



The Influence of Motivational Antecedents on the Entrepreneurial Action of Fashion Designers in Plateau State

¹Aondo, Chris Dura, ²Mang, Niri Job, ³Tsemba Wummen, ⁴Emmanuel Adukwu
⁵Kairo, Innocent & ⁶Fada, Kodun Abiah

^{1,3,4,6} Department of Business Administration, University of Jos

² Department of Banking and Finance, University of Jos

⁵ Department of Economics, University of Jos

Abstract

The Fashion industry in Nigeria (an industry which employs a larger percentage of women than men) is fast growing, accounting for 0.47 percent (N380 Billion) of Nigeria's rebased Gross Domestic Product (GDP). Be that as it may, the level of female involvement in entrepreneurial activities (self-employment) is still significantly lower than that of men in Nigeria. The objective of this paper is to examine the motivational antecedents (Attitude, empathy and self-efficacy) of female entrepreneurial actions within the fashion industry in Plateau State. Primary data was collected and analysed using Multiple regression. The Results reveal that there is a positive and significant relationship between the attitude toward entrepreneurship and entrepreneurship action with coefficient of $\beta = 0.178$, P-value = 0.012, at 0.05 level of significance. Also, the relationship between Self-efficacy and entrepreneurship action is positive with coefficient of $\beta = 0.047$, P-value = 0.399, at 0.05 level of significance, but with a p-value of 0.399, Entrepreneurial self-efficacy does not significantly influence entrepreneurial action of female fashion designers in Jos-North LGA. Finally, the result revealed a negative effect of Empathy on entrepreneurship action with coefficient of $\beta = -0.019$, P-value = 0.74, at 0.05 level of significance. The research concludes that the development of the right attitude towards entrepreneurship and self-efficacy of females should be encouraged, to stimulate self-employment within the fashion industry.

Keywords: *Entrepreneurial Action, Fashion designers, Attitude, Empathy, Self-efficacy.*

Corresponding Author: Aondo, Chris Dura

Background to the Study

The fashion industry has become an indispensable part of the global economy perhaps due to the human need for clothing, which is considered one of the basic human needs along with food and shelter. The universal adoption of fashion design as a vocational option is a notable pointer to the fact that it's entrepreneurship potential constitutes a resilient fulcrum for economic development (Kritikos, 2014; Remeikiene, Startiene, & Dumciuviene, 2013; Valliere and Peterson, 2009). The globalization of apparel manufacturing has not only triggered the evolution of different roles within product development, but has created an apparent entrepreneurial opportunity for most females especially in developing countries like Nigeria (Thompson, Okon, & Nwonye, 2015). Although fashion designers are key players in apparel products, they are faced with a myriad of problems, not the least of which includes the entrepreneurial will to start-up an enterprise, especially in Jos-North, Plateau State. Several Government policies and initiatives such as the National Empowerment and Economic Development (NEEDS); Setting up of Small and Medium Industries Equity Investment Scheme (SMIEIS); Small and medium Enterprises Development Agency of Nigeria (SMEDAN); Floating of Business Development Services Fund (BDSF) YouWin, and G-Win, seem to have only prompted more entrepreneurial intentions (which is the attractiveness of engaging in entrepreneurship) without necessarily elevating the rate at which individuals take actions. The failure of these Government policies is perhaps attributable to the selection process of the beneficiaries which is often done with little regard to the motivational antecedents (Attitude, Empathy and Self-efficacy) of such individuals. Government initiatives towards entrepreneurship have largely created entrepreneurial intentions which do not culminate into sustainable actions. Thus, without diminishing the role of intentions, research has found that entrepreneurship occurs not because of intentions but primarily because entrepreneurs take actions to engage in opportunity-seeking activities (Bird & Schjoedt, 2009). This is particularly true within creative industries such as the fashion industry. Parrish (2005) defined the 'creative industries' as 'those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.

Creative fashion industries are fast growing, accounting for 0.47 percent (N380 Billion) of Nigeria's rebased Gross Domestic Product (GDP) (National Bureau of Statistics, 2016). The industry competes favourably in the international market with standards acceptable to most countries. The sector supports more than half of the Nigerian population owing to the fact that more women are engaged in the fashion industry than men. The significant involvement of women is the rationale for studying the fashion industry in this research work.

Problem Statement

For several decades, the contributions of women in the Nigerian economy have been relatively insignificant as there has been a consistent reduction in the rate of female employment and participation in entrepreneurial ventures (<http://www.nigerianstat.gov.ng/nbslibrary/social-economic-statistics>). The gender disparity concerning employment as (indicated in figure below) raises much concern

considering the fact that two thirds of the 774 million adult illiterates worldwide are women (Ambrish, 2014). The figures over the years reveal a consistently higher ratio of males than females being employed even among the foreign or non-Nigerian population particularly in the trade or 'entrepreneurial' sector. In 2015, the National Bureau of statistics revealed that unemployment rate for women was 9.6% while the percentage for men stood at 6.9%. This implies that the level of female involvement in entrepreneurial activity (self-employment) is still significantly lower than that of men in Nigeria. Consequently, this phenomenon has spiralled an unprecedented prevalence of graduate under-employment among females, resulting to the sub-optimal use of their competencies, skills and qualifications within the workforce. With 21.6% of the female population and only 15.4% of males engaging in domestic/menial work in 2015, underemployment has become a growing phenomenon among women in Nigeria (<http://www.nigerianstat.gov.ng/nbslibrary/social-economic-statistics>). This has resulted in the exploitation of such women through long working hours for low pay, lack of job security and other unregulated working conditions (e.g. denied maternity leave, breaks/holidays or payment of hazard allowances) which consequently leads to enormous struggle for survival within the informal economy.

Objectives

The major objective of this paper is to examine the influence of motivational antecedents on the entrepreneurial actions of fashion designers in Plateau State. Specifically, the study seeks to;

1. Examine the influence of attitude on the entrepreneurial actions of fashion designers in Jos-North.
2. Examine the influence of empathy on the entrepreneurial actions of fashion designers in Jos-North.
3. Examine the influence of self-efficacy on the entrepreneurial actions of fashion designers in Jos-North.

Hypotheses

- H1: Attitude towards entrepreneurship significantly influences entrepreneurial action of fashion designers in Jos-North LGA.
- H2: Empathy significantly influences entrepreneurial action of fashion designers in Jos-North LGA.
- H3: Entrepreneurial self-efficacy significantly influences entrepreneurial action of fashion designers in Jos-North LGA.

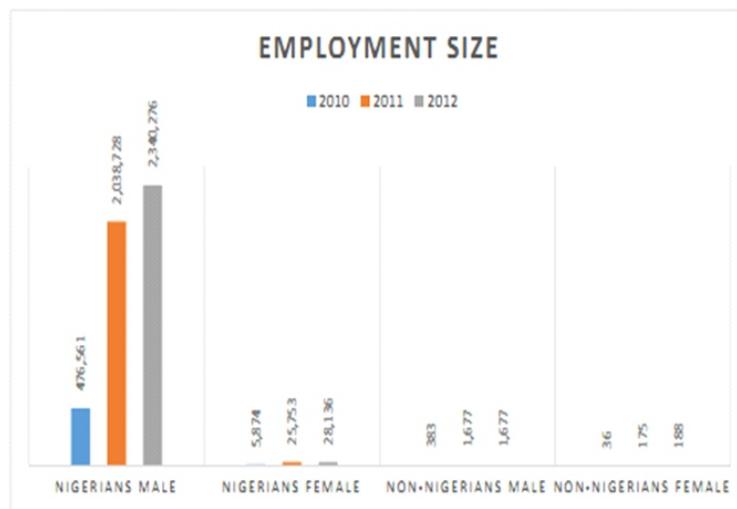


Figure 3: Gender Based Employment size of Nigerian/Non-Nigerian 2010-2012
Source: <http://www.nigerianstat.gov.ng/nbslibrary/social-economic-statistics>

Literature Review

Conceptual Framework

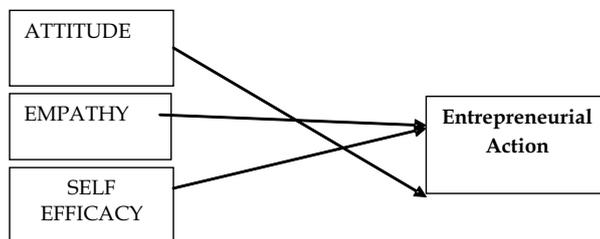
Entrepreneurial Action

The concept of Entrepreneurial action is immensely imperative and should be, as suggested by McCullen & Shephard, (2006), a preliminary point for theorizing in entrepreneurship. Entrepreneurial Action can be seen as goal-oriented behavior that translates perceived opportunities into an entrepreneurial venture (Frese & Sabini, 1985). Entrepreneurial actions are the behaviours that precede intentions towards pursuing an opportunity (Krueger (2003). They reveal not only the propensity of an individual to perform an action or a series of actions, but primarily the behaviours which an individual display towards new-firm creation. The creation of value for money and value for many within a market niche and defending the niche is an active process and not passive adaptation. Such an active approach is now embraced in entrepreneurship research, as there is a pervading new insight clarifying the effective and non-effective actions that control the markets (McMullen & Shephard, 2006; Sarasvathy, 2001). The common trends of entrepreneurial actions are directed towards the environment and they usually take into account environmental conditions. However, the most significant feature of entrepreneurial action is not that it is well attuned to environmental state of affairs, but that it changes the environment through an entirely diverse process of value creation (Frese, 2007).

Krueger (1993) asserts that entrepreneurial actions are commitments that are backed by definite processes of starting a new business. In other words, they are overt behaviours which are recognized as key elements for the new-firm creation process. Entrepreneurial actions require a perceived opportunity and intentions towards pursuing an opportunity since external phenomena are captured through the process of perception by people (Ajzen, 1991). It is essentially note-worthy, the fact that Entrepreneurial Actions are not

limited to entrepreneurial intentions. While entrepreneurial intentions are viewed as the cognitive state immediately prior to executing a behaviour, entrepreneurial actions are observable activities or behaviours that transform the entrepreneurial potentialities into purposeful engagements (Krueger, 2003). Entrepreneurship is not a haphazard disposition, but a carefully and consistently planned behaviour that is reinforced by rewards (Ajzen, 1991). These planned behaviours are expressed in terms of intentions. Intention is generically acknowledged as an immediate antecedent of behaviour, and behaviour, implies action. This goes to say that the reality of a person's potentials to be an entrepreneur is not sufficient to make him/her one. The practical transition from entrepreneurship potentials to the acting of such behaviour is precisely what entrepreneurial action entails.

Research Model



Source: Authors, (2016)

Motivational Antecedents

Motivational antecedents are the factors that trigger or stimulate the intentions or behaviour towards entrepreneurship. Several scholars (Kim and Hunter, 1993; Kolvereid, 1996; McMullen & Shephard, 2006; Krueger, Reilly, & Carsrud, 2000; Shapero and Sokol, 1982) have identified motivational antecedents towards entrepreneurship to include; perceived desirability, perceived feasibility, social norms, attitude towards entrepreneurship, empathy and self-efficacy. Attitude, empathy and self-efficacy are among the motivational antecedents that have widely been used in entrepreneurship research.

Attitudes: An attitude, observed Ajzen, (1982) is a predisposition to respond to a particular object in a generally favourable or unfavourable way. Attitudes in general are viewed as positive or negative evaluations of objects of thoughts, having cognitive, affective and behavioural components (Weitin, 2007). Attitude relates significantly with entrepreneurial action because it reflects the degree to which an individual has a desirable or undesirable appraisal of entrepreneurship. Attitude depends on expectations and beliefs about personal impacts of outcomes resulting from a behaviour. However, the nature of attitudes here was approached through Fishbein and Ajzen's (1975) concept which defined a one-dimensional construct represented by affective reaction alone. Focusing on the affective dimension of attitude to entrepreneurship seems to be the best predictor of entrepreneurial action.

Empathy: Empathy is the ability to comprehend another's feelings and to re-experience them. It is concerned with people's beliefs in their capabilities to produce given attainments (Bandura, 1997). Empathy is regarded a central characteristic of emotionally intelligent behaviour (Mayer and Salovey, 1990) and empirical studies are associating leadership and entrepreneurial action with empathy. Kellett, Humphrey, and Sleeth (2002, 2006) in their study found that empathy was a more important predictor of leadership in entrepreneurship than measures of cognitive ability, complex task performance, or other emotion-related abilities. Kellett, Humphrey, and Sleeth (2006) developed a measure of 'interactive empathy' especially appropriate for entrepreneurial action. The interactive empathy measures whether business leaders take initiative in creating a two-way emotional bond in which they influence others' emotions as well as feel others' emotions. Business owners/leaders with high enough empathy can inflate the innovative capacities of apprentices through 'reverse mentoring' (Jackson and Wiseman, 2015). Reverse mentoring entails learning from someone more junior with a different perspective. e.g. the entrepreneur learning from his apprentice.

Self-efficacy: Self-efficacy is defined as "...belief in one's capabilities to mobilize the motivation, cognitive resources, and courses of action needed to meet given situational demands..." (Wood & Bandura, 1989:363). According to Segal et al. (2005), self-efficacy is a proxy for perceived behavioural control in Ajzen's theory of planned behaviour, and highlighted its importance for intentions. Human beings cannot be all things or have mastery of every aspect of life. Therefore, people differ in the areas in which they cultivate their efficacy and in the levels to which they develop competencies. For example, a business entrepreneur may have a high sense of organizational efficacy but low relational efficacy with apprentices under his tutelage. Business leaders with high level of entrepreneurial self-efficacy (ESE) may have strong innovative intentions for an entrepreneurial career. Self-efficacy pertains to beliefs regarding one's capabilities for the successful implementation of specific goals or tasks which can be varied and extended to multiple areas within a specific task domain (Bandura, 1986, 1997; Gist, 1987). Resourcefulness has become increasingly important in business and many entrepreneurs want employees who believe in themselves (self-efficacy), and can take action without waiting for someone to tell them what to do. After all, this type of flexibility and self-efficacy is what pulls entrepreneurs to innovate, and to overcome competition.

Theoretical Framework

Theory of Planned Behaviour

The theory of Planned Behaviour (Ajzen, 1991) attempts to explain the foundations of all dispositions of human beings. The theory is grounded on Fishbein and Ajzen's (1994; 1975). Theory of Reasoned Action (TRA). Its thrust rests on the individual's intention to act in a certain way, with the premise that any behaviour requires a certain amount of planning and it can be predicted by the intention to adopt that behaviour. The theory emphasizes that individuals are rational in considering their actions and that decisions are made under uncertainty. Rational decision implies that either optimum results are expected or decision making unit is aware of all the impacts and consequences (Basu, 1997). This theory is capable of predicting the actions that can drive entrepreneurship to contribute to the expansion of businesses in Nigeria.

Action Regulation Theory

The action regulation theory is a meta-theory that attempts to understand how people regulate their actions to achieve goals actively and how this is done both in routine situations as well as in novel situations. Because it is a molar theory which has an integrative function, it is a theory that can be applied quite easily because it makes it possible to deduce interventions. The theory applies more to the first stages of the development of a firm in which entrepreneurs as individuals largely influence what is happening in their firms. At a later point in the life cycle of a firm, an individual perspective is much less useful, as the entrepreneurial actions are largely leadership actions aimed at improving and aligning the actions of the firm's employees (Van Gelderen, Frese, & Thurik, 2000). Action regulation theory assumes that only action-oriented knowledge is useful for entrepreneurs. The theory asserts that there are three aspects to understanding how humans regulate their actions; Sequence, Structure, and Focus. Sequence, according to Frese (2015) refers to how actions unfold, structure involves levels of regulation, and the focus of an action can be the task, the social context in which the task is done, and the self. The theory assumes that every action can be decomposed into these three components of actions, and therefore a full understanding of entrepreneurs' action has to take all those aspects into consideration.

Entrepreneurial Potential Model (EPM)

The EPM was propounded by Krueger and Brazeal in 1994. They used the models of Shapero and Sokol (1982) and Ajzen (1991) to support their evidence from the corporate venture and enterprise development perspective (see figure 4). The model was developed to seek more about the factors that influence entrepreneurial intentions and they sought to find antecedents that served either as push or pull factors triggering entrepreneurial intentions. It proposes that stable individual traits and situational factors do not exert a direct effect on intentions and behavior but indirectly through perceptions of desirability and feasibility. Krueger, (1993) incorporated the term intention into Shapero's model by establishing a link with Ajzen's theory of planned behavior (TPB). He aligned the terminologies used by Ajzen (attitude and Social norms) and called them 'Perceived desirability' while (self-efficacy, also associated with behavioral control) was aligned with 'perceived feasibility'. Krueger's (2000) model actually proposes that stable individual traits and situational factors do not exert a direct effect on intentions and behavior but indirectly through perceptions of desirability and feasibility.

Methodology

The survey research design was adopted for this study. Data for this analyses were collected from Primary sources. The primary source was questionnaire administered to fashion designers who are considered skilled workers. The nature of the questionnaire used for this study was the closed-ended questionnaire of a five-point Likert-scale, ranging from "strongly agree" to "strongly disagree" (5 = 'Strongly Agree', 4 = 'Agree', 3 = 'Undecided', 2 = 'Disagree' and 1 = 'Strongly Disagree') was used to reflect the agreement of the respondents.

The fashion designers were limited to tailors within Jos-North LGA of Plateau State. The questionnaires were designed to assess attitude to entrepreneurship, empathy and self-efficacy of fashion designers. The responses were analysed to determine their significance to the research variables. Total population of tailors in Jos-North (from an opinion poll) conducted by the researchers revealed an estimated total of 3,500. The opinion poll became necessary because to the extent that this research has investigated, the tailoring business in Jos-North has no formal association to regulate or register its members. Moreover, several tailors work from their homes with no formal offices or business areas. Consequently, this research adopted the convenience sampling method.

The sample size was scientifically determined from the target population. The formula used for this determination is that of Krejcie and Morgan (1970) for determining sample size in social research given as follows:

Formula for determining sample size

$$s = \frac{X^2 NP(1 - P) + d^2(N - 1) + X^2 P(1 - P)}{d^2}$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

Sample size was determined resulting in a sample of 346. Data were entered into SPSS version 21.0 for Windows. Pre-analysis test was conducted and regression was used in this research to test the stated hypotheses.

Model Specification

The model for this study is stated as:

$$EA_i = \beta_0 + \beta_1 ATT_i + \beta_2 EM_i + \beta_3 SEL_i + U_i$$

Where:

Ea_i = Entrepreneurial Action

ATT_i = Attitudes

EM_i = Empathy

SEL_i = Self Efficacy

β_0 = Constant/Intercepts

β_1, β_2 and β_3 = coefficients of the independent variables

U_i = Stochastic Variable (Error term)

Results and Discussion of Findings

Pre-analysis (Data Cleaning)

A total number of three hundred and nine (309) copies of the questionnaire were collected out of 346 administered. According to Saiyidi (2014) in quantitative research, especially, when primary data is collected from surveys, a preliminary analysis of the data collected for analysis is required before the actual data analyses. The preliminary data analysis is crucial to make sure that the subsequent analyses are all valid. The coded data was subjected to monotone analysis, out-of-range values, missing values, outliers and normality tests. The data collected for this study has no monotone response. The presence of monotone response implies that the affected variable will be deleted (Yeh, 2009). No variables were found to be out of range this indicated that the data were correctly entered. No serious Missing value were found as the study indicated a 1.9% missing value. Hair et al., (2006) and Scheffer, (2002) set the missing value upper limit to 20%. Anything more than this ceiling can potentially bias the final result. Though the missing values were estimated to be missing completely at random (MCAR). The MCAR test propounded by Little (1988): Chi-Square = 13.321, DF = 14, Sig. = .501 implies that values for this study are MCAR The result found that the data collected for this study were found to have outliers and were corrected. However, the data used was normally distributed (see Appendices).

Validity and Reliability

This study conducted a construct (convergent and discriminant) validity. Convergent validity is the extent to which a construct truly correlates higher with items of the same items while discriminant validity shows how each item are distinct to other items of another construct. The result shows that the discriminant and convergent validity were met, but with some violation but not as high as one-half of the potential comparison. Cronbach Alpha reliability test was conducted to determine the extent of the reliability of the instrument. The value of 0.69 shows that the value is moderately reliable (Hinton, Brownlow, McMurray, & Cozens 2004), an "Alpha score above 0.75 is generally taken to have a high reliability, 0.5-0.75 indicate a moderate reliable scale, and a value below indicates a low reliability".

Table 1: Regression Result

Independent Variables	Coefficients	P-value
<i>ATT</i>	0.178	0.012*
<i>EM</i>	-0.019	0.740
<i>SEL</i>	0.047	0.399
<i>Constant</i>	2.373	.000*
<i>R²</i>	0.028	
<i>N</i>	294	
<i>F*</i>	2.827	0.039*
<i>Durbin-Watson</i>	1.825	-
<i>VIF</i>	1.081, 1.042 & 1.071	

Dependent: EA, * = 0.05 level of significance.

Regression Analysis

All the items in each construct were converted from categorical (ordinal) data to continuous data which formed the global variable for each construct and were used to create the regression model stated as:

$$EA_i = \beta_0 + \beta_1 ATT_i + \beta_2 EM_i + \beta_3 SEL_i + U_i$$

From Table 1, the values of the Durbin-Watson and VIF were not a problem of the regression result. This is because, Durbin-Watson is approximately 2 while the VIF is below 10.

The F- test with a value of 2.373 and p-value of 0.000 shows that there is a strong linear dependency existing among the variables. Indicating that the regression model is a good fit for determining the effect of attitude, empathy and self-efficacy on entrepreneurship action among tailors in Plateau state.

The coefficient of determination $r^2=0.028$ shows a 2.8% change achieved in entrepreneurship action is accounted for by attitude, empathy and self-efficacy. From regression result in the table 1 above reveals that there is a positive and significant relationship between the attitude toward entrepreneurship and entrepreneurship action with coefficient of $\beta = 0.178$, P-value = 0.012, at 0.05 level of significance. This shows that the more the positive attitude towards entrepreneurship, the more the action is taken towards becoming one. Given that the p-value is 0.012, the decision rule is that if the p-value < 0.05, it is significant but if P-value > 0.05, it is not significant. Based on the p-value of attitude (ATT), it means that attitude towards entrepreneurship significantly influences entrepreneurial action of fashion designers in Jos-North LGA. This is in relations to Ajzen, (1982) and Weitin (2007) observations that a predisposition to respond to a particular object in a generally favourable or unfavourable way. Attitudes in general are viewed as positive or negative evaluations of objects of thoughts, having cognitive, affective and behavioural components.

Effect of Empathy on entrepreneurship action is negative with coefficient of $\beta = -0.019$, P-value = 0.74, at 0.05 level of significance. This shows that the more the empathy, the less the action entrepreneurship. Based on the p-value of Empathy (EM), it means that entrepreneurship empathy does not significantly influence entrepreneurial action of fashion designers in Jos-North LGA. This is not consistent with Kellett, Humphrey, and Sleeth (2002, 2006) who found that empathy was a more important predictor of leadership than measures of cognitive ability, complex task performance, or other emotion-related abilities.

The relationship between Self-efficacy and entrepreneurship action is positive with coefficient of $\beta = 0.047$, P-value = 0.399, at 0.05 level of significance. This implies that increase in self-efficacy bring about increase in entrepreneurship action. But the p-value which is 0.399 means that Entrepreneurial self-efficacy though positive does not significantly influence entrepreneurial action of fashion designers in Jos-North LGA. This finding does not align with Lent, et al (1994) who reported that self-efficacy was

significantly related to career interests, career choice goals (entrepreneurial action), and occupational performance. However, it is in relation to Wiseman, (2014) who observed that experience is only an asset in a stable world; in a rapidly changing environment however, it can be a burden. Careers can stall, innovation stop, and strategies grow stale, and therefore self-efficacy will be imperative for the inflation of innovation only if it is adaptive in nature. Business owners/leaders who inflate innovative capacities are liberators who produce a climate that is both adaptable and intense.

Conclusion

Based on the results of the motivational antecedents of fashion designers in Plateau State Jos-North, Attitude towards entrepreneurship significantly influences entrepreneurial action of fashion designers in Jos-North LGA. Also, increase in self-efficacy brings about an increase in entrepreneurship action of fashion designers, even though it does not significantly influence the entrepreneurial action of fashion designers in Jos-North LGA. Empathy does not significantly influence entrepreneurial action of fashion designers in Jos-North LGA. Perhaps this variable did not have significance because of the particular industry, fashion.

Recommendation

The development of the right attitude towards entrepreneurship and self-efficacy of females should be encouraged, to stimulate self-employment within the fashion industry. It is further recommended that mentors who train apprentices in the fashion industries should uphold entrepreneurial attitude as well as self-efficacy as virtues that must be rewarded. These motivational antecedents will go beyond creating intentions, to action. This study suggests further studies on the hospitality industry.

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