

ATTITUDE AND PERCEPTION OF YOUTH TOWARDS ENTREPRENEURSHIP DEVELOPMENT IN GHANA: A CASE STUDY OF ABURI YOUTH IN AKUAPEM SOUTH MUNICIPALITY OF THE EASTERN REGION, GHANA

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ABSTRACT

Provision of sustainable flagship programmes for youth entrepreneurship development has attracted national attention in recent times. This demand has been heightened in the 2030 Sustainable Development Goal Eight. However, the attitude and perceptions of youth towards entrepreneurship development in most communities in Ghana is unknown. This study investigated the attitudes and perception of youth of Aburi community towards entrepreneurship development. Self-report inventory data was gathered from 133 youths aged between 15-35 years by means of structured questionnaire. The data was analysed using descriptive statistics, correlation and regression. The results of the study revealed that the youth in Aburi possess the pre-requisite basic knowledge in HND to venture into Agribusiness entrepreneurship development to become self-employed. The results further pointed to individual awareness of the challenges associated with starting an entrepreneurship venture; the decision on becoming an entrepreneur; individual's actions in starting own business; and access to resources to start and run an entrepreneurial venture as the main attitudinal variables which obtained 100% responses. Regarding the influence of perceptions on youth entrepreneurial development, the results pointed to the following as the two most crucial determinants of youth entrepreneurship development: feeling of managing own business and that starting a business is too risky, both of which got 100% responses. The study, however, found no significant correlation between youth perception and entrepreneurship development (.445, $p > .05$) and youth attitudes and entrepreneurship development (.445; $p > 0.05$). Regression analysis also showed only 19.8% positive impact of youth attitude on entrepreneurship development. The study concludes that the entrepreneurship development intention among the Aburi youths is affected largely by personal factors including attitudes and perceptions irrespective of other environment factors. The study recommends that the Akuapem South Municipal Assembly should put in place intervention policies and programmes that address the Aburi youths' perceptions and attitudes toward the entrepreneurship development intentions.

Keywords: Youth, Attitudes, Perceptions, Entrepreneurial Development, Aburi, Ghana.

INTRODUCTION

Youth entrepreneurship development has been identified as an important component of sustainable wealth creation and reduction in youth unemployment. Entrepreneurship is a process of universal connectivity, which allows business ventures, acquisition or expansion of an existing business. As entrepreneurship is a natural phenomenon in business, and may

result in the performance and impact of the business it will be beneficial for any business player or entrepreneur to understand the definition of entrepreneurship first, then they would be able to overcome the business challenges. Entrepreneurship, however, has no universal agreement in the description. There are enormous delineations encouraged by the researchers in the recent academic studies on the area of entrepreneurship. These delineations warrant agreement on their exact meaning. This lack of a harmonious description of the term “entrepreneurship” has been a challenge to the inquiries in the field (Taneja, Pryor, & Hayek, 2016). Portella, *et al.* (2012), described entrepreneurship as a phenomenon that requires capital as its main creativity, bravery and use openings. Similarly, Afghah *et al.*, (2014) relates entrepreneurship to the procedure of invention and using openings with lots of trouble and perseverance together with accepting fiscal, cerebral and social pitfalls. Hayes and Drury (2021), also described entrepreneurship in a profitable term as the connection with the land, labour, natural coffers and capital to induce profit. Entrepreneurship describes the capability and readiness of a person or an entrepreneur to develop, organize and run a business enterprise, along with any of its misgivings to make a profit. Furthermore, other study defines entrepreneurship as “practice begins with action and creation of new organization” (Diandra & Azmy, 2020). Diandra and Azmy (2020) also argues that entrepreneurship is a key to success and every individual that creates a new organization of business means enter into a new paradigm of entrepreneurship. Entrepreneurship is therefore an activity that shifted the old habits of individuals into the new one with fully discipline and independent and which lead to economic development (Barot, 2015 & Hessels, 2019).

Entrepreneurial development has witnessed a growing body of studies in this 21st century (Audretsch, *et al.*, 2016; Barringer & Ireland 2016). In Ghana, the government have come to accept the significance of entrepreneurship and has therefore put the necessary support mechanisms in place to ensure the development of entrepreneurship (Bamfo, Asiedu, & Oppong, 2015). In the effort to increase entrepreneurship development in Ghana, the government introduced the National Entrepreneurship and Innovation Programme (NEIP) flagship policy to give public support for entrepreneurship development, especially among the youth in Ghana. According to Simons (2012), the primary focus of the NEIP is to give Entrepreneurship development services; start-up incubators and backing to youthful businesses to enable them to grow and come successful and reduces the rate of youth unemployment. The perception of Ghanaian youth toward entrepreneurship development has been identified as an important component of success (Peterson, 2017; Edelman & Yli-Renko, 2010; Edelman and Yli-Renko, 2010; Vasiliki, Chrysostomos, Theodosios, and Charalampos, 2020; Tariq, Aroona and Misbah, 2018).

However, the governments’ numerous entrepreneurship development interventions have not made enough progress to date. This is due to a lack of understanding of the youths’ perceptions and attitudes toward this government entrepreneurship development intervention. The government entrepreneurship development intervention such as the National Entrepreneurship and Innovation Programme focused on providing financial support without considering the youths’ perceptions and attitudes towards the entrepreneurship development intervention. The attitude toward entrepreneurship can influence its activity or development and also the entrepreneurial activity can influence the attitude toward entrepreneurship (Bosma & Levie, 2009).

Understanding the attitudes of the Ghanaian youth is not only instrumental in assisting the policy directions and encouraging entrepreneurship development in the country (Bosma & Levie, 2009), but it will also enable stakeholders to evaluate and reinforce strategies to enhance entrepreneurial behaviour in the country to enable economic development and wealth creation. The government through its agencies such as Ghana Enterprises Agency (G.E.A) and National Board for Small-Scale Industry (N.B.S.S.I) prepares the youth to become successful entrepreneurs to reduce the unemployment rate. However, these agencies have not yielded their intended purpose through entrepreneurship development.

Previous studies have shown that perceptions and attitudes have a unique impact on the creation and success of entrepreneurial endeavours (Peterson, 2017). Extensive literature reviewed showed that no study has been conducted in the Aburi community to investigate the attitude and perceptions of the Ghanaian youth towards entrepreneurship development. This study therefore investigated the attitudes and perceptions of Ghanaian youth toward entrepreneurship development as case study in Aburi in the Akuapem South Municipality of the Eastern Region of Ghana. The findings of this study would help give applicable information to stakeholders in their decision making to help way in perfecting entrepreneurship training and education at various schools to improve their skills and knowledge in setting up business ventures.

LITERATURE REVIEW

Theoretical Framework

The core purpose of this paper is to investigate the attitude and perception of Ghanaian youth toward entrepreneurship development. For this reason, a multi-theoretical approach was espoused in this study comprising the *human capital theory* and the *networking proposition*.

The human capital theory states that with more education and skill training, people can increase their productive capacity (Blundell *et al.*, 1999). The theory assumes that investment in education is necessary to acquire skills and training which, in turn, will increase individual capital (Blundell *et al.*, 1999). These knowledges and skills, according to Tan (2014), will increase his or her productivity in the workplace.

Critics contend that the idea is incorrect, excessively simple, and mixes labor and capital. Human Capital Theory, is indeed the prevailing paradigm in education economics. People who are more productive earn more money and are more employable (Okolie, Igwe, Nwosu, Eneje, & Mlanga, 2020). According to Adom and Williams (2012), the entrepreneur capability, training and quality of academy, training and experience are known as ingrain capability which is an important factor in entrepreneurship whether or manly entrepreneurship that differentiates the successful bones from others.

The second theory that underpins this study is *networking*. In entrepreneurship, networking is a complex mix of legion social and professional ties, all of which tend to contain both affective and necessary rudiments, clicked by trust (Anderson and Jack, 2002). The networking proposition aids the entrepreneurs to be suitable to link between aspiring entrepreneurs, coffers and openings (Adom, 2015). According to Kuada (2009), the networking proposition provides moral and cerebral support that reduces anxiety experienced during business launch-ups for new entrepreneurs. Networking among entrepreneurs shape their conduct, provides emotional, social persuasions and vicarious experiences essential to the business's success or liability (OECD, 2004). Adom (2015) also argued that the absence or presence of networking plays a pivotal part in an entrepreneur's performance and family

members of entrepreneurs play both an important part in all phases of the business and serves as pivotal agents in entrepreneur networks (Greve & Salaff, 2003).

Empirical Literature Review

Entrepreneurship Development in Ghana

The entrepreneurial development in Ghana was driven down by numerous original and foreign entrepreneurs by the military government in the 1970s and 1980s drove down numerous original and foreign entrepreneurs. From 1981 to date Ghana has enjoyed a stable political terrain which is a crucial component for bearing any business adventure. Entrepreneurship development in informal frugality is a direct result of some of the problems entrepreneurs face in developing countries. According to Vossenbergh (2016), these problems are unstable and largely regulatory business surroundings. The legal terrain within which private enterprises operate in terms of enrollment and taxation system is exorbitantly complicated to comprehend (Vossenbergh, 2016).

In the province of the World Bank and IMF as reported by Chu *et al.*, (2007), the main problem facing entrepreneurs in Ghana is shy access to credit, high levies or taxes, lack of infrastructure needed to support business growth, corruption and the unpredictability of laws and regulations. The current electricity extremity (locally called DUMSOR) has aggravated the straits of the entrepreneur especially those in the manufacturing sector.

Most entrepreneurs begin with access to finances to execute the entrepreneurship ideas. Accessing the funds becomes difficult because it is extremely challenging to get loans from traditional banking institutions as most of them require collateral and a substantial credit history. It is interesting to note that as the banks are profit oriented, they need people, who are seeking funds, to obey their policies. The motive of such banks is to have loaners invest in their operations. Also, the lack of a well-developed financial infrastructure in Ghana makes it difficult for entrepreneurs to access alternative forms of financing, such as venture capital or crowdfunding. Lack of infrastructure such as reliable electricity, efficient transportation systems, and modern communication networks needed to support business growth. For example, poor electricity supply and bad roads as a case study, one will identify the enormous impact they have on entrepreneurship development. In countries where electricity supply is regular, the entrepreneurship development do not encounter much challenges.

Taxation plays important role in the development of every economy as well as the growth of entrepreneurship development and growth. Excessive increases in tax rates could increase cost of production and eventually lead to a collapse of a business. As tax rates continue to increase, firms tend to adopt survival strategies including; tax evasion and increases in prices of final products.

Corruption hampers the quality of product and services and reduces their availability. For example, among the factors linking corruption in education to economic growth are the lower value for money in terms of inefficient utilization of public resources and fewer people trained given the amount of resources.

Despite the growing mindfulness among nations and interpreters of the benefits that can be accrued from entrepreneurial development (Barringer & Ireland 2016), the importance of the being body of exploration has largely neglected the literal elaboration and pouring forces as a country transitions from one political system to another. In developing countries like Ghana, entrepreneurial development can be shaped by access to a quality structure and a favourable

nonsupervisory terrain to foster an enabling terrain (Minniti 2008). The government have come to accept the significance of entrepreneurship and has therefore put the necessary support mechanisms in place to ensure the development of entrepreneurship (Bamfo, Asiedu Appiah, & Opong Boakye, 2015).

The entrepreneurship development which includes backing, labour, development backing, backing with nonsupervisory bureaucracy, start-up advice, import advice and information sources (Michael & Pearce, 2009) contributes to the experimental position of societies by way of a bettered standard of living and reduced poverty situations through the creation of employment. In the trouble to increase both genders in entrepreneurship development, to introduction of the National Entrepreneurship and Innovation Programme (NEIP), Youth Start and One District, One Factory flagship policies to give intertwined public support for entrepreneurship development, especially among the youth in Ghana. The primary focus of the NEIP is to give entrepreneurship development services; start-up incubators and backing to youthful businesses to enable them to grow and come successful.

Challenges Facing Entrepreneurship Development in Ghana

In Ghana, one of the major challenges facing entrepreneurship development is business backing openings and access to adventure capital. According to Arshad, Rasli, Arshad and Zain (2014), entrepreneurship development concentrated on business launch-ups in terms of the capability to effectively manage a business by seeking investment and requesting openings for profit-making or fiscal independence. Entrepreneurship development is the amenability and capability of an individual to seek openings for investment to produce and run a business successfully. According to Drucker (2006), the entrepreneur understands business openings and their benefits, by employing scarce coffers and utilizing them profitably. They make progress in the productivity of coffers by searching for changes (or pitfalls), responding to, and employing openings. An entrepreneur creates a new business in the face of threats and queries to achieve profit and growth by relating significant openings and assembling the necessary coffers to capitalize on them.

According to Griffin, Ebert and Starke (2013), entrepreneurship assumes the business threat to make a profit through growth and expansion. Assuming threat and responsibility in taking the action to design and apply a strategic business plan to take advantage of a business occasion to produce value. The idea of creating value is a process through which entrepreneurs identify openings, allocate coffers to produce value for customers, and is frequently through the identification of unmet customers' needs or openings to meet changes in customers' preferences for wealth creation, which come with different types of pitfalls that are general for any business start-up. Generally, business launch-ups bear operating and managing a business adventure from the scrape and assuming all its attendant pitfalls to produce value, while seeking profit as the ultimate price. It also involves colourful aspects of an entrepreneur's dexterity, socio-profitable and spatial exertion patterns, and threat taking tendencies in terms of business launch-ups, installation investment, and expansion of new and living businesses and directorial invention. Meeting all these conditions bandied by the different proponents may pose major challenges to numerous Ghanaian entrepreneurs in their drive to achieve high performance, success and competitiveness in both the original and foreign business surroundings.

Knowledge provides a way for the individuals to evaluate their actions in starting their own business. The action leads to greater independence, as a means to realize potential. The level of knowledge on entrepreneurship development provides a positive attitude which promotes

the decision of an individual to become an entrepreneur. Also, the level of knowledge on entrepreneurship development increases the individual awareness of the challenges of starting an entrepreneurship venture.

As described by Nybakk and Hansen (2008), the ability to recognize opportunities and the ability to take calculated risks are essential elements of attitude toward entrepreneurial activities. Entrepreneurs' attitudes influence the belief in entrepreneurial development which can be improved by interventions from the environment. That is entrepreneurs' attitudes change with time and situations through a shared process of interaction with the environment. The attitude of an entrepreneur allows prompt sense, act and adapt in the face of uncertain dynamic conditions or environments (Ireland *et al.*, 2003). It, therefore, orientates human conduct toward entrepreneurial activities and outcomes. According to Tariq, *et al.* (2018), the attitudes of an entrepreneur are drawn to opportunities, innovation, and new value creation. They become more aware of risks associated with entrepreneurial development and accept the realities of change and uncertainty. The attitudes of an entrepreneurs therefore link their beliefs in the performing various roles and tasks successfully. Understanding the attitudes of the entrepreneur is very instrumental in assisting the policy direction and encouraging entrepreneurship development (Bosma & Levie, 2009).

The attitude toward entrepreneurship can influence its activity or development and also the entrepreneurial activity can influence the attitude toward entrepreneurship. The attitudes toward entrepreneurship development vary from one youth to another therefore developing national attitudes toward entrepreneurship is a positive way to generate cultural and financial support; and networking benefits with already entrepreneurs (Bosma & Levie, 2009). A study conducted by Rudhumbu, Sivotwa, and Mutsau (2016), revealed that the positive attitude of youth toward entrepreneurship development promotes a better understanding and appreciation of the path of the individual in terms of developing entrepreneurial knowledge and skills. This positive attitude of the youth toward entrepreneurship development encourages the participation of individuals in the entrepreneurship ventures. Another study by Jena (2020) indicates that business and occupational background of the individual promotes a positive attitude towards entrepreneurship development. This means that an individual coming from a business family background is likely to have a positive attitude towards entrepreneurship development. The family background influences the attitude of an individual in terms of access to better resources to start and run an entrepreneurial venture. The knowledge and resource advantage of an individual positively predisposes their attitude towards entrepreneurship development.

Attitude and Perception

Perception describes the conscious understanding of something by an individual or group of people. Barli (2007), described perception as a cognitive process that affects an individual's behaviour through hiding and attitudes. Yolanda Williams (2017) also views perception as the way to recognize and interpret information gathered through human thought or senses. Therefore, perception is how we respond to a certain situation with the given information or react to situations. An individual takes in sensory information of the environment to interact with the same environment. This means that perception allows us to take the sensory information and make it into something meaningful to survive in our environment.

Perceptions as discussed above are very important in explaining the human behaviour to why some individuals initiate certain behaviour. Human behaviour in terms of entrepreneurship is based on the ability to perform various tasks related to a new venture and the perceived

ability to succeed in the effort in forming the venture. The study by Townsend *et al.* (2010), indicated that for individuals who initiate entrepreneurial activities the perception of the successful new venture is less important than the perception of entrepreneurial ability. Perception of entrepreneurship development is important to influence success (Peterson, 2017). The perception of the individuals regardless of their abilities and talents influences entrepreneurial development (Peterson, 2017).

The individual's perception of entrepreneurial development is also influenced by the environment surrounding the entrepreneurial ventures. That is, the way an individual perceived their environment is a decisive factor regards to how he/she interacts with that environment. According to Gomezelj and Kusce (2013), the environment surrounding entrepreneurship development is influential entrepreneur's perception of a successful entrepreneurial venture. For this reason, an entrepreneur's perceptions of and reactions to his or her environment hold much more weight than the environment itself. The decision to start up an entrepreneurial business depends on the individual perception of the practice as desirable and possible (Gomezelj & Kusce, 2013). Without an entrepreneur's perception of the environment surrounding entrepreneurship development, this could affect the willingness to start an entrepreneurial venture. The survey conducted by Gomezelj and Kusce (2013), revealed that the environment surrounding entrepreneurship development is the cultural and social norms. These cultural and social norms have a measurable influence on the entrepreneur's perceptions of establishing an entrepreneurial venture.

The cultural and social norms describe the background of an entrepreneur. A study conducted by Ramoglou and Tsang (2016), revealed that the social background of entrepreneurs has a significant influence on perceptions of entrepreneurship development. Entrepreneurs with high socioeconomic classes are considered to be more successful in venturing into new businesses. This increases the social and human capital of the entrepreneurs attributing to their success. "Not only was there a greater quantity of human capital available to entrepreneurs from higher socio-economic classes, but there was also the greater quality of human capital available as well". The perception of entrepreneurs with upper-class have attractive social and professional counterparts which allows for access to connections, advice and support for networking with other successful entrepreneurs. Another studies (Ćočkaló, Đorđević, Bogetić, & Bakator, 2020) demonstrated that the market environment is a key factor influencing entrepreneurship development. The market environment in which the venture operates is in a constant state of change. The market environment therefore plays a critical role in moulding the entrepreneur's perceptions on how to maintain their attention in the changing market environment. Any successful entrepreneurs recognize the need to cater for their market through the provisioning of services to appeal to their target audience. According to Mazzei, *et al.* (2016), entrepreneurs recognizing changes in the market environment requires an accurate perception of the features of their established venture in satisfying the target customer needs.

Besides perceptions as influential factor in entrepreneurial development, the individual attitude has also been found to influence entrepreneurial development. Pulka, Rikwentishe and Ibrahim (2014) described attitude as the extent to which an individual likes or dislikes something. They further explained that attitude is the predisposition to favourable or unfavourable response manner to situations. Attitude is a mental state of readiness through experience or dynamic influence of the individual's response. Hawkins Pulka, *et al.* (2014) also viewed attitude as individual tendency to act or react in a certain manner when confronted with certain stimuli. The stimuli are any object or idea an individual reacts

negatively or positively to it. The reaction may take verbal, physical, mental or behavioural forms. This may have cognitive, affective and behavioural components. The cognitive component of attitude is the belief, thought and knowledge of an individual on his/her idea or object. According to Pulka, *et al.* (2014), the belief, thought and knowledge of an individual may be correct or incorrect, true or not true. The affective component of attitude is the feeling and emotion of an attitude object (Pulka, *et al.*, 2014). The behavioural component of attitude is the behaviour, overt response and willingness (Pulka, *et al.*, 2014). According to Mani (2008) behavioural component reflects the willingness of individual behavioural intentions in form of goals, objectives and aspiration and expected responses to the attitude object.

Influence of Attitude and Perception on Entrepreneurship Development

The influence of attitudes on successful entrepreneurship development has been documented in plethora studies (Vasiliki, Chrysostomos, Theodosios, and Charalampos, 2020; Tariq, Aroona and Misbah, 2018; Nybakk and Hansen, 2008; & Bosma & Levie, 2009). According to Vasiliki *et al.*, (2020), attitude toward entrepreneurship is the degree to which the individual holds a positive or negative personal valuation of being an entrepreneur. That is the attitude toward entrepreneurship is the extent to which people perceive the opportunities for the start-up business. On the part of Tariq, Aroona and Misbah (2018), the attitude toward entrepreneurship is the difference between perceptions of a personal desire to become self-employed and organizationally employed. This suggests that the knowledge of an individuals on entrepreneurship development is a greater contributor to their attitude.

Adebayo and Mohannak (2016), investigated the attitude of the African youth toward entrepreneurship. The study considered a sample size of 204 youths with both quantitative and qualitative research methods. The researchers used various social media platforms such as Facebook, LinkedIn, Twitter, and WhatsApp to collect data for the study. The findings indicated that African youth have positive attitudes and that they are entrepreneurially active and ready to take risks, provided they can be self-dependent.

Another study by Pulka *et al.*, (2014) assessed the attitude of students towards entrepreneurship. The scope of the study cover students from five universities in northeastern Nigeria. A total of 400 students were randomly sampled to answer a structured questionnaire based on Likert scales ranging from strongly agree to strongly disagree on five points. The findings revealed that the overall attitude of students toward entrepreneurship is at 82.12% with a cognitive component of attitude rated at 84.31%, effective at 83.34% and a behavioural component at 78.72%. Gobena & Kant (2022) also explored the attitude of technology education students towards entrepreneurship. This study was descriptive with a quantitative research approach using sample size of 135 participants. The findings reveal that the students have a positive attitude towards entrepreneurship. Similar study by D'Silva (2018) also explored young people's attitudes toward entrepreneurship employing structured questionnaire with a sample size of 125. The findings show that more young people are interested in entrepreneurship and intend to pursue it in the future. The results of these studies suggests that attitudes plays a significant role in entrepreneurship development.

The influence of perception of individual on entrepreneurship development has been identified as an important component of success and documented in several studies (Peterson, 2017; Edelman & Yli-Renko, 2010; and Scott & Cable, 2012). Perceptions influences successful implementations of entrepreneurship development (Peterson, 2017). The perceptions of individuals therefore forms the fundamental components for successful creation of views and discovery of entrepreneurship development (Edelman & Yli-Renko,

2010). These perceptions of entrepreneurship development influence the Ghanaian youth's ability to identify and seize the opportunities in making wealth through job creation. According to Edelman and Yli-Renko (2010), these perceptions drive the Ghanaian youth to make efforts to start a new venture.

Youths with a positive perception of entrepreneurship development have the potential support network that ensures successful personal relationships. Hence, positive perception leads to a greater chance of success with entrepreneur ventures (Peterson, 2017). A research study by Scott and Cable (2012), indicated that youths with a positive perception of entrepreneurship development are encouraged to actively participate in the established business with support from other entrepreneurs. However, the youth with a negative or poor perception of entrepreneurship development usually leads to a lack of social and professional support from others (Cable, Barron-Gafford, Ogle, Pavao-Zuckerman, Scott, Williams, & Huxman, (2012). Therefore, entrepreneurs need to understand and establish a positive perception toward entrepreneurship development to equip and position them in a way that will encourage others to support them.

METHODOLOGY

The study was a community-based cross-sectional survey which sought to investigate the attitudes and perceptions of youth of the community towards entrepreneurship development. Aburi is the capital of the Akuapem South Municipal District of the Eastern Region. According to the Ghana Statistical Service, Aburi has a population of 18,701 people (GSS, PHC, 2013). Aburi is host to one of the finest wood markets not only in Ghana but in Africa. Aburi has been rumored that goods manufactured at the Aburi markets have found their way to South Africa to be sold to tourists. Aburi is well noticed for the cultivation of indigenous crops such as cocoa, rubber plants and cola. In addition, there were also ornamental and fruit plants are grown of various kinds and small field trials with cotton and spices, vanilla and pepper mainly on cardamom and nutmeg. The study population comprises youth in Aburi in the Eastern Region of Ghana. The target population for the study was 200 youths aged between 15-35 years. Youths aged above 35 were excluded from the study. The sample size was determined using the statistical formula outlined in Slovenes.

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

Where: n is equal to sample size, N is equal to population size, e is equal to the Standard margin of error (5%). Based on the Slovenes formula stated above, a sample size of 133 was obtained and this represents a cross-section of the population. This sample was then selected from the target population of 200 youths using random sampling technique.

Data Collection

The study employed structured Likert type questionnaire to collect self-report inventory data from all the 133 respondents. The researcher administered the questionnaires to all the 133 respondents personally between the periods of two months-spanning from November 2022 to December 2022, after researcher assured them of keeping the demographic profile of the respondents confidential. The study participants were also encouraged to provide detailed answers to the questionnaires. Ethical issues such as opportunity to opt out of the survey, was strictly adhered to throughout the data collection periods. Test items reliability and internal consistency were determined using Cronbach's alpha statistics (Cronbach, & Richard, 2004) and this gives the Alpha value of .848).

Data Analysis

For the purposes of this study, the following standard definitions of *attitude*, *perception*, *youth* and *entrepreneurship* formed the basis for data analysis.

Variables	Operational Definition	References
Attitude (A)	Attitude refers to the extent to which individual likes or dislikes something/ the overall positive or negative evaluation of behaviour, object, idea or situation.	De Houwer, Van Dessel, & Moran (2020).
Perception (P)	Perception refers to way individual recognizes and interprets information gathered through thought or senses.	Pulka <i>et al.</i> , (2014).
Entrepreneurship (E)	Entrepreneurship refers to the process of creating, organising and managing a new business enterprise and bearing any of its risks, with the view of making the profit.	Mwatsika, Kambewa, & Chiwaula (2018).
Youth (Y)	Youth refers to persons who are within the age bracket of fifteen (15) and thirty-five (35).	NYA (2016).

Source: Field Survey, 2022

With the aid of the Statistical Package for Social Sciences (SPSS Version 26), the data collected were then analysed using frequency and percentage as descriptive statistics to test participants responses; and correlation statistics was used to test for relationship between dependent (entrepreneurship development) and independent variables (attitude and perception). Based on the correlation test, variables showing relationship were subjected to regression analysis to determine the effect size of independent variables on the dependent variable. The Theories of *Human Capital and Networking* formed the theoretical background for which the proposed interaction between attitude and perception on entrepreneurship development intentions were assessed. All analysis was done at 95% confidence limit.

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RESULTS

The empirical analysis is based on primary survey data. The calculated values of Cronbach's alpha for test items reliability and internal consistencies was 85%, indicating sufficient internal consistency of the instrument used (Cooper and Shindler, 2007; Pallant, 2011; Cronbach & Richard, 2004). The results of the data analyses are presented in Tables 1-11 below.

Table 1: The Participants Demographic Profiles

Sex	Frequency	Percent	Cumulative Percent
Female	73	54.9	54.9
Male	60	45.1	100.0
Total	133	100.0	
Age Distributions			
> 25 years	40	30.1	30.1
25 to 30 years	67	50.4	80.5
31 to 40 years	26	19.5	100.0
Total	133	100.0	

Religion			
Muslim	47	35.3	35.3
Christian	86	64.7	100.0
Total	133	100.0	
Educational Background			
Degree	30	22.6	22.6
Diploma	14	10.5	33.1
HND	56	42.1	75.2
SHS	33	24.8	100.0
Total	133	100.0	
Study fields			
Agriculture & Business	74	55.6	55.6
Computers & engineering	24	18.0	73.6
Other	31	26.4	100.0
Total	133	100.0	

Source: Field Survey, 2022

The Table 1 data showed that females formed the greater number (54.9%) of respondents (54.9%) and 45.1% are males. The data also showed that the majority of the respondents (50.4%) were 25 to 30 years. The data further indicated that the greater number of respondents (42.1%) had a Higher National Diploma education. Regarding the fields of study, the data showed that 55.6% of the respondents graduated in the field of Agriculture and Business forming the majority. Reference to religion the results showed that 64.7% of the respondent were Christian while 35.3% of the respondent were Muslim.

Table 2: Descriptive Result on Entrepreneurship Development

Statement	Disagree		Uncertain		Agree	
	N	%	N	%	N	%
You are determined to establish a business in the future.	56	42.1	43	32.3	34	25.6
You have the skills to create a new business	0	0	0	0	133	100
You can perform feasibility studies to check if my business ideas work	0	0	43	32.3	90	67.7
You can identify business opportunities	0	0	0	0	133	100
You can create products and services that satisfy customers	0	0	13	9.8	120	90.2
You can anticipate, and manage unexpected market changes, that may affect the business	13	9.8	74	55.6	46	34.6

Source: Field Survey, 2022

Table 2 results above showed that all the respondents (100%) agreed that they possess the skills to create a new business and also have the ability to identify business opportunities (100%). The data further showed that 67.7 % of the respondents agreed that they can perform feasibility studies to check if their business ideas could work. The data further showed that over 90%) representing 120 respondents agreed that they can create products and services that satisfy customer needs. Furthermore, 34.6% of the respondents agreed that they can anticipate and manage unexpected market changes that may affect the business.

Table 3: Attitude towards Entrepreneurship Development

Statement	Disagree		Neutral		Agree	
	N	%	N	%	N	%
You want to be self-employed.	10	7.5	43	32.3	80	60.1
Do you consider entrepreneurship a desirable career option	56	42.1	43	32.3	34	25.6

You are constantly on the lookout for new ways to improve your life.	0	0	0	0	133	100
You have a very high personal satisfaction with self-employment.	10	7.5	43	32.3	80	60.1

Source: Field Survey, 2022

Table 3 results revealed that all the 133 (100%) agreed that they are constantly on the lookout for new ways to improve their lives. Furthermore, over 60% of respondents have the opinion that they want to be self-employed that will give the personal satisfaction.

Table 4: Perception towards Entrepreneurship Development

Statement	Disagree		Uncertain		Agree	
	N	%	N	%	N	%
You feel creating and owning a business is for rich people.	10	7.5	43	32.3	80	60.1
You feel managing your own business is very overwhelming with responsibilities.	56	42.1	43	32.3	34	25.6
You feel managing your own business is an honourable profession	0	0	0	0	133	100
You feel starting a business is too risky.	0	0	0	0	133	100

Source: Field Survey, 2022

“Feeling of managing own business is an honourable profession” and “feeling that starting a business is too risky” which obtained the highest responses (100%) constitute the two most crucial determinants of youth positive entrepreneurship development scoring. Again, it was the opinion of 80 participants (60.1%) have the feeling that creating and owning business is for rich people.

Table 5: Influence of Attitude on Entrepreneurship Development

Statement	Disagree		Uncertain		Agree	
	N	%	N	%	N	%
It increases individual awareness of the challenges of starting an entrepreneurship venture.	0	0	0	0	133	100
It promotes the decision on becoming an entrepreneur.	0	0	0	0	133	100
It evaluates an individual's actions in starting their own business.	0	0	0	0	133	100
It influences access to better resources to start and run an entrepreneurial venture.	0	0	0	0	133	100

Source: Field Survey, 2022

From Table 5 data, it was the general opinion of all the 133 respondents that the four choices have significant influence on their entrepreneurship development.

Table 6: Influence of Perception on Entrepreneurship Development

Statement	Disagree		Uncertain		Agree	
	N	%	N	%	N	%
Your ability to identify and seize new opportunities for creating wealth through job creation.	10	7.5	2	1.5	121	90.9
It drives you to make efforts to start a new venture.	56	42.1	0	0	77	57.9
It influences the chances of successful entrepreneurial ventures	33	24.8	0	0	100	75.2
It encouraged actively participate in establishing entrepreneurial ventures	53	32.3	0	0	80	60.1

Source: Field Survey, 2022

Table 6 data showed that the ability to identify and seize new opportunities for creating wealth through job creation got the highest number of responses (90.9%) from the respondents. This was followed by participants' chances of successful entrepreneurial

ventures (75.2%). The second choice, which is “the drives to make efforts to start a new venture” obtained the lowest responses (57.9%) falling behind the encouragement to actively participate in establishing an entrepreneur venture obtained the lowest responses (60.1%).

Correlational Analysis among Study Variables

In order to determine the changes which occur in dependent variable by changing the independent variable, the correlation check was applied. The correlational matrix results among study variables are presented in Table 7 below.

Table 7: Correlational Matrix of Study Variables

	Entrepreneurship Development	Attitude	Perception
Entrepreneurship Development	1		
Attitude	.445	1	
Perception	.445	1.000**	1

**Correlation is significant at 0.01 level

The data in Table 7 revealed positive correlation between perception and entrepreneurship development (.445, $p > 0.01$); attitudes and entrepreneurship development (.445, $p > 0.01$). This means that entrepreneurship development is influenced by youth perceptions and attitudes. This influence, however, is statistically insignificant. The results further showed significant positive co-correlation between attitude and perception (1.000, $p < 0.01$).

Regression Analysis

The first objective of the study was to examine the extent to which youth perception influences entrepreneurship development. The study employed regression analysis to establish the effect size of the independent variables on dependent variable. By regressing perception on entrepreneurship development, the results in Tables 8 was obtained.

Table 8: Regression Analysis Results between Entrepreneurship Development and Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445 ^a	.198	-.069	19.81094

a. Predictors: (Constant),

1. Entrepreneurship Development

Sources: SPSS survey (2022)

Table 8 above indicates the relationship between youth perception and entrepreneurship development. The results obtained indicate that the dependent variable (entrepreneurship development) and the independent variables (perception) in the regression models fit well as the R^2 values equate to 0.198 or 19.8%, suggesting that there is a positive influence of (19.8%) youth perception on entrepreneurship development.

Table 9: ANOVA Results of the relationship between entrepreneurship development and perception

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	291.188	1	291.188	.742	.452 ^b
	Residual	1177.420	3	392.473		
	Total	1468.608	4			

a. Dependent Variable: Youth Perception

b. Predictors: (Constant), Entrepreneurship Development

Sources: SPSS survey (2022)

Table 9 above indicates the ANOVA relationship between youth perception and entrepreneurship development. This regression model for the study is accepted since the regression value (291.188) between a dependent variable and the independent variables is less than its residual value (392.473). Therefore the regression model is accurate.

Influence of Youth Attitude on Entrepreneurship Development

The second objective of the study sought to examine the extent to which youth attitude influences entrepreneurship development. By regressing youth attitudes on entrepreneurship development, the results in Tables 9 was obtained.

Table 10: Regression Analysis between entrepreneurship development and attitude

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.445 ^a	.198	-.069	19.81094

a. Predictors: (Constant),

1. Entrepreneurship Development

Sources: SPSS survey (2022)

Table 10 above indicates the relationship between youth attitude and entrepreneurship development. The results obtained indicate that the dependent variable (entrepreneurship development) and the independent variables (attitude) in the regression models fit well as the R^2 values equate to 0.198 or 19.8%. That is, there is a positive influence of (19.8%) between youth perception and entrepreneurship development. This means that youth attitude has a little 19.8% influence on their entrepreneurship development.

Table 11: ANOVA Results of the relationship between entrepreneurship development and attitude

Model		Sum of Squares	Df	Mean Square	F	P value
1	Regression	291.188	1	291.188	.742	.452 ^b
	Residual	1177.420	3	392.473		
	Total	1468.608	4			

a. Dependent Variable: Youth Attitude

b. Predictors: (Constant), Entrepreneurship Development

Sources: SPSS survey (2022)

Table 11 above indicates the ANOVA relationship between youth attitude and entrepreneurship development. This regression model for the study is accepted since the regression value (291.188) between a dependent variable and the independent variables is less than its residual value (392.473). Therefore the regression model is accurate.

DISCUSSION

This study investigated the attitudes and perception of youth of Aburi community towards entrepreneurship development. The results of the study revealed that youth in Aburi graduated with Degree, Diploma, WASSCE and Higher National Diploma Certificates. These results suggest that the youth in Aburi possess the pre-requisite knowledge and basic educational capacity to venture into entrepreneurship. This further indicates that they have strong interests in entrepreneurship development in order to become self-employed. Being self-employed is very satisfactory to the youths in Aburi. As postulated in the Human Capital Theory, individuals tend to increase their productive capacity (Blundell *et al.*, 1999) if they possess more education and skill training. The theory further assumes that investment in education is necessary to acquire skills and training which, in turn, will increase individual capital (Blundell *et al.*, 1999). The nature of entrepreneurship development among the Aburi

youths, however, does not allow them to consider entrepreneurship as a desirable career option.

In terms of entrepreneurship development, two of the choices, which are "having skills to create new business" and "having the ability to identify business opportunities" got the highest number of responses (100%), which means that having the two choices affect youth entrepreneurship development. Research shows that identifying business opportunities can allow entrepreneurs to increase their revenue streams by providing unique products, services, or an innovative approach to a problem (Muñoz, & Cohen, 2018). Identification of business opportunities in entrepreneurship is an important step to kick starting your career as an entrepreneur (Ardichvili, Cardozo & Ray, 2003), and consequently has become an important element in the scholarly study of entrepreneurship. Again, the entrepreneurship skills are essential in positioning entrepreneurs to identify opportunities, make effective decisions, turn their ideas into reality, overcome challenges, and properly allocate resources to achieve goals and succeed. To mitigate the risk of financial loss or failure, it serves an entrepreneur to have a certain set of skills. A great entrepreneur must be able to effectively communicate, sell, focus, learn, and strategize. An ability to continuously learn is not just a key entrepreneurial skill, but also a very valuable life skill. Therefore it is argued that skill acquisition affect new business formation and entrepreneurial activities (Zhang, 2020; Hsieh *et al.*, 2017; & Ilemona *et al.*, 2013).

Regarding influence of attitude on entrepreneurship development, the four choices which are "increasing individual awareness of the challenges of starting an entrepreneurship venture"; "promoting the decision on becoming an entrepreneur"; "evaluating an individual's actions in starting own business"; and "influencing access to better resources to start and run an entrepreneurial venture" got 100% responses; suggesting that having the four choices can affect youth entrepreneurship development in Aburi community. A study (Qazi, Qureshi, Raza, Khan, & Qureshi (2020) shows that entrepreneurs who are self-aware are more likely to have a clear sense of their values, goals and vision for their business. This can help them make strategic decisions that align with their purpose and vision and communicate that purpose and vision to their team members, customers and stakeholders. Studies show that studying entrepreneurship and ways to innovate can help entrepreneurs to develop new ways to solve problems and gain insights on ways to navigate the path to success from ideation to market adoption. Furthermore, research indicates that personality, social conditions, social support, education and training are factors that motivate an individual to become an entrepreneur (Ernawati, Sinambela, Cici, Silviana, Azizah, & Naudalia, (2022).

The attitudes of the youth in Aburi are vital for successful entrepreneurship development. The results of the present study revealed positive youth attitudes toward government entrepreneurial programs in Aburi. This result is in line with studies conducted by Vasiliki *et al.*, Charalampos (2020) which found that the attitude of the youth toward entrepreneurship holds a positive or negative personal valuation of being an entrepreneur. Attitudes towards independence, income and ownership have been found to be related to entrepreneurial development intentions (Douglas & Fitzsimmons, 2013). The youths are constantly on the lookout for new ways to improve their lives and feel starting a business is too risky in Aburi. The intention of an individual to behave entrepreneurially, according to Fitzsimmons (2005), arises because the entrepreneur perceives self-employment (or entrepreneur behavior within the organization) to be utility maximizing, and thus forms the motivation to behave entrepreneurially.

The perception of youth toward entrepreneurship development has been identified as an important component of success (Peterson, 2017). The results of the present study revealed that the youth in Aburi “*feel managing their own business is an honourable profession*”. However, they feel starting a business is too risky. Entrepreneurship is associated with universal connectivity, through which business ventures are exposed to various risks. Research (Hoogendoorn, Van der Zwan, & Thurik, 2019) has demonstrated that the tendency among entrepreneurs to make decisions that can be risky are very common. Entrepreneurs therefore face multiple risks such as bankruptcy, financial risk, competitive risks, environmental risks, reputational risks, and political and economic risks (Naude, & Chiweshe, 2017). Entrepreneurs must plan wisely in terms of budgeting and show investors that they are considering risks by creating a realistic business plan. The perceptions of the Aburi youth with entrepreneurship potential influence the successful implementations of entrepreneurship development. According to Edelman and Yli-Renko (2010), the perceptions of the youth form the fundamental for the creation of views and discovery of entrepreneurship development.

CONCLUSIONS

This study investigated the attitude and perception of Aburi youth towards entrepreneurship development. The study concludes that the entrepreneurship development intention among the youth is affected by personal factors including attitudes and perceptions irrespective of other environment factors. The results of the study revealed that the youth in Aburi possess the pre-requisite basic knowledge in HND to venture into Agribusiness entrepreneurship development to become self-employed. The results further pointed to individual awareness of the challenges associated with starting an entrepreneurship venture; the decision on becoming an entrepreneur; individual’s actions in starting own business; and access to resources to start and run an entrepreneurial venture, as the main attitudinal variables influencing the youth of Aburi. Regarding the influence of perceptions on youth entrepreneurial development, the results pointed to the following as the two most crucial determinants of youth entrepreneurship development: feeling of managing own business; and that starting a business is too risky, both of which got 100% responses. These findings provided a holistic understanding of the attitudes and perceptions of youths of Aburi towards entrepreneurship development.

RECOMMENDATION

Based on the study’s findings and conclusions, it is recommended that the municipal assembly of Aburi should make an effort in providing training skills under their entrepreneurship development programs for the local citizens or people to help address the poverty problem. The skill training program should coordinate and monitors the activities of trained youth to sustain the means of addressing the unemployment problem.

The policies and programs by the government can fail in entrepreneurship development. Hence it was recommended that the Municipal authority and other stakeholders should develop policy instruments to promote experience and capacity building of the youth and also provide employment packages to businesses that employ more graduated unemployed youth through entrepreneurship development

Finally, the study recommends that future studies need to be conducted on the research topic by adding different variables to help create awareness and increase the popularity of entrepreneurship development to the general public. Further study should be considered

supporting data, such as interviews, to obtain the result with better accuracy by avoiding bias tendency.

THE AUTHOR

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