

**DIVERSITY MANAGEMENT FOR ENTREPRENEURIAL
GROWTH**

(A STUDY OF SELECTED SMES IN ADO ODO OTA LOCAL GOVERNMENT)

BY

OMOLADE, AYOYIMIKA ADUFE

16PAB01338

JUNE, 2018

**DIVERSITY MANAGEMENT FOR ENTREPRENEURIAL
GROWTH**

**(A STUDY OF SELECTED SMALL AND MEDIUM SCALE ENTERPRISES
(SMES) IN ADO ODO OTA LOCAL GOVERNMENT)**

BY

OMOLADE, AYOYIMIKA ADUFE

MATRIC. NO: 16PAB01338

**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILMENT OF REQUIREMENTS FOR THE AWARD
OF MASTER OF SCIENCES (HONOURS) DEGREE IN
BUSINESS ADMINISTRATION TO THE DEPARTMENT
OF BUSINESS ADMINISTRATION, COLLEGE OF
BUSINESS AND SOCIAL SCIENCES, COVENANT
UNIVERSITY, OTA, OGUN STATE, NIGERIA**

JUNE, 2018

CERTIFICATION

We certify that this project titled “**Diversity Management for Entrepreneurial Growth**” was written by Omolade, Ayoyimika Adufe with Matric. No: 16PAB01338).

The work has been examined by us and has been found to be satisfactory for the award of Master of Sciences (Honours) Degree in Business Administration.

Prof. R. E. Worlu

Project Supervisor

Signature & Date

Dr. Oluwole Iyiola

Head of Department

Signature & Date

External Examiner

Signature & Date

DECLARATION

It is hereby certified that this research project was written by me, Omolade, Ayoyimika Adufe. This project is based on my original study in the department of Business Management of the College of Business and Social Sciences, Covenant University, under the supervision of Prof. Worlu R.E. This work has not being submitted to any other institution for the award of any degree.

Omolade Ayoyimika

Researcher

Signature & Date

DEDICATION

This project is dedicated to God Almighty, the maker of heaven and earth. I thank him for his mercies, grace and protection over me. I also thank him for giving me wisdom and retentive memory. I bless you Lord.

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Abstract

This study examined diversity management in relations to entrepreneurial growth. Entrepreneurs need to be aware, understand and manage diversity in such a way that it minimizes it's potential to be a barrier to growth while enhancing it potentials to increase business success. The theoretical framework is based on a literature review of Small and Medium Enterprise, diverse workforce, diversity management. The result reported is based on a survey of 316 SMEs randomly selected from a cross section of a population of 1,500 SMEs spread across Ado Odo Ota Local Government Area. Questionnaires were constructed and distributed to SMEs. The responses to the questionnaire was analyzed with both descriptive and inferential

statistics with the aid of Statistical package for social sciences (SPSS).The findings indicate that workforce ability play significant role in SME's profitability, demography of the workforce enhance the survival of SME's, there is significant relationship between culture and business image of SME's, employee value significantly promote expansion of SME's. Based on these findings it was recommended that diversity management should not be imposed because imposed or regulated diversity becomes a liability to SMEs, entrepreneurs should encourage and endeavor to use employee creativity in other to increase overall firm innovation leading to increased revenue, SMEs should spread their net wide when recruiting and only employ based on merit to enjoy the benefits of diversity, For the long term success, SMEs need to get each of their employees to give their best in the workplace, as if the organization is theirs. The study concludes that diversity management enhances entrepreneurial growth.

Keywords: Diversity, Diversity Management, Workforce Diversity and Small and Medium Scale Enterprises.

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