

## ANALYSIS OF MOTIVATING FACTORS FOR INFORMAL ENTREPRENEURSHIP ACTIVITIES IN NIGERIA

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### ABSTRACT

*This study appraises the motivating factors for informal entrepreneurship activities in Nigeria. Data was collected through questionnaire which served as the only source of information for this study. In order to analyze the objective, Pearson Product movement Correlation (PPMC) and descriptive statistics were employed. The study population comprises of all the informal entrepreneurs in all the 136 local governments in the six selected States in South West of Nigeria out of which 15 informal entrepreneurs were selected in each local government in three (3) senatorial districts in the six (6) States selected making a total of 540 respondents. Also, the choice of respondents from different informal entrepreneurs was based on the needs to gauge the minds of informal entrepreneurs. The population of the study was extended to all informal entrepreneurs which included agropreneurs, artisans, transporters, as well as traders. The result indicated that positive and significant relationship exist between wealth creation and informal entrepreneurship with  $r=0.4544^*$ . Similarly, government support has positive and significant relationship with informal entrepreneurship with  $r$  value of  $0.4910^*$ . Also, with  $r$  value of  $0.5553^*$  there exist positive and statistically significant relationship between informal entrepreneurship and Job security. However,  $r$  value of  $0.0710$ ,  $0.0181$  and  $0.0729$  respectively, innovation, survival and employment have statistically significant relationship with informal entrepreneurship. It is concluded that informal entrepreneurship is ignited by motivating factors such as wealth creation, government support, Job security, innovation, and employment generation. Therefore, individual, informal entrepreneurs, none governmental agencies and the government should embark on awareness campaign using the element of the motivating factors to influence more people to engage in informal entrepreneurship thereby reducing unemployment in the states and the nation as a whole.*

**Key Words:** Informal Sector; Innovation; Survival; Employment Generation; Wealth;

### INTRODUCTION

Informal entrepreneurship operations include those that generate regular goods and services that are not inherently illegal but yet break some non-criminal laws due to the unregulated production processes in the country (Castells and Ports, 1989; Raijman, 2001). Many individuals who do not fit into the official sector are absorbed by these activities, which make up the informal sector. The size, motivations, makeup, and

working conditions of the informal economy have all been studied by several scholars nonetheless, the ever increasing or growing nature of the sector calls for more investigation on the motivating factors for the expansion. Measuring the scope and activities of the informal economy has proven to be a challenging issue for academic researchers and policymakers (Aamar Ilyas and Hassan 2019). Informal entrepreneurship is the commonest form of business activities being carried out by people in every nation and continent. In Nigeria, this form of business exists in every village, town and city. It is the usual form of business that dominates both the urban and rural economic space and the practitioners pursue the goal not in line with any laid down rules or regulation.

Beyond the skills and training possessed by some of these people, many of them are armed with traditional occupations that can be retooled as potential entrepreneurs, but they seem to run into a brick wall in the area of formalizing such entrepreneurial ventures. In this regard, should it be assumed that necessity is the mother of informal entrepreneurship? The same dichotomy of entrepreneurial logic is used by authors in the literatures that gives extant information on informal entrepreneurship: they distinguish survivalist which is necessity-driven and oriented growth that is opportunity-driven in entrepreneurial logics and thus find the informal economy entrepreneurs tend to be primarily survivalist (Sullivan, 1974; House, 1984; Gomez, 2008; Berner et al., 2012).

The study of Williams (2008), however, notes that numerous empirical investigations have demonstrated which therefore said that entrepreneurs in the informal economy of the country are motivated by the opportunity rather than necessity, and also, many entrepreneurs in his research study are motivated by both the scenarios (Knox et al., 2017). The distinction between "opportunity" entrepreneurs, who are drawn into this endeavor more out of choice than "necessity" entrepreneurs described by these researchers, Reynolds et al., (2002), Smallbone and Welter (2004), Maritz (2004), Harding et al. (2005), Perunovi (2005), Minniti et al. (2006), Aidis et al. (2007) and Benz (2009), has become more common. In studies of entrepreneurs' motivations, the agency structures has binary that categorizes certain entrepreneurs as "necessity", entrepreneurs as "opportunity" and entrepreneurs as started to take center stage. The ever increasing or enlarging nature of informal entrepreneurship in our nation calls for investigation into the motivating factors of the occurrence. Therefore, this study appraised the motivating factors for informal entrepreneurship activities in Nigeria.

## **LITERATURE REVIEW**

### **Entrepreneurship Activities in Nigeria**

According to Pinson (2010), an entrepreneur is someone who establishes a firm in order to realize a goal, earn money, be the financial and spiritual master of oneself, and take "educated" risks. According to Pickle and Abrahamson (1990), an entrepreneur is a person who organizes resources and manages it for business purposes. He takes a risk in order to make money. According to Murphy (2010), an entrepreneur is someone who is dynamic, always looks for new chances and/or operating methods and is willing to go above and beyond to succeed in business. Timmons (1989), described fourteen key traits that entrepreneurs consistently exhibited, as follows:

**Drive and Energy:** These types of entrepreneurs have driven and energy that are more than the average person. They can work for longer and many more times because they have the ability. They can burst over multiple days and sleep with less. The pace can be exhausting, and long hours of hard work are their norm rather than complaining. **Self-assurance:** These kinds of entrepreneurs frequently engage with a

great deal of self-assurance in their capacity to meet objectives and they ensure that the right professional decision is made. Furthermore, their thinking and level of faith is not as strong because they have a significant belief in their destinies and events in their lives. Long-term commitment: Starting a business successfully takes an entrepreneur's whole commitment. Entrepreneurship is difficult labor. They commit to a lengthy endeavor and make progress toward what may be far-off objectives. Entrepreneurs frequently devote their entire lives to building their businesses. High-potential ventures are created to motivate growth in a business rather than just entering and exit quickly with other people's resources. Money as a measure: This is part of the most widespread myths about entrepreneurs which described that entrepreneurs only motivation is the desire to create money. Contrarily, success appears to be an entrepreneur's fundamental driving motivation; money is merely a means of "keeping score of success" and a representation of success. Entrepreneurs are motivated by factors that go well beyond a simple desire for wealth (Scarborough, 2012). Persistent problem solving: In order to successfully launch new businesses, entrepreneurs must have a strong determination and ambition to overcome obstacles, find lasting solutions, and work on the task at hand to a conclusion. They are not deterred by challenging circumstances. Goal setting: Entrepreneurs must be able and have willingness to set targets that are both quantifiable and reachable. These objectives are usually lofty and difficult, yet they are doable. Entrepreneurs are action-takers who have a strong sense of purpose. Entrepreneurs are driven by a strong desire for success. Preference for risk moderation: Entrepreneurs prefer to take measured, moderate risks rather than taking big ones. Dealing with failure: Business owners don't worry about failing. Any drive for success someone may have will be dashed if they are terrified of failing. Entrepreneurs consider failure a learning experience and an opportunity. Desire for immediate feedback: An entrepreneur as business owners enjoy the challenge of engaging in a successful enterprise, and they want to know how they are doing in terms of performance. Entrepreneurs can evaluate and take stock of their performances with the help of feedback in order to make improvements. Taking initiative and seeking personal responsibility: Business owners see accountability as a strong sense of belonging to the companies to be successful. They launch. They volunteer to take responsibility where critical operations are needed for the company's success or failure. They take proactive action using available resources to accomplish their own predetermined goals and also desire control over their resources. Use of resources: In order to accomplish organizational objectives, entrepreneurs must employ resources effectively. Competing against self-imposed standards: In business that is highly performing, people do have internalized competitive spirit, which thus drives them to constantly strive to outperform their previous best effort. Internal locus of control belief: Considering an entrepreneur from this perspective, both the success and failure of a new business operation is perceived not depending on chance or on other internal and external uncontrollable elements. Instead, the entrepreneur is expected to think beyond personal control and their influence over both their successes and failures. Tolerance for ambiguity and uncertainty: Entrepreneurs frequently work in environments that are confusing and constantly changing; therefore, they must have a high level of tolerance for these conditions. These entrepreneurs must be able to deal with uncertainty since they regularly make judgments based on fresh, occasionally contradictory information obtained from a number of unknown sources.

### **Informal Entrepreneurship**

Any economic activity or source of income that is not fully regulated by the government and other public authorities is considered to be part of the informal sector. This includes businesses that are not officially registered and do not keep a complete set of accounts, as well as employees who work in jobs without the most basic forms of social or legal protection and employment benefits. Street vendors, subsistence farmers, small-scale manufacturers, service providers (such as hairdressers, private taxi drivers, and

carpenters), etc. are examples of people who operate in informal employment. Currently, the industry employs more than half of the world's workforce and up to 90% of the workforce in some of the world's most underdeveloped nations. Due to its adaptability, the informal sector is in some respects better suited to dealing with challenges like the current global recession, helping those who need it the most, (Pinson, 2010).

## **Theoretical Review**

### **The Recession Push Theory - Uribe-Echevarria, (1993)**

According to Uribe-Echevarria (1993), this theory is based on the idea that the oil shocks of the 1970s, which culminated in the global recession of the 1980s, had a significant negative impact on the macroeconomic stability of both developing and developed states, as evidenced by the low economic growth, high unemployment rate, and subpar living conditions (poverty). According to the theory, large-scale businesses were more negatively impacted by recessions than small and medium-sized businesses because they had more employees who would have been forced to start their own unofficial SMEs as a result of painful strategies like retrenchment, downsizing, rightsizing, and realignment (Rasmussen, 1992; Kaliyati, 1994). Although these nations were not as adversely impacted by the recession as other nations throughout the world, it has not produced the anticipated consequences for Japan and Central Italy (Loveman & Sengeberger, 1991).

### **The Labour Supply Theory - Peder J. Pedersen (1998)**

The high unemployment rates in the nation and SMEs' capacity to fill employment gaps left by workers unable to find work in the formal economy, according to Pedersen's (1998) labour supply theory, are both factors in the expansion of SMEs. According to Pedersen (1998), during economic downturns or financial crises, the size and expansion of the informal sector would substantially slow down and won't be able to accommodate all of the people who are currently engaged in the labour force. However, theories have shown that as small and medium-sized business owners struggle to find work in the formal sector, anti-cyclicalities are evident in the informal sector and the economy is likely to decrease as a result.

Because the current global recession and pandemic have had a significant negative impact on the macroeconomic stability of both developing and developed countries, and because the expansion of informal entrepreneurship appears to be a direct result of excessive regulation in the formal market economy, the researcher has anchored this work on the recession push theory in order to achieve the goals and stated disposition of this research.

## **Empirical Review on related Studies**

### **Review on Motivation for Informal Entrepreneurship**

Emmanuella (2010) investigated the environment and the informal sector in Nigerian towns. The study considered what was already known and what remained a mystery. The study led to the conclusion that because the informal sector provides a variety of chances to maintain their way of life, low-income people in Nigerian towns and cities are dependent on it for survival.

In order to understand how the specifics of the context affect business owners' decisions regarding whether to conduct their companies legally or informally, Adele, Oyedokun, Adewoye, and Afolabi (2015) investigated variables inspiring informal entrepreneurship in developing nations. 150 entrepreneurs from the Entrepreneurship Development Centre (EDC), which has its operational center in the metropolis of Ibadan, were given a structured questionnaire to complete in order to gather primary data. The effects of the indicated variables were examined, as well as the associations between the variables, using the inferential statistical methods of multiple regression. Results showed that informal entrepreneurship adheres to the traditional culture, norms, and values held by Nigerians. They also showed that formal laws and principles are typically seen as merely imposing themselves. According to the study's findings, in order to encourage entrepreneurship in the formal sector, policymakers must constantly develop domestic entrepreneurial processes as well as a more user-friendly legislative environment.

Salime and Andrea (2017) looked at women who are underrepresented minorities in emerging and developing countries who frequently turn to informal economic activity as a means of overcoming the many obstacles and constraints to formal employment participation. In Jordan, the study looked at the characteristics, motivations, obstacles, and difficulties faced by women who engage in informal business activities. In-depth, semi-structured interviews with 14 female informal entrepreneurs in Amman, Jordan, served as the basis for the study's qualitative analysis. The survey discovered that female independent business owners are typically motivated by both opportunities and need. They appear to have a primary focus on making a profit and boosting household income. Their enterprises were financed either out of their own personal savings or by people in their social network, such as their husbands, families, and friends. Word-of-mouth and social media were the main methods used for business promotion. The major problems were listed as being time constraints, high levels of competition, high inflation, and a lack of business skills. Along with enjoying the status quo, other factors included ignorance of the procedures involved in registering a firm and apprehension about major bureaucracy.

Afreh, Rodgers and Kedir (2017) examined Informal Entrepreneurship: A Pathway to Attaining 'Adulthood' Narratives from Rural Ghana. The study made use of series of qualitative field interviews of 17 informal youth entrepreneurs in rural Ghana. Taking an innovative approach that integrates life-course theories with various strands of theories from the fields of economic sociology, migration studies and cultural anthropology. Findings show that Sub-Saharan African youths in their attempt to attain adulthood learn and develop skills towards different occupations, building relationships and displaying behaviours that enable them to ascend positions of higher economic and social hierarchies. The study only considered youth involvement in informal entrepreneurship.

Colin and Youssef (2014) made use of survey method conducted in the metropolitan areas of Brazil's informal sector entrepreneurs that run small enterprises with fewer than five employees. Results indicate that fewer than half of the questioned entrepreneurs are forced into informal sector business ventures by necessity.

The focus of Biney's (2019) research was on identifying entrepreneurial potential among young hawkers and vendors, including obstacles and solutions. The researcher looks into the business options available to young people in Ghana's Accra who are hawking and selling goods on the streets. It is a qualitative study that used convenience and purposive sampling techniques to choose its sample. The use of interpretive methodologies that were thematic, analytical, and descriptive narrative. The findings indicate that their health was significantly damaged by crossing roadways, following moving automobiles, working in the

blazing sun, and working in the pouring rain. The high cost of finance is a hindrance to the young people's plans to innovate and expand their businesses. Another issue was the lack of credit collateral.

Using two models and China's economic history, Chen and Schneider (2018) concentrated their investigation on China's shadow economy from 1978 to 2016. According to the data, the shadow economy expanded from 18.44% in 1978 to 32.16% in 1989 before falling to 4.27% in 2016.

The study identified the following factors as the main contributors to China's shadow economy: overall tax burden, proportion of employment in the primary sector, degree of regulation, and fiscal decentralization. The findings did, however, go on to show that regulation's statistical effects on employment in the primary sector were substantial and long-lasting.

Rekhapriyadharshini and Reeves (2013) studied the motivations for rural women entrepreneurs as well as the difficulties they encountered. On 21 rural women business owners that operate in the unregulated market, a qualitative study is being undertaken. The results show that rural women start their own businesses as a result of external factors like divorce, widowhood, or gender discrimination.

Research on the Stability of Preferences which described effects of Entrepreneurship on Risk Attitudes was conducted by Matthias and Walter in 2014. In the research, they demonstrated that the act of starting a business itself has a significant impact on how risk-averse people are. They also discovered that starting your own business is in fact linked to a relative rise in risk attitudes, an increase that is quantitatively significant and large even after adjusting for personal traits, work position, and length of entrepreneurship. According to the study's findings, people's preferences alter endogenously over time and risk attitudes do not remain constant.

## **METHODOLOGY**

This study employed primary data. This primary data was collected through questionnaire which served as the only source of information for this study. In order to analyze the objective, Pearson Product movement Correlation (PPMC) was employed and descriptive statistics. The study population comprises of all 136 local governments in the six selected States in South West of Nigeria. Two local governments were selected out of which 15 informal entrepreneurs were selected in each local government in three (3) senatorial districts in the six (6) States selected making a total of 540 respondents. Also, the choice of respondents from different informal entrepreneurs was based on the needs to gauge the minds of informal entrepreneurs. The population of the study was extended to all informal entrepreneurs which included agropreneurs, artisans, transporters, as well as traders.

### **Model Specification**

This model discloses the driving or motivating factors that ignite informal entrepreneurship in South West Nigeria. Wealth, Government Policy, Age, Education, survival, and Employment Generation were the independent variables while Informal entrepreneurship was the dependent variable. This model is adapted from Colin and Youssef (2014) who employed survivalist approach and opportunity as driving factors to the establishment of informal entrepreneurship. This model was modified by adding government policy.

Therefore, informal entrepreneurship is a function of motivating factors. That is Survival and opportunity.

$$\text{INFENTR} = f(\text{Survival and opportunity})$$

**1**

**The mathematical form of the model is stated below:**

$$INFENTR = \beta_0 + \beta_1 WETH_{it} + \beta_2 GOV_{it} + \beta_3 JOBSC_{it} + \beta_4 INNOV_{it} + \beta_5 SURV + \beta_5 EMPL + e_{it} \quad 2$$

Where as

- INFENTR - Informal Entrepreneurship
- WETH - Wealth
- GOV - Government Policy
- JOBSC - Job Security
- INNOV - Innovation
- SURV - Survival
- EMPL - Employment Generation

**RESULTS AND DISCUSSION**

**Descriptive Evaluation of Informal Entrepreneurship and Motivating Factor**

**Table 1: Descriptive Evaluation of Informal Entrepreneurship and Motivating Factor**

S/N	Items	SA %	A %	N %	D %	SD %	Mean	S.D
1	You started the business as a result of unemployment	153 (28.33)	331 (61.30)	32 (5.93)	15 (2.78)	9 (1.67)	4.06	.822
2	You embark on the business because of the desire to identify unexplored opportunities and financial benefits	141 (26.11)	339 (62.78)	28 (5.19)	18 (3.33)	14 (2.59)	4.21	.709
3	you started the business as a result of the desire to solve overcome hurdles and solve problem	170 (31.48)	341 (63.15)	15 (2.78)	3 (0.56)	11 (2.04)	4.27	.857
4	You started the business as a result of job security	138 (25.56)	381 (70.56)	2 (0.37)	15 (2.78)	4 (0.74)	4.29	.708
5	You started the business as a result of desire for independence	56 (10.37)	218 (40.37)	4 (0.74)	206 (38.15)	56 (10.37)	4.17	.638
6	You started the business as a result of innovations to do something new	91 (16.85)	230 (42.59)	118 (21.85)	35 (6.48)	66 (12.22)	3.02	1.277
7	You started the business as a result of government support and assistance	112 (20.74)	206 (38.15)	165 (30.56)	51 (9.44)	6 (1.11)	3.45	1.20

**Note:** - The bracket figures indicate the percentage and figures not bracket indicate frequency.

**Source:** Researcher’s Field Survey, (2023).

As indicated in Table 1, large proportion (28.3% - strongly agree, 63.30% - agree) of the respondents agreed that they started the business as a result of unemployment, 2.78% and 1.67% respectively disagree while 5.93% are indifferent. This suffices to say that many people cultivated vision to start a business as a way out of the unemployment that has plague the nation economic. However, many entrepreneurs (26.11% - strongly agree, 62.78% - agree) claimed that they embark on the business because of the desire

to identify unexplored opportunities and financial benefits while 3.33% and 2.59% disagree respective when 5.19 are indifferent. This implies that informal business sector is an open business grazing for such entrepreneurs who can spot opportunity and back it with necessary action. Yet, huge percentage (31.48% - strongly agree, 63.15% - agree) of the respondents claimed that job loss push them into business, 2.78% are indifferent while 0.56% - disagree and 2.04% - strongly disagree respectively. At the same time, 25.56% and 70.56% simultaneously agree that they started the business as a result of job security while 2.78% and 0.74% respectively disagree when 0.37% are neutral. This implies that desire for independence and enduring job are among the crucial factors for expansion of informal business sector.

As the claim of large proportion (16.85% strongly agree and 42.59% - agree) of the respondents, they started their business as a result of innovations to do something new while 21.85% are indifferent, 6.48% and 12.22% unanimously disagree. This implies that some of the informal business activities are born out of the curiosity to do something new perhaps in response to technology improvement. However, 20.74% and 38.15% unanimously agreed that they started their business as a result of government support and assistance while 30.56% are silence in their opinion, 9.44% and 1.11% disagree. This implies that most of the business operating in the informal sector that sprout out from credit facility being provide by the government at different level.

**Table 2: Relationship between Informal entrepreneurship and Motivation**

		Wealth	Government Support	Job security	Innovation	Survival	Employment
INFENTR	1.0000						
Wealth	0.4544*	1.0000					
Government support	0.4910*	0.1987*	1.0000				
Job security	0.5553*	0.3601*	0.5115*	1.0000			
Innovation	0.0710	0.3277*	0.0502	0.0272	1.0000		
Survival	0.0181	0.2507*	0.0269	0.0853*	0.6947*	1.0000	
Employment	0.0729	0.0975*	0.1169*	0.1852*	0.7344*	0.4793*	1.0000

**Source:** Researcher’s Field Survey, (2022).

Data contained in Table 2 showed relationship between informal entrepreneurship and motivation in south west Nigeria. The result indicated that positive and significant relationship exist between wealth creation and informal entrepreneurship with  $r=0.4544^*$ . Similarly, government support has positive and significant relationship with informal entrepreneurship with  $r$  value of  $0.4910^*$ . Also, with  $r$  value of  $0.5553^*$  there exist positive and statistically significant relationship between informal entrepreneurship and Job security. However,  $r$  value of  $0.0710$ ,  $0.0181$  and  $0.0729$  respectively, innovation, survival and employment have statistically significant relationship with informal entrepreneurship. Hence, the null hypothesis which states that informal entrepreneurs are not motivated by necessity is rejected. Informal entrepreneurship is ignited by motivating factors such as wealth creation, government support, Job security, innovation, survival and employment generation.

## **Conclusion**

The study proved that most informal entrepreneurs are motivated to go into informal entrepreneurship rather than been pushed by necessity. The motivating factors include wealth creation, government support, job security, innovation and employment generation. The research findings supported the fact that informal entrepreneurship is ignited by motivating factors such as wealth creation, government support, Job security, innovation, and employment generation. Therefore, individual, informal entrepreneurs, none governmental agencies and the government should embark on awareness campaign using the element of the motivating factors to influence more people to engage in informal entrepreneurship thereby reducing unemployment in the states and the nation as a whole.

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