

**ENTREPRENEURIAL TRAITS AND THE PERFORMANCE OF WOMEN  
ENTREPRENEURS IN SMALL AND MEDIUM-SCALE ENTERPRISES IN  
NIGERIA**

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## LIST OF ABBREVIATIONS

<b>AMEN:</b>	Association of Micro Enterprise
<b>CAC:</b>	Corporate Affair Commission
<b>GDP:</b>	Gross Domestic Product
<b>NASME:</b>	National Association of Small and Medium Scale Enterprise
<b>NASSI:</b>	National Association of Small-Scale Industrialist
<b>NACCIMA:</b>	Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture
<b>NBS:</b>	National Bureau of Statistics
<b>NCI:</b>	National Council of Industry
<b>NECA:</b>	Nigeria Employer’s Consultative Association
<b>NNEW:</b>	NECA Network of Entrepreneurial Women
<b>OECD:</b>	Organisation for Economic Cooperation and Development
<b>SMEs:</b>	Small and Medium Scale Enterprises
<b>SMEDAN:</b>	Small and Medium Development Agency of Nigeria
<b>SMEIS:</b>	Small and Medium Scale Equity and Investment Scheme
<b>UK:</b>	United Kingdom
<b>USA:</b>	United State of America

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## ABSTRACT

Women are fast engaging in the entrepreneurial activities in order to generate incomes and create wealth which in turn is meant to have a positive effect on the economy. However, many of these businesses operated by women fail within the first five years of their establishment. Although women entrepreneurs possess entrepreneurial traits which in most cases have prompted them to start their business, there is still a need for them to develop relevant competencies to grow their business. This study, therefore, examined how competencies is viewed as an important construct that can strengthen entrepreneurial traits and lead to the performance of the businesses. The study focused on selected four women entrepreneur's association in Nigeria. Concurrent explanatory mixed method approach was employed which implied that validation of the quantitative data was done by the qualitative data. A total of 500 copies of questionnaire were administered to respondents. Semi structured interviews were also conducted for twenty top management staff of the selected women entrepreneur's associations. Structural Equation Model (SMART-PLS) was used for the analysis of the 464 returned and valid copies of the questionnaire. Thematic analysis was used to analyze the semi structured interview responses. The result from the test of the hypotheses showed that; the risk propensity of women entrepreneurs considerably and significantly impacts on market share, (T-value=12.637, P-value =0.000 <0.05); Adaptability of women entrepreneurs significantly affect the perceived customer satisfaction of an SME, (T-value=28.827, P-value =0.000 <0.05); Assertiveness of women entrepreneurs significantly influence social performance of SMEs, (T-value=5.544, P-value =0.000 <0.05); Creativity of women entrepreneurs significantly stimulate business competitiveness of an SME (T-value=8.305, P-value =0.000 <0.05); Competency has a significant and moderating effect on entrepreneurial traits and performance of Nigerian women in an SME ( $\beta = 0.103$ ,  $t = 2.334$ ,  $p = 0.040$ ). Result from the thematic analysis validated the findings from the test of the hypotheses. Based on the outcomes of the quantitative and qualitative approach, the study concluded that women entrepreneurs displayed the ability to invest in risk projects with a hope of high returns and this has affected their market coverage positively. In addition, women entrepreneurs also respond to the demands of the customers in flexible manner proffering solutions to issues raised thereby improving on their services and customer satisfaction. Women entrepreneurs also look at problems in a new way, hence, improving business competitiveness of the SME. The study therefore recommends trainings for women entrepreneurs to enhance their competency level for better performance. In addition, the government should develop enabling policies to promote women entrepreneurs, as this will increase job creation, reduce poverty and generate wealth for the country.

**Keywords: Competency, Entrepreneurship, Performance, SMEs, Trait, Women**



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MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA.**

**JANUARY, 2021**

**ACCEPTANCE**

This is to attest that this thesis is accepted in partial fulfilment of the requirements for the award of the degree of the Doctor of Philosophy (Ph.D.) in Business Administration in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota.

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## **DECLARATION**

I, **AGUMADU, MERCY ADEOLA (16PAB01419)** declare that this research work was carried out by me under the supervision of Prof. Chinonye L. Moses and Dr. Anthonia A. Adeniji of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State. I attest that the thesis has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

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**Signature and Date**

## CERTIFICATION

We certify that the thesis titled “**Entrepreneurial Traits and the Performance of Women Entrepreneurs in Small and Medium Scale Enterprises in Nigeria**” is an original research work carried out by **AGUMADU, MERCY ADEOLA (16PAB01419)** in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria under the supervision of Prof. Chinonye L. Moses and Dr. Anthonia A. Adeniji. We have examined and found this work acceptable as part of the requirements for the award of Doctor of Philosophy (Ph.D.) degree in Business Administration.

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## **DEDICATION**

This study is dedicated to Jesus Christ, My Lord and Saviour who gave me grace and strength constantly throughout this work.

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