

EMOTIONAL INTELLIGENCE AND SOCIAL SUPPORT AS DETERMINANTS OF ENTREPRENEURIAL SUCCESS AMONG BUSINESS OWNERS IN ONITSHA METROPOLIS, NIGERIA

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ABSTRACT

The study investigated the role of emotional intelligence and social support as determinants of entrepreneurial success among business owners in Onitsha metropolis, Nigeria. The study adopted a cross-sectional survey design. One hundred and seventy-four (174) participants took part in the study using the purposive sampling technique. The results show that emotional intelligence and social support significantly related with entrepreneurial success. Level of emotional intelligence and level of social support of business owners in Onitsha Metropolis Nigeria led to significant difference in entrepreneurial success. Thus, emotional intelligence and social support jointly predicted entrepreneurial success. The analysis of the independent predictions indicated that only social support had significant independent influence on entrepreneurial success. Hence, it was concluded that emotional intelligence and social support are significant predictors of entrepreneurial success among business owners in Onitsha metropolis, Nigeria. The study however recommended emotional intelligence training and education; and introduction of social support programme for business owners.

Keywords: Emotional intelligence, Social support, Entrepreneurial success, Business owners.