsibility and environmental sustainability practices are positively influenced in the formation of social and environmental awareness initiatives. In the same vein, Harsanto and Permana (2020), in their study where they used of qualitative method to collect primary data, examined the development of sustainability-oriented innovation (SOI) in the cultural village using actor-network theory an analytical framework to understand the process of SOI development through the role of actors in developing innovations. They found that, not only in mainstream business sectors and formal settings, as seen in previous literature that SOI can be promoted, but also in community sectors and within informal settings. The study also found that the initiation of sustainability innovation in these settings is challenged by the dynamics of the actors and the institutional settings.

Relatedly, in a recent study by Rust et al. (2020) in their research "Social capital factors affecting uptake of sustainable soil management practices: a literature review". They examine complex social factors that affect uptake of sustainable soil management practices and to understand why some communities try sustainability practices whilst others do not. Findings reveal four components of social capital – trust, norms connectedness and power – can all influence the decision of farmers to change their soil management. That information flows more effectively across trusted, diverse networks where social norms exist to encourage innovation. Uptake of SPs is more limited in homogenous, close-knit farming communities that do not have many links with non-farmers and where there is a strong social norm to adhere to the status quo.

In addition, Henry (2018) in a study "Learning Sustainability Innovations" found that firms struggle to implement novel and promising sustainability practice broadly. The study also found that for an enterprise to pursue SPs requires social and strategic learning and this can only be achieved in informal social networks among owner/managers who can contribute to learning of such sustainability practices (innovations). Social relationships influence access to information, new behaviours as well as potentials for SPs. Base on the aforementioned literature, we therefore hypothesize:

H1: There is a positive relationship between social networks and sustainability practices in micro enterprises

Stakeholder Involvement and Sustainability Practices

The study analysis yields robust evidence that the participation impact upon the environmental standard of governance outputs, even when controlling for the goals of governmental agencies. Power delegation is evidently shown to be the most stable predictor of strong environmental outputs as documented by (Newig, Jager, Challies, & Kochskämper, 2023). Similarly, the study findings shows that stakeholder engagement and sustainability materiality assessment have strong interconnection. Moreover, the study highlights that stakeholders from a circular perspective can be facilitated by three iterative mechanisms: sustainability interdisciplinarity, sense of belonging and cultural mindset according to (Gromis, Trana, Fiandrino, Tonelli, & Devalle, 2024). As a result of globalization, industrialization, and technology, businesses are changing in their nature and stakeholder relationships require more attention of business owners/manager beyond their traditional responsibilities of control and monitoring of enterprise to a proactive role (Moses et al., 2020). Therefore, the importance of the future of planet, people, resources, and the welfare of stakeholders brings to bear the concept of sustainability practice to be studied (Moses et al., 2020). Thus, stakeholder's involvement is necessary in order to cater for the initiation of SP development (Filho & Brandli, 2016). Relatedly, Bulgacov et al., (2015) in their study conducted in State of Paraná in south of Brazil describe sustainability practices adopted by businesses and the influence they have with the involvement of stakeholders. They used a qualitative and case study method to examine 17 businesses that use strategic sustainability practices in some way. The results produces an alternative framework of analysis for strategic enterprise activities oriented toward the understanding of SPs, especially in processes aimed at catering to and/or involving stakeholders. The study also confirms the idea that sustainability practices, irrespective of the adoption level, have a significant relationship, in businesses, and with the interest of stakeholders.

More so, Mukhawa et al. (2024) in a research conducted in India on Assessing the Influence of Stakeholders on Sustainability Marketing Strategy of Indian Companies. Their study analyzed and evaluated the influence of various key stakeholders on sustainability marketing strategies (SMSs) of multi-industry Indian companies. The findings reveal that most of the Indian companies are either undecided about or uninterested in adopting sustainability marketing (SM) practices, or are not showing their interest in adopting sustainability. Findings further revealed that stakeholders exert environmental, social, and economic pressures on Indian companies; managers of Indian companies feel considerable pressure from environmental stakeholders for adopting SMS, while the pressure from social and economic stakeholders is comparatively less. The study will also help managers manage stakeholders effectively while formulating SMSs.

Memili et al., (2016) investigate "Sustainability Practices of Family Firms: the Interplay between Family Ownership and Long-term Orientation" to test the hypothesis: "not all family firms wish to adopt sustainability practices". They examined this by testing the socio emotional wealth perspective in order to develop a theoretical model of the direct negative effects of family ownership on the adoption of sustainability practices with moderating effects of long-term orientation (LTO). The study was cross-sectional on a sample of 195 family firms in Turkish tourism and hospitality sector. The results affirm the hypothesis that family ownership negatively influences the adoption of sustainability practices. Also, LTO moderates the relationship between family ownership and the adoption of sustainability practices, such that family owners with a high LTO are more likely to adopt sustainability practice compared to those with a low LTO. Base on the above literature, therefore we hypothesize that;

H2: There is a positive relationship between stakeholder involvement and sustainability practices in micro enterprises.

3.0 Methodology

3.1 Design, Population and Sample

The study employed population and sample used from a cross-sectional survey design in the study based on a sample of 284 Micro- enterprises both men and women owned businesses registered with Jos North Local Government Council (Revenue department report 2024). to differentiate between the men and women, the study used the sex categorization; whereby the men and women were considered to be male and female of various age groups. The usable copies of the questionnaire were 256 (response rate of 68 per cent). the respondents profile show that the majority of the participants were women (53 per cent, 135), followed by men (47 per cent, 121). About 47 per cent (119) of the respondents had bachelors, 38 per cent (98) had Diploma and NCE while 15 per cent (16) had secondary school certificates implying that, majority of the respondents were able to understand the content of the questionnaire. It also implies that the men and women in micro-enterprises are somewhat educated.

Furthermore, 72 percent (185) of the respondents were between 18 and 40 years of age, an age bracket in Nigeria that is expected to have attained at least a bachelor's degree. In terms of business type, the majority of the respondents, about 63 percent (163), are in general trade businesses. Such businesses are easy to start in Nigeria and Plateau State.

3.2 Measures and questionnaire

The respondents were asked to indicate their level of agreement with items anchored on a six-point scale ranging from strongly disagree (1) to strongly agree (6). The mean scores and composite reliabilities were then computed. The study adopted the item scales developed by various scholars for both the dependent variable (sustainability practices in micro-enterprises) and the independent variables (social network and legitimacy). All the questionnaires used six-point scales with different anchors for study variables.

3.3 Validity and Reliability

The validity of the instrument was established by using average variance explained (AVE), while reliability was also established using Cronbach's (1951) and Yonla et al.'s (2024) alpha coefficient to maintain internal consistency and stability. The result revealed that the instrument was found to be valid and reliable (Tables 11 and 111), as they were above the threshold of 0.5 and 0.7, respectively, according to Nunnally (1978).

3.4 Data Management and Analysis

The study used a primary source of data (questionnaire). After collection of the questionnaires, data were ascertained for completeness, cleaned, and analyzed using the Statistical Package for Social Scientists (SPSS) version 25. Given the nature of the research questions, the study employed the test of a principal factor analysis (PCA), which was conducted to single out the particular study variables of sustainability practices in micro-enterprises and social network and stakeholder involvement. This was followed by computing descriptive statistics to summarize all the factors. Inferential analysis was carried out to establish the study relationship between social network and stakeholder involvement and sustainability practices in micro-enterprises. Hence the result is presented in the next section.

4.0 Data Analysis And Results Interpretation

Table 3: Correlation Analysis Results

Study Variables	1	2	3
Social network	1		
Stakeholder Involvement	.634**	1	
Sustainability Practices	.508**	.738**	1

*Significant at 10%; *Significant at 5%; **Significant at 1%*

The results of correlation analysis, is a preliminary analysis to mainly establish the association among study variables. This will give an insight as to the closeness of the variables to one another.

The table reveals that social network significantly correlates with sustainability practices in micro enterprises ($r=0.508$, $p \leq 0.01$). stakeholders' involvement and sustainability practices ($r=0.738$, $p \leq 0.01$) are significantly correlated.

4.1 Regression Analyses

A multiple regression analysis was conducted to establish whether there was a relationship between the predictor variables and the criterion variable in this study. The table below shows the percentage of prediction of independent variable on the dependent variable It could be seen that the independent variables predict 31% social network.

Table Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		Collinearity Statistics	Durbin-Watson
	B	Std. Error	Beta			Zero-order	Tolerance	VIF	
1									
(Constant)	.128	.095		6.208	.000				
Social network	.179	.058	.197	2.732	.005	.197	1.000	1.000	
Stakeholder Involvement	.347	.096	.487	7.483	.000	.386	1.000	1.000	1.502

a. Dependent Variable: Sustainability Practices

In this table it could be noted the R and R-square values. The R vales represent the simple correlation and is 0.197 which shows a degree of relationship between the study variables. Similarly, it means that social network and sustainability practices has strong relationship where($\beta = 0.197$, $t\text{-value}=2.732$, $p < .05$). Additionally, sustainability practices of micro business enterprise in Plateau State. This is where ($\beta = 0.487$, $t\text{-value}=7.483$, $p < .05$). The R-square indicate how much of the total variation in the independent variable (Sustainability practices) can be explained by the predicted variables (social network and stakeholders' involvement).

Table: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.611	1	6.641	42.296	.000 ^b
Residual	35.932	273	.143		
Total	37.543	282			

a. Dependent Variable: SOCIALNETWORK

b. Predictors: (Constant), STAKEHOLDERSINVOLVEMENT

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	.392 ^a	.418	.437	.46509	.418	42.196	1	247	.000	1.003

a. Predictors: (Constant), SOCIAL NETWORK

b. Dependent Variable: STAKEHOLDERS INVOLVEMENT

From the model summary, it explains the contributions of the study variables that is (social network and stakeholders' involvement) standing as the independent variables that explain the dependent variable which is the (sustainability practices).

Tests of Hypotheses

Table : Results of Hypothesis testing

Hypotheses	Statement	Path	Remark
H ₁	Social network is positively related to sustainability practices in micro enterprises	SONWT<--- SUSTP	Accepted
H ₂	Stakeholders involvement is positively related to sustainability practices in micro enterprises	STAKHD<--- SUSTP	Accepted

Linear regression analysis was employed to test for the role of sustainability practices in micro enterprise in plateau state. The interpretation of the regression analysis results are shown in Table above.

4.2 Discussion of Findings

If sustainability practices in microenterprises in Jos North Local Government Council of Plateau State, Nigeria, are to be sustainable and survive beyond their first birthdays, it is important to pay attention to social networks and stakeholder involvement to boost the activities of sustainability practices in microenterprises in Nigeria. It was found that social networks are positively related to sustainability practices in microenterprises. This implies that our business' social group is available whenever they need them, night or day. This is important as well, as by giving advice to other members of our group, their own efforts in the business are reinforced. Similarly, in our group, we belong to social groups with members

from diverse occupations/businesses, and our group has the necessary resources to successfully carry out its activities. This study's results give evidence that social network is a good predictor of sustainability practices in microenterprises in this context. On this account, the study supports the previous researchers. If sustainability practices in microenterprises in Jos North Local Government Council of Plateau State, Nigeria, are to be sustainable and survive beyond their first birthdays, it is important to pay attention to social networks and stakeholder involvement to boost the activities of sustainability practices in microenterprises in Nigeria. It was found that social networks are positively related to sustainability practices in microenterprises. This implies that our business' social group is available whenever they need them, night or day. This is important as well, as by giving advice to other members of our group, their own efforts in the business are reinforced. Similarly, in our group, we belong to social groups with members from diverse occupations/businesses, and our group has the necessary resources to successfully carry out its activities. This study's results give evidence that social network is a good predictor of sustainability practices in microenterprises in this context. On this account, the study supports the previous researchers.

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The study documents support for social network theory; according to this theory, it assumes that individuals are not isolated entities, but rather they are interconnected and embedded within social structures. These structures can include family, friends, colleagues, and other social groups. The relationships and connections between individuals are seen as crucial in shaping their behavior, attitudes, and access to resources. Hence, social networks explain the sustainability practices in microenterprises in this study.

In a relationship between stakeholder involvement and sustainability practices, the result revealed that there is a positive and significant relationship. It is possible for the microenterprise to mitigate the negative pressures that may be forwarded by external stakeholders (customers, communities, government, trade associations, and activist groups). Moreover, the image of the business improved after establishing stronger ties with relevant stakeholders. The microenterprise will work with stakeholders only if they prove they will work with the enterprise. It is right to say here that developing long-term personal relationships with stakeholders is one of the most important parts of collaborating at the microenterprise.

Given the study findings, it can be documented that stakeholder involvement is a good predictor of the sustainability practices in microenterprises in the context of Nigeria, in Jos North Local Government Council of Plateau State. On this account, the study lends support to others' findings that the importance of the future of our planet, people, resources, and the welfare of stakeholders depends on and brings to bear the concept of sustainability practices to be studied for deeper understanding (Moses et al., 2020). Thus, stakeholder involvement is necessary in order to cater for the initiation of SP development (Filho & Brandli, 2016). The study documents support for stakeholder theory. Accordingly, this theory assumes that microbusinesses should not only be accountable to their immediate shareholders but also to a

wider range of stakeholders, including employees, customers, the community, suppliers, and financiers, as well as all the parties affected by the success or failure of the business.

5.0 Conclusion, Implications and areas of further research

The study results imply that several issues call for the critical attention of researchers, men and women owners of micro-enterprises, practitioners and policymakers. First, an examination of social networks and stakeholders' involvement in Sustainability practices in micro enterprises has offered reasonable results. The results demonstrate that all the conceptualized two variables explain sustainability practices in micro-enterprises. Hence, researchers are advised not to downplay the contextual issues in this study. Second, there are policy gaps that have a bearing on sustainability practices in micro-enterprises. There is a need to revisit SME policy systems and practices to make policies that will align with the micro-enterprises not just the Small, Medium and Large enterprises, this will enable such categories to feed into various contexts to operate. As such there is a need to strengthen the roles of social networks and stakeholders' involvement applicable in all forms of enterprises in the Nigerian context. Finally, all micro-enterprise owners need to become more self-driven and be resourceful rather than being dependent. Like any other research, this study is not devoid of limitations. The study took a quantitative approach by generating its data from a self-administered questionnaire. Also, the study did not undertake follow-up interviews, which would have informed us why respondents held certain views. More so, the study was limited to the men and women micro-enterprise owners only in Jos North Plateau State, Nigeria. It is possible therefore that if the questionnaires were applied to a wider demography like the entire state or region, the data may present a different result. Therefore, the results are only applicable to the categories of micro-enterprise owners in Nigeria. It is important to note that, the present study is cross-sectional; it is practically possible that the views held by respondents may change over some time. Therefore, in the future, the study should be replicated in this context using a longitudinal approach.

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