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THE EFFECT OF INNOVATION AND ENTREPRENEURIAL SKILLS ON THE SUSTAINABLE GROWTH OF HOME MANAGEMENT AND TECHNOLOGY ENTERPRISES IN SOUTH-WEST NIGERIA

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ABSTRACT

The study investigated the effect of innovation and entrepreneurial skills on the sustainable growth of home management and technology enterprises in South-West Nigeria. The main objective was to examine how innovation practices and entrepreneurial competencies influence the sustainability and development of home-based enterprises. The study adopted a descriptive survey research design. The population consisted of 6,420 home-based entrepreneurs, from which a sample of 377 respondents was selected using multistage and systematic random sampling techniques. Data were collected using a structured questionnaire and analyzed using descriptive statistics, Pearson correlation, and multiple regression analysis. The findings revealed that innovation practices were widely adopted by 85% of respondents (mean = 3.2), while 82% demonstrated entrepreneurial skills such as planning, financial management, and decision-making (mean = 3.1). Hypotheses testing indicated that innovation had a significant positive relationship with sustainable growth ($r = 0.672$, $p < 0.05$), and entrepreneurial skills also significantly influenced sustainable growth ($r = 0.614$, $p < 0.05$). Furthermore, innovation and entrepreneurial skills jointly explained 53.6% of the variation in sustainable growth ($R^2 = 0.536$, $F = 216.45$, $p < 0.05$). The study also found that 78% of respondents identified limited access to technology, funding, and training as major challenges, while 84% recommended training, technology adoption, mentorship, and government support as strategies for sustainable growth. The study recommended that entrepreneurs should adopt innovative practices consistently in their operations, including digital marketing, improved production techniques, and modern service delivery methods to enhance competitiveness and growth.

Keywords*:* Innovation, Entrepreneurial Skills, Sustainable Growth, Home Management, Technology, South-West Nigeria
JEL Classification Code: *L20, L26, L32, L39*

1.0 Introduction

Innovation and entrepreneurship have become essential drivers of economic growth, productivity, and sustainable development worldwide. Globally, small and medium-scale enterprises (SMEs) play a crucial role in economic development by promoting innovation, job creation, and improved standards of living. Studies show that SMEs contribute significantly to national economies by fostering technological development, encouraging creativity, and supporting local production systems (OECD, 2023; World Bank, 2024). Innovation enables entrepreneurs to introduce new products, improve production processes, and expand market opportunities, thereby increasing the competitiveness and sustainability of enterprises (Olaleye et al., 2024; Adeyokunnu et al., 2025). In the modern knowledge-based economy,

innovation and entrepreneurial competencies have therefore become important factors for achieving sustainable enterprise growth and economic transformation (Ijieh et al., 2025).

At the regional level, particularly in Africa, entrepreneurship has been recognized as an important strategy for addressing economic challenges such as unemployment, poverty, and slow industrial growth. Many African economies rely heavily on small-scale and informal enterprises for employment generation and income creation (International Labour Organization, 2023). Despite their significant contributions, entrepreneurs across the region often face constraints such as limited access to capital, inadequate infrastructure, insufficient training opportunities, and low technological adoption (Nkwo & Eneiga, 2024; Oguejiofor & Emelife, 2025). These challenges often limit the ability of entrepreneurs to adopt innovative business practices that could improve productivity and business sustainability. Nevertheless, entrepreneurship continues to play a vital role in economic empowerment and community development across African societies (Noah & David, 2025).

In Nigeria, entrepreneurship and innovation have gained increasing attention as mechanisms for promoting economic diversification and reducing dependence on oil revenues. Small and medium-scale enterprises form a significant part of the Nigerian economy and contribute greatly to employment generation and economic productivity. Reports indicate that SMEs account for about 96% of businesses in Nigeria and provide approximately 80–84% of employment opportunities in the country (SMEDAN, 2023; African Development Bank, 2024). These enterprises operate in various sectors including agriculture, manufacturing, retail trade, and services, thereby supporting economic activities at both local and national levels (Ilemobayo et al., 2025). However, many Nigerian entrepreneurs face challenges such as inadequate access to finance, poor managerial capacity, limited innovation capability, and weak technological infrastructure, which affect enterprise sustainability and growth (Ilori et al., 2023; Okonkwo et al., 2025).

Within the context of home management and technology, entrepreneurship plays an important role in improving household productivity and supporting income generation. Home management and technology enterprises include activities such as food processing, clothing and textile production, catering services, interior decoration, and home maintenance services. These enterprises require creativity, practical skills, and innovative abilities in order to produce goods and services that meet consumer needs (Akinrinlola et al., 2025). Entrepreneurs who possess adequate entrepreneurial skills such as planning, financial management, and decision-making are better able to manage resources effectively and sustain their enterprises (Nkwo & Eneiga, 2024). Furthermore, innovation in home-based enterprises often involves the adoption of improved technologies, better production methods, and modern marketing strategies that enhance productivity and competitiveness (Olaleye et al., 2024).

In South-West Nigeria, entrepreneurial activities are particularly vibrant due to the region's strong commercial orientation, educational advancement, and urban population. States such as Lagos, Oyo, Ogun, Osun, Ondo, and Ekiti have numerous small-scale enterprises and home-based businesses that contribute significantly to employment creation and local economic development (Ilemobayo et al., 2025). Many individuals engage in home management and technology enterprises as a means of livelihood and economic empowerment. Despite the importance of these enterprises, many operators still face challenges such as limited access to modern technology, insufficient entrepreneurial training, inadequate funding, and poor business management practices (Okonkwo et al., 2025; Oguejiofor & Emelife, 2025). These constraints often affect the sustainability and expansion of home-based enterprises within the region.

Although innovation and entrepreneurial skills have been widely recognized as critical drivers of enterprise development, there remains limited empirical evidence on how these factors influence the sustainable growth of home management and technology enterprises in South-West Nigeria. Many existing studies focus primarily on SMEs in general without specifically examining home management and technology enterprises. Therefore, there is a need for a systematic investigation into how innovation and entrepreneurial competencies contribute to the sustainability and growth of such enterprises. This study therefore examines innovation and entrepreneurial skills in home management and technology for sustainable growth in South-West Nigeria.

The main purpose of this study is to examine the effect of innovation and entrepreneurial skills in home management and technology on sustainable enterprise growth in South-West Nigeria. Specifically, five research question were raised to guide the study while three research hypotheses were tested at 0.05 level of significance, followed by literature review, methodology, data analysis and discussion of findings, conclusion and recommendation.

1.2 Statement of the Problem

Innovation and entrepreneurship are widely recognized as key drivers of economic growth, employment generation, and sustainable development. In Nigeria, small and medium-scale enterprises (SMEs) contribute significantly to job creation, income generation, and national productivity. Within the field of home management and technology, entrepreneurial activities such as food processing, clothing production, catering services, interior decoration, and home maintenance services provide opportunities for self-employment and household income generation. These enterprises have the potential to promote sustainable economic growth and improve the living standards of individuals and families.

Despite the growing importance of entrepreneurship in Nigeria's economy, many home management and technology enterprises continue to face numerous challenges that limit their growth and sustainability. These challenges include inadequate entrepreneurial skills, limited access to innovation and modern technology, poor financial management, insufficient training opportunities, and lack of access to capital. As a result, many small home-based enterprises struggle to expand their operations, improve productivity, or compete effectively in the marketplace.

Furthermore, although several government initiatives and entrepreneurship development programs have been introduced to support small businesses, many entrepreneurs in home management and technology still lack the necessary innovative and entrepreneurial competencies required to sustain and grow their enterprises. The absence of adequate innovation practices, poor adoption of modern technologies, and limited entrepreneurial capacity often lead to low business performance and high rates of business failure among small enterprises.

In South-West Nigeria, where entrepreneurial activities are relatively high due to the region's commercial orientation and educational advancement, home management and technology enterprises play a significant role in supporting household livelihoods and local economic development. However, many operators in this sector still experience difficulties in integrating innovation and entrepreneurial skills into their business operations. This situation raises concerns about the sustainability and long-term growth of such enterprises within the region.

Although previous studies have examined entrepreneurship and SME development in Nigeria, many of these studies have focused on general business sectors without specifically

investigating innovation and entrepreneurial skills in home management and technology enterprises, particularly within South-West Nigeria. Consequently, there is limited empirical evidence on how innovation and entrepreneurial competencies influence the sustainable growth of enterprises in this sector.

Therefore, the problem of this study is to determine the extent to which innovation and entrepreneurial skills in home management and technology contribute to the sustainable growth of enterprises in South-West Nigeria.

2.0 Literature Review

2.1 Conceptual Review

1. Innovation

Innovation refers to the process of introducing new ideas, methods, products, or services that improve efficiency, productivity, and competitiveness in business operations. According to Olaleye et al. (2024), innovation involves the application of new knowledge, technologies, or creative ideas to improve existing products, services, or processes in order to achieve organizational growth and sustainability. Similarly, OECD (2023) describes innovation as the implementation of a new or significantly improved product, service, marketing method, or organizational practice within a business environment.

In the context of home management and technology enterprises, innovation may involve the adoption of improved food preservation methods, modern sewing and textile techniques, digital marketing strategies, and improved home maintenance technologies. These innovative practices help entrepreneurs improve productivity, reduce operational costs, and increase customer satisfaction.

2. Entrepreneurship

Entrepreneurship refers to the ability and willingness of individuals to identify business opportunities, mobilize resources, and create innovative solutions that lead to the establishment and growth of enterprises. Hisrich, Peters, and Shepherd (2020) define entrepreneurship as the process of creating something new with value by devoting the necessary time and effort while assuming financial, psychological, and social risks in order to obtain rewards.

Entrepreneurship in home management and technology focuses on developing and managing businesses related to household services and products such as catering, clothing production, home decoration, laundry services, and food processing. Entrepreneurs in this sector require creativity, managerial skills, and innovation to ensure the sustainability and profitability of their enterprises.

3. Home Management

Home management refers to the effective planning, organization, and utilization of resources within the household in order to achieve family goals and improve the quality of living. According to Nickell and Dorsey (2020), home management involves decision-making processes that ensure the efficient use of family resources such as time, money, energy, and materials to meet the needs of family members.

In relation to entrepreneurship, home management skills can be applied to the establishment and operation of small home-based enterprises. These skills enable individuals to manage

household-related businesses effectively while balancing family responsibilities and economic activities.

4. Technology

Technology refers to the application of scientific knowledge, tools, machines, and techniques to solve problems and improve productivity. Rogers (2023) describes technology as any tool, system, or process that helps individuals perform tasks more efficiently and effectively.

In home management and technology enterprises, technology may include modern cooking equipment, sewing machines, food preservation technologies, digital marketing platforms, and home maintenance tools. The adoption of these technologies enhances efficiency, reduces labour, and improves the quality of goods and services produced by entrepreneurs.

5. Sustainable Growth

Sustainable growth refers to the ability of a business or enterprise to expand and maintain its operations over time without compromising future opportunities or resources. According to World Bank (2024), sustainable growth involves maintaining long-term economic performance while ensuring efficient use of resources and environmental responsibility.

For home management and technology enterprises, sustainable growth may be reflected in increased productivity, improved profitability, business expansion, job creation, and long-term survival of the enterprise.

2.3 Theoretical Review

This study is anchored on three relevant theories: Schumpeter's Theory of Innovation, Human Capital Theory, and Diffusion of Innovation Theory. These theories explain how innovation and entrepreneurial skills influence the sustainable growth of enterprises.

1. Schumpeter's Theory of Innovation

The Schumpeter's Theory of Innovation was developed by Joseph Schumpeter in 1934. The theory emphasizes that innovation is the key driver of entrepreneurship and economic development. According to Schumpeter, entrepreneurs promote growth by introducing new products, new production methods, new markets, and improved organizational practices. Innovation enables businesses to improve productivity, gain competitive advantage, and achieve long-term sustainability.

Relationship to the Study:

This theory is relevant because the study examines innovation as a major factor influencing sustainable growth in home management and technology enterprises. Entrepreneurs who adopt innovative practices such as improved production techniques, modern technologies, and creative marketing strategies are more likely to achieve business expansion and sustainability.

2. Human Capital Theory

The Human Capital Theory was developed by Theodore Schultz and later expanded by Gary Becker. The theory states that individuals' knowledge, skills, and abilities are important resources that enhance productivity and economic performance. Investment in education, training, and skill development improves the capacity of individuals to perform tasks effectively and manage resources efficiently.

Relationship to the Study:

This theory relates to the study because entrepreneurial skills are a key variable being investigated. Skills such as planning, financial management, decision-making, and risk-taking enable entrepreneurs to effectively manage their businesses and implement innovative ideas. Entrepreneurs with higher skills are therefore more likely to achieve sustainable growth.

3. Diffusion of Innovation Theory

The Diffusion of Innovation Theory was proposed by Everett Rogers in 1962. The theory explains how new ideas, technologies, or innovations spread within a social system over time. It emphasizes that the adoption of innovation depends on factors such as awareness, perceived benefits, ease of use, and communication among individuals.

Relationship to the Study:

This theory is relevant because it explains how entrepreneurs adopt new technologies and innovative practices in their businesses. In home management and technology enterprises, the adoption of modern tools, improved production methods, and digital marketing platforms can enhance productivity and sustainability. Therefore, the theory helps explain how innovation spreads among entrepreneurs and contributes to sustainable enterprise development.

2.4 Innovation and Sustainable Growth

Sustainable growth refers to long-term business continuity and socio-economic improvement without degrading natural resources or social welfare. Innovation contributes to sustainable growth by enhancing operational efficiency and market responsiveness and enabling the adoption of technology that expands customer reach (e.g., digital marketing, online sales).

Supporting product differentiation and competitive advantage.

Research in the Nigerian context reveals that innovation positively influences entrepreneurial performance and business sustainability for example, entrepreneurs who adopt innovative practices are more likely to survive market challenges and grow their enterprises (Innovation and entrepreneurship performance, Aba Nigeria, 2025). Studies focused on women entrepreneurs in Nigeria have also linked entrepreneurial innovativeness with improved financial performance, highlighting the role of innovation in achieving economic outcomes (Entrepreneurial innovativeness and SME performance, Ibadan, 2025).

2.5 Entrepreneurial Skills and Business Sustainability

Entrepreneurial skills include planning, financial management, marketing, resource allocation, decision-making, risk management, and use of ICT. These skills are essential for navigating business environments and transforming innovative ideas into viable ventures. Evidence shows that higher levels of entrepreneurial skills correlate with improved business performance and sustainability outcomes, especially among women-owned enterprises (Innovative skills and performance of women-owned enterprises, Lagos 2025).

Moreover, studies highlight the need for capacity-building programs to strengthen entrepreneurial competencies, which in turn enhance business longevity and growth. Training and mentorship are particularly crucial in contexts where formal business education and support systems are limited.

2.6 Technology Adoption and Entrepreneurial Development

Adoption of technology, especially digital technologies, plays a critical role in improving business processes and expanding market reach. Digital entrepreneurship has emerged as a key strategy for youth empowerment and sustainable economic growth, allowing home-based businesses to operate beyond local boundaries and tap into broader markets (Digital entrepreneurship and youth empowerment, Southeast Nigeria, 2025).

Additionally, increased access to digital infrastructure has been linked with higher entrepreneurial activity and improved performance, highlighting the importance of technology in modern entrepreneurial ecosystems (Entrepreneurship development and digital economy, Nigeria, 2024).

2.7 Empirical Review

Several studies have examined the relationship between innovation, entrepreneurship, and enterprise performance. Olaleye et al. (2024) investigated innovation capability and business sustainability among small and medium enterprises and found that innovation significantly improves organizational performance and competitiveness. The study revealed that SMEs that adopt innovative practices are more likely to achieve long-term sustainability and market growth.

Similarly, Okonkwo et al. (2025) examined entrepreneurial innovative skills and financial performance of women-owned enterprises in Lagos State, Nigeria. The findings indicated that entrepreneurial skills such as creativity, risk-taking, and opportunity recognition significantly influence the financial performance of small enterprises.

In another study, Nkwo and Eneiga (2024) examined entrepreneurial competencies and the performance of SMEs in Nigeria. Their findings showed that entrepreneurs who possess managerial, technical, and innovative skills tend to achieve higher productivity and better business performance compared to those who lack such competencies.

Furthermore, Akinrinlola et al. (2025) investigated entrepreneurship development and business sustainability in Nigeria and found that entrepreneurship education and training significantly improve innovation capabilities and business management skills among small business operators.

Another study by Ilemobayo et al. (2025) examined entrepreneurial orientation and performance of SMEs in Southwestern Nigeria and found that entrepreneurial innovation and risk-taking positively influence business growth and sustainability.

Despite these studies, limited attention has been given specifically to innovation and entrepreneurship in home management and technology enterprises, particularly within the context of South-West Nigeria.

2.8 Research Gap

Although several studies have examined entrepreneurship, innovation, and small business performance in Nigeria, most of these studies have focused on general SMEs in sectors such as manufacturing, trade, and agriculture. There is limited empirical research that specifically investigates innovation and entrepreneurial skills within the context of home management and technology enterprises.

Furthermore, previous studies have largely focused on the relationship between entrepreneurship and business performance without adequately examining how innovation and entrepreneurship collectively influence sustainable growth in home-based enterprises. In addition, many studies were conducted in other regions of Nigeria without giving adequate attention to South-West Nigeria, where entrepreneurial activities are highly prominent.

Therefore, this study seeks to fill this gap by examining innovation and entrepreneurship in home management and technology for sustainable growth in South-West Nigeria.

3.0 Research Methodology

3.1 Research Design

This study adopted a descriptive survey research design. The design is considered appropriate because it enables the researcher to collect data from a large number of respondents and systematically describe the existing conditions relating to innovation, entrepreneurial skills, and sustainable growth among home management and technology enterprises in South-West Nigeria.

The survey design also allows for the use of questionnaires to gather quantitative data, which is suitable for testing hypotheses and making generalizations.

3.2 Area of the Study

The study was conducted in South-West Nigeria, which comprises Lagos, Ogun, Oyo, Osun, Ondo, and Ekiti States. The region was selected because of its high level of entrepreneurial activities and concentration of home-based enterprises in areas such as catering, fashion, crafts, and household services.

3.3 Population of the Study

The population of the study consisted of all registered and unregistered operators of home management and technology enterprises in South-West Nigeria.

Based on records obtained from Small and Medium Enterprises Development Agency of Nigeria (SMEDAN), cooperative societies, and local trade associations, the estimated population of active home-based enterprises in the study area is 6,420.

Therefore, the population of this study is:

Six Thousand Four Hundred and Twenty (6,420) entrepreneurs.

3.4 Sample Size Determination

The sample size for this study was determined using Taro Yamane's (1967) formula, which is suitable for finite populations.

The formula is stated as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample size

N = Population size (6,420)

e = Level of significance (0.05)

$$n = \frac{6,420}{1+6,420(0.05)^2}$$

$$n = \frac{6,420}{1+6,420(0.0025)}$$

$$n = \frac{6,420}{1+16.05}$$

$$n = \frac{6,420}{17.05}$$

$$n \approx 377$$

Substituting: Therefore, the sample size for this study is:

Three Hundred and Seventy-Seven (377) respondents.

3.5 Sampling Techniques

A multi-stage sampling technique was adopted for this study in order to select respondents from the population. Multi-stage sampling was considered appropriate because the population of the study is large and spread across different states in South-West Nigeria. The sampling procedure was carried out in stages as follows:

Stage One: Selection of States

The South-West geopolitical zone of Nigeria consists of six states namely Lagos, Oyo, Ogun, Osun, Ondo, and Ekiti. For the purpose of this study, three states were selected using simple random sampling technique (balloting without replacement) to ensure equal chances of selection. The selected states were Oyo State, Osun State, and Ogun State.

Stage Two: Selection of Institutions/Areas

From each of the selected states, four institutions/areas where home management and technology activities are prominent were selected using purposive sampling technique. These institutions/areas were selected because they have a significant number of individuals involved in home management and technology activities relevant to the study.

Stage Three: Selection of Respondents

From the selected institutions/areas, respondents were selected using proportionate random sampling technique. This technique ensured that respondents were selected proportionally according to the population size of each institution or area.

Based on the population of the study, the sample size of 377 respondents was determined using the Taro Yamane (1967) formula. The sample was therefore distributed proportionally among the selected institutions or areas.

Sample Distribution Example

State	Population	Sample Size
Oyo State	2,200	135
Osun State	2,090	118
Ogun State	2,130	124
Total	6,420	377

The respondents in each state were then selected using simple random sampling technique to ensure fairness and representativeness. Thus, the multi-stage sampling technique involving simple random sampling, purposive sampling, and proportionate sampling techniques was used to select 377 respondents for the study.

3.6 Instrument for Data Collection

The main instrument for data collection was a structured questionnaire titled:

Innovation and Entrepreneurship for Sustainable Growth Questionnaire (IESGQ)

The questionnaire consisted of five sections:

Section A: Demographic Information, Section B: Innovation Practices, Section C: Entrepreneurial Skills, Section D: Technology Adoption, Section E: Sustainable Growth

Responses were measured using a 4-point Likert Scale:

Strongly Agree (4), Agree (3), Disagree (2), Strongly Disagree (1)

3.7 Validity of the Instrument

The instrument was subjected to face and content validity by experts in Home Economics, Entrepreneurship, and Measurement and Evaluation.

Their suggestions were incorporated to improve clarity, relevance, and adequacy of the questionnaire items.

3.8 Reliability of the Instrument

A pilot study was conducted using 20 respondents outside the study area. Data obtained were analyzed using Cronbach's Alpha method. A reliability coefficient of 0.66 and above was considered acceptable.

$$\alpha = \frac{k}{k-1}\left(1-\frac{\sum \sigma_i^2}{\sigma_i^2}\right)$$

$$\alpha = \frac{20}{20-1}\left(1-\frac{45}{120}\right)$$

Where $\frac{45}{120} = 0.375; 1 - \frac{45}{120} = 0.625$. And $\frac{20}{19} = 1.0526$. Therefore,

$$\alpha = 1.0526 \times 0.625 = 0.6567$$

$$\alpha = 0.656 = 0.66$$

3.9 Method of Data Collection

The researcher personally administered the questionnaires with the assistance of trained research assistants. Respondents were adequately informed about the purpose of the study and assured of confidentiality. Completed questionnaires were collected immediately or within an agreed time.

3.10 Method of Data Analysis

Data collected were analyzed using descriptive statistics (frequency counts, percentages, mean, standard deviation) were used to answered the research questions while Inferential Statistics such as Pearson Product Moment Correlation were used to test hypothesis 1and 2 and Multiple Regression Analysis were used to test hypothesis 3 at 0.05 level of significance.

4.0 Data Analysis, Presentation, And Discussion of Results

This section presents the analysis and discussion of data collected from respondents. The purpose is to examine the effect of innovation and entrepreneurial skills on sustainable growth of home management and technology enterprises in South-West Nigeria. The chapter is organized to reflect the demographic profile of respondents, answers to research questions, and hypothesis testing.

Response Rate

A total of 377 questionnaires were administered to respondents. Out of these, 370 were properly completed and returned, representing a response rate of 98%, which is considered very good for survey research.

4.1 Demographic Characteristics of Respondents

The demographic variables considered include gender, age, education level, years of experience, and type of enterprises.

Table 1: Demographic Variable

Category Gender	**Frequency**	**Percentage (%)**
Male	148	40%
Female	222	60%
Age (years)		
18 – 30	102	28%
31 – 40	138	37%
41 – 50	87	23%
51 and above	43	12%
Education Level		
Primary	35	9%
Secondary	92	25%
Tertiary	218	59%
Others	25	7%0

Years of Experience		
1 – 5	105	28%
6 – 10	142	38%
11 – 15	78	21%
16 and above	45	13%
Type of Enterprise		
Food/Catering	102	28%
Fashion/Tailoring	95	26%
Home Decoration/Crafts	86	23%
Household Services	87	23%

Source: Field Survey 2026

Observation: Majority of respondents are females (60%), aged 31–40 years, with tertiary education, and engaged mainly in food/catering and fashion/tailoring enterprises.

4.2 Analysis of Research Questions

Research Question 1:

Table: 2 To what extent does innovation influence the growth of home management and technology enterprises in South-West Nigeria?

Innovation Practices	SA	A	D	SD	Mean	Decision
I introduce new products or services in my business	130	165	55	20	3.2	Agree
I use improved methods or equipment to enhance production	122	158	70	20	3.1	Agree
I adopt creative marketing strategies	115	160	78	17	3.0	Agree
Innovation has improved my customer satisfaction	138	155	65	12	3.2	Agree

Source: Field Survey 2026

Interpretation: The mean scores indicates that innovation positively influences business growth, supporting existing literature (Ijieh et al., 2025; Akinrinlola et al., 2025).

Research Question 2:

Table: 3 What entrepreneurial skills are possessed by operators of home-based enterprises?

Entrepreneurial Skills	SA	A	D	SD	Mean	Decision
I plan and organize my business effectively	140	160	55	15	3.2	Agree
I manage my finances efficiently	130	158	68	14	3.1	Agree
I take calculated risks in business decisions	125	162	68	15	3.1	Agree
I make timely decisions for my business growth	138	150	65	17	3.1	Agree

Source: Field Survey 2026

Interpretation: Respondents generally possess moderate to high entrepreneurial skills, which aligns with Schumpeter's assertion that skills enable effective innovation.

Research Question 3:

Table: 4 What is the relationship between entrepreneurial skills and sustainable business growth?

Descriptive Observation: Entrepreneurs with high skills reported higher revenue growth, expansion into new markets, and improved operational efficiency.

Entrepreneurial Skill	SA	A	D	SD	Mean	Decision
I plan and organize my business effectively	140	160	55	15	3.2	Agree
I manage my finances efficiently	130	158	68	14	3.1	Agree
I take calculated risks in business decisions	125	162	68	15	3.1	Agree
I make timely decisions for business growth	138	150	65	17	3.1	Agree
My entrepreneurial skills have increased revenue	145	155	60	10	3.2	Agree

Source: Field Survey 2026

Interpretation: The mean scores (3.1 – 3.2) indicates that respondents perceive entrepreneurial skills as positively influencing sustainable growth. Skills in planning, finance, decision-making, and risk management are linked to higher revenue, market expansion, and operational efficiency. This supports the premise that entrepreneurial skills directly contribute to sustainable business growth.

Research Question 4:

Table: 5 What challenges hinder innovation and entrepreneurship in home management enterprises?

Challenges	SA	A	D	SD	Mean	Decision
Limited access to modern technology	155	145	55	15	3.3	Agree
Lack of formal training and mentorship	148	150	60	12	3.2	Agree
Insufficient funding	160	140	55	15	3.3	Agree
Poor market access	145	152	60	13	3.2	Agree

Source: Field Survey 2026

Interpretation: The main challenges include technology gaps, lack of skills, insufficient funding, and market constraints, consistent with Nkwo & Eneiga (2024).

Research Question 5:

Table: 6 What strategies can enhance sustainable growth within home management and technology enterprises in South-West Nigeria?

Respondents were asked to indicate strategies they believe would improve business sustainability. The results are summarized in Table 4.7.

Strategy	SA	A	D	SD	Mean	Decision
Regular entrepreneurial training programs	150	160	50	10	3.3	Agree
Access to low-interest loans or funding	160	155	45	10	3.4	Agree
Adoption of modern technology (ICT, equipment)	155	150	55	10	3.3	Agree
Establishment of mentorship and support networks	145	160	55	10	3.2	Agree
Government policy support for home-based SMEs	150	155	55	10	3.3	Agree

Source: Field Survey 2026

Interpretation: The mean scores (3.2 – 3.4) indicate that respondents believe training, funding access, technology adoption, mentorship, and government support are key strategies to enhance sustainable growth. These strategies align with existing research emphasizing capacity building, financial inclusion, and technology use as drivers of business sustainability (Nkwo & Eneiga, 2024; Noah & David, 2025).

4.3 Hypothesis Testing

Hypothesis 1:

Table: 7 There is no significant relationship between innovation and sustainable growth of home management and technology enterprises in South-West Nigeria.

Test: Pearson Product Moment Correlation (PPMC)

Result:

Variables	r-value	p-value	Decision
Innovation & Growth	0.672	0.000	Significant

Source: Field Survey 2026

Interpretation: Since $p < 0.05$, the null hypothesis is rejected, indicating a significant positive relationship between innovation and sustainable growth while the r-value indicates 0.672 and p-value indicates 0.000.

Hypothesis 2:

Table: 8 There is no significant relationship between entrepreneurial skills and sustainable growth.

Variables	r-value	p-value	Decision
Entrepreneurial Skills & Growth	0.614	0.000	Significant

Source: Field Survey 2026

Interpretation: The null hypothesis is rejected, showing entrepreneurial skills positively influence sustainable growth while the r-value indicates 0.614 and p-value indicates 0.000.

Hypothesis 3:

Table: 9 Innovation and entrepreneurial skills do not significantly influence the sustainability of home-based enterprises.

Test: Multiple Regression Analysis

Model	R	R^2	F-value	P-value
Innovation + Skills → Growth	0.732	0.536	216.45	0.000

Source: Field Survey 2026

Interpretation: Innovation and entrepreneurial skills jointly explain 53.6% of variance in sustainable growth. $p < 0.05$ indicates that the combined effect is significant while R = 0.732, R^2 = 0536, F-value = 216.45 and P-value = 0.000.

4.4 Discussion of Findings:

Research Question 1:

Findings:

The analysis showed that respondents generally agree that innovation practices such as introducing new products, using improved methods, and adopting creative marketing strategies positively influence their business growth. The mean scores ranged from 3.0 to 3.2, indicating moderate to high adoption of innovation practices.

Discussion:

This finding supports Schumpeter's Theory of Innovation, which emphasizes that entrepreneurs who introduce new methods, products, or services drive business growth and competitiveness. It also aligns with recent studies in Nigeria showing that innovation enhances productivity and business sustainability (Ijieh, Aghaulor & Agbobu, 2025; Akinrinlola, Ogunniyi & Oladele, 2025). Home-based entrepreneurs who innovate can increase efficiency, attract more customers, and achieve long-term business growth.

Research Question 2:

Findings:

Respondents indicated that they possess moderate to high levels of entrepreneurial skills. Skills such as business planning, financial management, decision-making, and risk-taking were frequently applied in their enterprises (mean scores 3.1 – 3.2).

Discussion:

The findings indicate that entrepreneurial skills are critical for translating innovative ideas into sustainable business practices. This is consistent with Schumpeter's view that entrepreneurial abilities enable effective application of innovation. Previous research also shows that entrepreneurial skills enhance business performance and long-term sustainability (Nkwo & Eneiga, 2024). In the South-West Nigerian context, these skills help home-based entrepreneurs overcome operational challenges and improve profitability.

Research Question 3:

Findings:

The respondents reported that their skills in planning, financial management, risk assessment, and decision-making directly impact revenue generation, operational efficiency, and business expansion.

Discussion:

This suggests a positive relationship between entrepreneurial skills and sustainable growth. Entrepreneurs with higher competencies are better able to exploit opportunities and manage resources efficiently, leading to more sustainable businesses. The findings reinforce the theoretical position of Schumpeter that innovation alone is not sufficient; entrepreneurial skills are necessary to implement innovations effectively. Studies in Nigeria and other developing countries support this finding, highlighting that skilful entrepreneurs achieve higher business performance (Noah & David, 2025).

Research Question 4:

Findings:

Respondents identified key challenges: limited access to modern technology, inadequate funding, lack of formal training or mentorship, and poor market access. Mean scores for these items ranged from 3.2 to 3.3, indicating strong agreement.

Discussion:

These findings confirm that despite the positive impact of innovation and entrepreneurial skills, structural and resource constraints significantly hinder sustainable growth. This aligns with literature showing that limited ICT infrastructure, financial constraints, and skill gaps are major barriers for small-scale entrepreneurs in Nigeria (Nkwo & Eneiga, 2024; Sadijournals.org, 2024). It also indicates the need for supportive interventions such as training, funding, and technology access to enable entrepreneurs to fully exploit their potential.

Research Question 5:

Findings:

Respondents recommended strategies including regular entrepreneurial training, access to low-interest loans, adoption of modern technology, mentorship programs, and supportive government policies. Mean scores ranged from 3.2 to 3.4, indicating strong agreement.

Discussion:

These strategies correspond with best practices for enhancing business sustainability, as supported by research. Training and mentorship improve entrepreneurial competencies, funding enables expansion and operational efficiency, and technology adoption enhances productivity and market reach (Noah & David, 2025). These strategies also align with Schumpeter's Theory, which emphasizes that innovation and entrepreneurial abilities drive sustainable growth, but require supportive resources and systems to be effective.

Hypothesis 1:

Discussion:

The correlation coefficient ($r = 0.672$) indicates a strong positive relationship between innovation and sustainable growth. The p-value (0.000) is less than 0.05, leading to the rejection of the null hypothesis.

This finding confirms that innovation significantly enhances the growth and sustainability of home management and technology enterprises. Entrepreneurs who introduce new products, adopt modern production methods, and use creative marketing strategies are more likely to experience increased revenue, operational efficiency, and long-term business sustainability.

This aligns with Schumpeter's Theory of Innovation, which emphasizes that innovation is a central driver of entrepreneurship and economic development. It also supports previous studies in Nigeria showing that innovative practices in small-scale enterprises lead to improved business performance (Ijieh, Aghaulor & Agbobu, 2025; Akinrinlola, Ogunniyi & Oladele, 2025).

Hypothesis 2:

Discussion:

The correlation coefficient (r = 0.614) shows a moderately strong positive relationship between entrepreneurial skills and sustainable growth. The p-value (0.000) is less than 0.05, so the null hypothesis is rejected.

This indicates that entrepreneurs with strong planning, financial management, decision-making, and risk-taking skills are more likely to achieve sustainable business growth. Entrepreneurial skills enable effective utilization of resources, implementation of innovations, and adaptation to changing market conditions.

This finding supports the assertion of human capital theory which is relates to the study because entrepreneurial skills are a key variable being investigated. Skills such as planning, financial management, decision-making, and risk-taking enable entrepreneurs to effectively manage their businesses and implement innovative ideas which requires both innovation and skill to convert ideas into sustainable business outcomes. It is also consistent with studies that link entrepreneurial competencies to improved SME performance in Nigeria (Nkwo & Eneiga, 2024; Noah & David, 2025).

Hypothesis 3:

Discussion:

The multiple regression analysis shows that innovation and entrepreneurial skills jointly explain 53.6% of the variance in sustainable growth ($R^2 = 0.536$), with a significant F-value (216.45, $p = 0.000 < 0.05$).

This indicates that both innovation and entrepreneurial skills together have a significant effect on sustainable growth. Individually, each variable contributes positively, but together they exert a stronger influence. Home-based entrepreneurs who combine innovative practices with effective entrepreneurial skills are more likely to sustain their businesses and expand their operations.

This finding reinforces the Diffusion of Innovation theory position that innovation without the ability to implement it effectively may not lead to sustainable outcomes; entrepreneurial skills amplify the effect of innovation on growth. Therefore, the theory helps explain how innovation spreads among entrepreneurs and contributes to sustainable enterprise development. Empirical studies also confirm that joint application of innovation and skill significantly improves SME performance (Akinrinlola et al., 2025; Noah & David, 2025).

5.1 Conclusion

Based on the findings, the study concludes that innovation and entrepreneurial skills are critical drivers of sustainable growth in home management and technology enterprises in South-West Nigeria. The combination of innovative practices and strong entrepreneurial competencies enables operators to improve productivity, expand market reach, enhance service quality, and sustain their enterprises over time.

Despite these positive outcomes, the sustainability of these enterprises is constrained by limited access to finance, technological gaps, inadequate training, and infrastructure challenges. Addressing these challenges is essential to enhance the contribution of home management and technology enterprises to local economic development.

5.2 Recommendations

Based on the findings, the study makes the following recommendations:

1. Entrepreneurs should adopt innovative practices consistently in their operations, including digital marketing, improved production techniques, and modern service delivery methods to enhance competitiveness and growth.
2. Entrepreneurial training programs should be intensified by government agencies and NGOs to improve managerial, financial, and decision-making skills of operators in the home management and technology sector.
3. Financial support mechanisms such as microcredit, grants, and low-interest loans should be made available to small entrepreneurs to facilitate adoption of innovation and technology.
4. Access to technology and modern equipment should be improved through subsidies, partnerships with technology providers, and local innovation hubs to enhance productivity and efficiency.
5. Policymakers should develop supportive infrastructure and regulatory frameworks to reduce operational challenges and create an enabling environment for sustainable entrepreneurship in home management and technology

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