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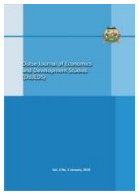

IMPACT OF ENTREPRENEURIAL ACTIVITIES ON JOB CREATION AMONG WOMEN IN KADUNA STATE

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Abstract
Women have not been able to explore their full entrepreneurial potential due to, lack of adequate education, lack of funds, vocational training, cultural and religious factors. This study examines the impact of entrepreneurial activities on job creation among women in Kaduna state. Taro Descriptive and inferential statistics were used for data collection. Both descriptive and inferential statistics were used for the analysis. Yamane was used to estimate sample size of 398. Findings from the result show that entrepreneurial activities has significant impact on job creation among women in Kaduna state in spite of the various challenges women face as the set up small businesses ranging from inadequate credit facility, inadequate skills, poor business environment and the study recommended that, nongovernment and other stakeholders should make access to credit for small businesses easier to obtain, vocational training / skill acquisition should be encouraged, and infrastructures should be made available in order to reduce cost of running businesses.

Keywords: Entrepreneurship, Job Creation, Women, Kaduna State
JEL Classifications:

Introduction

Entrepreneurial activities drives economic growth and job creation (Mair and Marti,2009). Over the past few decade, national and sub national governments worldwide have increasingly focused on engaging more people in market activities with an assumption that markets play a critical role in attaining sustained increase in living standards(Van Stel and Storey,2002) . A growing degree of uncertainty in the world economy evident by rising unemployment levels, stalled rate of job creation and muted economy recovery has renewed the focus on entrepreneurial activity as a means to generate economic growth.

In Nigeria, women constitute almost half of the total population (Census 2006). They are engaged primarily in household and farming activities and have made a
Comparatively late entry into commercial enterprises mainly due to the orthodox and traditional socio-cultural environment. (Singdel,2015). Given the large population of women in Nigeria, it safe to say they have great potential to drive the economy towards prosperity if they engage in entrepreneurial activities.

In developing countries all over the world especially in rural African communities where poverty is rampant, women entrepreneurship remains an untapped source of economic prosperity. Prosperous and developed countries in the world attach paramount importance to the economic empowerment of women because they have evolved to an extent beyond gender

discrimination to realize the benefit of women contribution (Akram, Shaheen and Kiyyani, 2015). Successful business women in developed countries have proven that women have what it takes to contribute to economic growth and development.

Worldwide, it is a known fact that most women operate businesses at micro and small scale, micro, small and medium scale enterprises have been accepted as engine room for economic growth for promoting equitable development. The major advantage of the sector is its employment potential at a low capital cost. The MSMSE constitute over 90% of total enterprises in most economies, credited with generating the highest rate of employment and accounts for a major share in industrial production (MSMSE's India 2006). Even though many women are being supported by the husbands, in recent times many women contribute to household income, some are sole bread winners, widows, divorced and saddled with responsibility of providing for their children and other dependants.

The contribution of entrepreneurial activities to job creation among women has not been widely recognized, the study attempts empirically show the activities of women entrepreneur in Kaduna State.

Literature Review

Entrepreneurial development is one of the most effective tools for reducing poverty and achieving sustainable development in the long run; While there is no universal definition for "Entrepreneurship" several entities have promulgated their understanding of this term. The Organisation for Economic Co-operation and Development defines entrepreneurship as human action in pursuit of new products, processes or markets (Ahmad and Hoffman, 2008).

(Lewis 2009) outlined the characteristics of entrepreneur as innovation, foresight, creativity imagination and daring. Women Entrepreneurs are simply women who engage in entrepreneurial activities, taking risk involved in combining resources to take advantage of opportunity around them. Businesses engaged by most women fall under micro and small scale due to the amount of start-up capital.

Ademokun and Olumide (2012) conducted a study on "Entrepreneurship Development,
Business Ownership and Women empowerment in Nigeria" among 200 trained women Entrepreneur who had participated in entrepreneurship training at Central Bank of Nigeria (CBN) Entrepreneurship Development Center. The study finds that the need for Independence in terms income and employment is the major reason why women start a business.

Ayogu and Agu (2015) also assessed the contribution of women entrepreneur towards entrepreneurship development in Nigeria. The study sought to determine the factors that motivate women into entrepreneurship, ascertain the challenges facing women towards entrepreneurship development, and assess the contributions of women towards entrepreneurship development in Nigeria. The result of the finding revealed that independence and self-fulfillment will significantly motivate women into entrepreneurship.

Kpelai(2013) examined the impact of women entrepreneurship on economic growth in Benue state Nigeria. Analysis of variance (ANOVA) was used for testing the hypothesis and the finding revealed the entrepreneurial activities has not significantly impacted on the state due various factors over the years.

Morshed and Haque (2015) using a similar method of analysis as Sarumathi and Mohan (2011) carried out empirical investigation into the impact of women entrepreneurship on women empowerment in Bangladesh. The research was conducted to find out how entrepreneurship increases empowerment among women. The results showed that women entrepreneurship have increased their decision making ability in most of the aspects compare to the house wives. Therefore they are more confident, they support their family financially through income generated, are able to take control over other resources.

Wachira (2012) investigated the role of micro and small scale enterprises on women empowerment in Muthurwa market in Nairobi. The study came to the conclusion that micro and small scale business play a significant in women empowerment because become self employed and can generated income that can affect other aspects of their lives.

Kanlisi *et al* (2014) also investigated the socio-economic characteristics of women engaged in Shea butter in WA Municipality Ghana and finding from the study indicates that women are the only ones engaged in the business and income generated has help them improve in socio economic status despite challenges faced.

Theoretical Framework

This study adopted the basic need theory by Maslow (1943) which states that desire to meet unmet needs, motivate individual to engage in activities which for the purpose of this study is entrepreneurial activities that will enable them satisfy those needs, which will create jobs. Entrepreneurship has been identify as an engine room for growth and development in the long run, it is important to note that Most women engage in entrepreneurial activities mainly out of the need for an additional income to meet basic needs of food, shelter clothing , paying for education and other utilities (Kanlisi et al 2014) .

Model Specification

The model for this study is specified as follows:

$$\Pr(Y=1, X_1, X_2 \ldots X_n) = \beta_0 + \sum_{1}^{n} \beta X_i + \mu_i \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (1)$$

$$\ln\left(\frac{1}{1-p}\right) = \beta_0 + \beta_1 \ln X_1 + \beta_2 \ln X_2 + \beta_3 \ln X_3 + \beta_4 \ln X_4 + \beta_5 \ln X_5 + \beta_6 \ln X_6 + \beta_7 \ln X_7 + \beta_8 \ln X_8 + \beta_9 X_9 + U_i \quad \text{-------} \quad (2)$$

Where the dependent variable is Job creation and X1is high need for achievement,X2 is self-confidence, X3 Educaton,X4 is openness to innovation,X5 Attended vocational training, X6 is Highly optimistic about success in your venture.

Data, Sources of Data and Methods of Estimation

The study was conducted in Kaduna metropolis. The metropolis is made up of Kaduna North, Kaduna South and Chikun local government areas. The metropolis is chosen as the area of study because it is the commercial hub of the state. Discussions and 398 questionnaires were administered and used for data collection. Logistic regression and descriptive statistics was used for analysis.

In the multivariate logistic regression model used for this study, the endogenous variable is a dummy variable with a value of 1 indicating job creation and 0 indicating the absence of job creation. In order to establish the factors that influence the unemployment status of the respondents, the parameters of the model would be estimated using the maximum likelihood technique.

The binary logistic regression is used to develop the predictive models for whether entrepreneurial activities contribute to job creation or not. The model is known to produce statistically sound results. The model is also known to produce results that can be easily interpreted and the method is simple to analyze in economics applications. Furthermore probit and logit models are the most popular binary response model used in empirical analysis as used in the studies by Oguabor ,Malaolu and Elias (2013).

Empirical Result and Discussion (Binary Logit)

$$\ln\left(\frac{1}{1-p}\right) = \beta_0 + \beta_1 \ln \sum_{i} X_1 + u_i \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (3)$$

Where:

Y= Job Creation.
X_1 = High need for achievement
X_2= Self-confidence
X_3= Education
X_4= Openness to Innovation
X_5= Attended vocational training
X_6 = highly optimistic about success in your venture
B_0= Constant;
β_i= Regression Coefficients;
u = Error term.

Table 1: Binary Probit Analysis on Job Creation.

Dependent Variable: Y

Method: ML - Binary Probit (Newton-Raphson / Marquardt steps)

Variable	Coefficient	Std. Error	z-Statistic	Prob.
X_1	0.981542	0.282967	3.46875077	0.0029
X_2	0.198911	0.191202	0.95863014	0.3045
X_3	0.590856	0.132868	4.44693982	0.0002
X_4	0.292048	0.085276	3.42980404	0.0102
X_5	0.734216	0.267211	2.74000696	0.0312
X_6	0.183292	0.109551	2.59056512	0.0078
C	1.404653	0.365316	3.84503553	0.0001
McFadden R-squared	0.640967	Prob(LR statistic)		0.002649

Sources: Computation from Author's survey (2018) using E-view V8.1

Interpretation of the coefficients results or ratios of coefficients provides a measure of the relative changes in the probabilities. The coefficient of high need for achievement (X_1) is significant with probability value of 0.0029 and is less than 0.05. The coefficient of -0.981542 gives the probability that a business woman with high need for achievement have the capacity to create jobs. This suggests that women entrepreneurs who believe in breakthrough in life are likely to expand their business are last long.

The coefficient of the education of the respondent access to post primary formal education (X_3) is significant with probability value of 0.0002 and is less than 0.05. The coefficient of 0.590856 gives the probability that respondent access to post primary formal education can make her to venture into the enterprise. The more the person qualification the more he run a profitable venture. The coefficient of the respondents who are open to innovation (X_4) is significant with probability value of 0.0080 and is less than 0.05. The p-value of 0.0102gives the probability that women who are innovative are likely to create viable business and expand it in the long run. This suggests that innovation is key to job creation as supported by theory. The coefficient of 0.292048 gives the probability that one percent additional to innovative activities will result to a29% chances to job creation.

The coefficient of the respondent vocational training (X_5) is significant with probability value of 0.0312 and is less than 0.05. The p-value of 0.0102gives the probability that a person vocational training has a significant role in determining the hour she dedicate to work and hire workers. The coefficient of 0.734216 gives the probability that additional year of vocational training can bring about job creation holding other things constant by73% chances.

McFadden R-squared is the likelihood ratio. As the name suggests, this is an analog to the reported in linear regression models. It has the property that it always lies between zero and one. Here the reported McFadden R-squared value is 0.640967. The McFadden R-squared value shows that 64 percent variation in the dependent variable is jointly explained by the set of independent variables in the model. The 64 percent variation shows that the model is best-fit for forecasting. The significance of the coefficient of the features of the job creation and the McFadden R-squared validate the rejection of the null hypothesis which state that micro and small scale enterprises has no significant impact in job creation.

Table 2: Goodness-of-Fit Evaluation for Binary Specification

Andrews and Hosmer-Lemeshow Test

	Quantile of Risk			Dep=0		Dep=1	Total	H-L
	Low	High	Actual	Expect	Actual	Expect	Obs	Value
1	0.5644	0.7771	10	10.0689	29	28.9311	39	0.00064
2	0.7771	0.7771	6	8.91743	34	31.0826	40	1.22830
3	0.7771	0.8118	10	8.12436	30	31.8756	40	0.54339
4	0.8118	0.8143	6	7.26154	33	31.7385	39	0.26931
5	0.8143	0.8241	7	7.25018	33	32.7498	40	0.01054
6	0.8241	0.8740	5	5.60167	35	34.3983	40	0.07515
7	0.8740	0.9001	9	4.62790	30	34.3721	39	4.68656
8	0.9029	0.9109	2	3.72428	38	36.2757	40	0.88027
9	0.9109	0.9492	5	2.94128	35	37.0587	40	1.55534
10	0.9492	0.9788	0	1.49812	40	38.5019	40	1.55641
		Total	60	60.0157	337	336.984	397	10.8059
H-L Statistic			10.8059		Prob. Chi-Sq(8)		0.2129	
Andrews Statistic			49.7769		Prob. Chi-Sq(10)		0.0000	

Sources: Computation from Author's survey (2018) using E-view V8.1

Goodness-of-Fit Tests

Goodness-of-fit statistics help one to determine whether the model adequately describes the data. Popular to test of goodness of fit is Hosmer-Lemeshow (1989) and Andrews (1988). The idea underlying these tests is to compare the fitted expected values to the actual values *by group*. Briefly, the tests differ in how the observations are grouped and in the asymptotic distribution of the test statistic.TheHosmer-Lemeshow (H-L) statistic indicates a poor fit if the significance value is less than 0.05. Here, H-L is reported as 0.2129 which is more than the 0.05 (though it is contrary to the general test statistic) the model adequately fits the data.The Hosmer-Lemeshowtest groups observations on the basis of the predicted probability that. The Andrews test is a more general test that groups observations on the basis of any series or series expression. Hence our Andrew statistic reported 49.7769 and is significant at 5% level.

Discussion of Findings

Based on the findings of this study, the research concluded that high need for achievement(X1) is significant with a probability value 0.0029 and is less than 0.05. The coefficient of 0.981542, which suggest that women who are motivated to succeed ,are likely to expand their business and make it last, (X3) which stands for education with a p-value of 0.0002 with is also less than 0.05, is also significant, which means women with more education stand better chance of running a successful business,(X4) openness to innovation with p-value 0.0102 is also significant which suggest that innovative women are likely to do better in business.

(X5) which stands for vocational training is also significant with p-value 0.0312, which also suggest vocational training is key to running a successful especially if the business requires expertise. The coefficient of 0.734216 gives the probability that additional year of vocational training can bring about job creation holding other things constant by 73% chances.

McFadden R-Square value is 0.640967,which shows 64% variation in the dependent variable is jointly explained by the set of independent variable in the model. 64% variation shows that the model is fit for forecasting. The Significance of the coefficient of the feature of the job creation and the McFadden R-Squared validate the rejection of the null hypothesis which states that entrepreneurial activities has no significant impact on job creation.

Conclusion and Recommendation

Findings from the study revealed that entrepreneurial activities have an impact on Job creation among women in Kaduna State. Hence the study recommends that, more jobs can be created if educational curriculum is reviewed to include skill and vocational training from secondary school, since education as shown in the results has a significant relationship with job creation, this will inculcate the entrepreneurial drive in girls from a young age as such those who do not have the opportunity to access further education can be gainfully employed. Government should create more platforms for women to be vocationally trained to help them run successful businesses and be self reliant, other incentives such as credit

facilities should be made easier for them to access. Since the Government cannot employ everyone, an enabling environment should be created for entrepreneurs by providing infrastructures like electricity, water, better road network in order to reduce cost of running a business.

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