

Digital Innovation for Sustainable National Development through Entrepreneurship in Delta State

Hope Aritetsoma Odia
Office Technology and Management
Delta State Polytechnic, Ogwashi-Uku

Ehidiamhen Sylvester
Business Education Department
College of Education, Warri

Abstract

The study focused on the digital innovation for Sustainable National Development through Entrepreneurship in Delta State. The total population of the study was 402 traders in Uvwie and Warri South Local Government Area in Delta state. The entire population of the study was used because of its manageable size. A structured questionnaire was used to gather data for the study. Mean and standard deviation were used to analyse the data while z-test was used to test the hypotheses at 0.05 level of significance. It was revealed that the adoption of digital innovation is a component of entrepreneurship innovation to contribute to sustainable national development. It was recommended amongst others that entrepreneurs should train their staff on the use of digital marketing, Federal, State and local government should support entrepreneur to provide for entrepreneurs the needed assistance for their business.

Keywords: digital innovation, sustainable national development, entrepreneurship.

Introduction

The growth and development of any nation lies on the level of entrepreneurship attained in that country; SMEs is a ladder to national development through its contributions to national development. Digital innovation technology is a means through which people of divergent opinions can be brought together online in a way they can contribute meaningfully to the development of a nation. Innovation is bringing into existence new things. Wikipedia in Tosin et al. (2022) sees innovation as incremental, radical, and revolutionary changes in thinking, products processes or organization. In the same vein, innovation also viewed as intentionally bringing into existence something new that can be sustained and repeated which has some value. Fagerberg in Tosin et al. (2022) described innovation as the successful introduction of something new and useful. In organization, innovation may lead to performance and growth through improvement in efficiency, productivity, quality and competitive positioning etc; Onyiora (2021) viewed innovation as a driver of growth and well-being in the nation and society. This is true as innovation in any form improve equality of product.

Entrepreneurship innovation has become imperative to bring about changes alongside the expansion of entrepreneurship system. Innovation leads to more efficiency and improved quality outcomes of SMEs opportunities. (Organisation for Economic Cooperation and Development) OECD (2015) stated that innovation in entrepreneurship will improve effective skills strategies because innovation rests on people with the knowledge and skills to generate new ideas and technologies and able to adapt to structural changes across society.

Sustainable development is a way to meet up with the current human needs and ensure that needs are secured for future generation without compromising the abilities of future generation to meet up with their needs. According to Oyebamiji and Adekola (2008) sustainable development is considered as reservation, conservation, usage and management of resources to see that what we do to uplift our life and living standard at present should not compromise the future use of such available resources and improve the quality of life for all the people.

Sustainable development can be described as an instrument that can develop the capabilities of a nation and harnesses their vast resources for the functional SMEs and survival of humanity. Onyika, (2000) and Hasna, (2014), averred that sustainable development depend on the capacity of natural system with social, political and economic in the survival of SMEs. According to Age, (2005), the objectives of sustainable national development are to increase capital income, employment opportunities, promotion of human welfare, satisfying basic needs and protecting the environment. Sustainable national development is to use the sustainable instruments to grow the nation economy by harnessing the natural resources and use them to protect, uplift the life of the citizenry to enable them meet up the standard of living. It ensures that the human needs are secure, improve the quality of life, and help to protect the welfare of the people and to protect available resources.

Entrepreneurship can be considered as an innovation process of converting an idea into market place reality by exploiting opportunities. The conversion of ideas into business will enable the buyer have access to the goods through digital innovation anywhere they are in the world and at once view the product. Entrepreneur is the person who is both owner and actively involved in running his/her own business (Jasra, et al. in Nwosu-Chukwudi et al., 2024).

Digital innovation entrepreneurship is a process to discover opportunities to build and launch with us the next generation of digital ventures, products of goods and services. It is not only a process of founding a new venture, it is also involves in the process of value creation and appreciation led by entrepreneurs in an uncertain environment (Mishra & Zachary, 2014, in Nwosu-Chukwudi et al 2024).

Digital Innovation Entrepreneurship and National Development

Entrepreneur contributes to national development in many ways. Beck and Cull in Nwosu-Chukwudi et al. (2024), in their research study discovered that about 95 percent of business fall within the level of SMEs and about 50 percent of the employees work on companies that is less than 100 employees. Most

companies across the globe are aware of the fact that SMEs contribute a large portion of GDP and economic activity (Jasra, et al. in Nwosu-Chukwudi et al., 2024).

SMEs in Nigeria are one of the sectors that have contributed significantly to the national economy and sustainable development in the area of employment, self-reliance and forming the national gross domestic product (GDP) in the country. Digital innovation entrepreneurship leads to national development through cashless economy. Cashless economy is a means of using technology to make payment without the carrying of physical cash. These involve the use of internet banking services, automated teller machines, point of sale (POS) machine, credit/debit card etc. This method of payment increased convenience for customers as they can access the bank accounts and transaction of business on non-working days which accrue interest to banks and customers. This process of cashless economy helps to reduce exposure to the risk of cash-related crimes and armed robberies. It also makes payment from any location without physical visiting the bank. Nwani et al. (2020), positioned that for businesses, the cashless economy has a significant increase in sales and this means more profit for organisation. In the same vain, the customer purchase are no longer determined by the amount in the wallet but based on how much funds in the account.

The immediate receive of payment by SMEs helps improve cash flow. It reduces the pressure from waiting for cheques to clear and the 30 days invoicing. At the cooperation level, the cashless economy includes the reduction of the risk of both internal and external theft and cost of cash handling (Nwani et al. 2020). A culture that supports a cashless system and use the electronic payment increased the profitability and growth of companies as it widening the customer base for large businesses and SMEs. The digital innovation payment solutions are helpful for SMEs and corporations in Nigeria to adopt new ways of operating and gain competitive advantages over some of their competitors. The introduction of cashless policy is to enable economic growth and increase financial inclusion by providing more efficient transaction options that result in broader reach Nigeria. However, the digital innovation has some demerits which include poor network, cash trap, delay in business transaction, irregular power supply and many others. It is against this drawback that this study was carried out to investigate digital innovation for sustainable national development in Uvwie and Warri South local government area in Delta State.

Statement of problems

The increasing clamor for entrepreneur to use digital innovation for their business can be connected with the benefit associated with digital innovation in business. However, many researchers like Cosmas et al. (2022) reported that the effective use of digital innovation by entrepreneur on national development is not yet a success story in the society. In all indication, there seem to be a lacuna in the use of digital innovation by SMEs in the national development.

Many entrepreneurs in the society may lack the necessary knowledge for the integration of digital innovation into the SMEs. The most troubled issue is the fact that many entrepreneurs in both the Local, State and Federal Government are yet to embrace the use of digital innovation in their businesses. Based on the researcher observation, most SMEs are yet to go into import and export trade that will lead to national development; and also restrict them on the use of cash and carry business transaction.

These situations call for an assessment of the digital innovation for sustainable national development through entrepreneurship in Uvwie and Warri South Local Government Area of Delta State.

Objective of the study

1. To examine the extent the adoption of digital innovation by entrepreneurs contributes to sustainable development in Uvwie and Warri South Local Government Area of Delta State.
2. To determine the effect of electronic payment on SMEs in Uvwie and Warri South Local Government Area of Delta State.

Research questions

1. To what extent has adoption of digital innovation by entrepreneurs contributed to sustainable development in Uvwie and Warri South Local Government Area of Delta State?

- To what extent is the effect of electronic payment as a component on SMEs in Uvwie and Warri South Local Government Area of Delta State?

Research Hypotheses

- There is no significant difference between Uvwie and Warri South entrepreneurs on their mean response on the contribution of the adoption of digital innovation for sustainable development in Delta State.
- There is no significant difference in the mean responses of Uvwie and Warri South entrepreneurs on the effect of electronic payment on sustainable development in Delta State.

Methodology

Descriptive survey research design was used for the study. The study was carried out in Warri South Local Government area and Uvwie local Lovernment Area of Delta State. The population of study consists of approximately 900, while 300 traders were chosen in Warri South Local Government area, 167 traders were chosen in uvwie local government area of Delta state. The simple random sampling technique was adopted to arrive at the sample for the study. The questionnaire used for the study contained ten items and the questions were structured in four points rating scale of very high extent, high extent, moderate extent and low extent. Total number of 469 copies of questionnaires was administered out of which 402 were retrieved by the researcher. The questions were answered using mean and standard deviation while the null hypotheses were tested using z-test statistical tool. Decision was taken on the bases that any mean score above 2.50 is accepted and any mean score below 2.50 is rejected.

Research Questions

Research question 1: To what extent has adoption of digital innovation by entrepreneurs contributed to sustainable development in Uvwie and Warri South Local Government Area of Delta State

Table 1. Mean and standard deviation scores of respondents on the extent to which adoption of digital innovation as a component on the entrepreneurship contributed to sustainable development in Uvwie and Warri South Local Government Area of Delta State.

S/n	Questionnaire Items	Uvwie			Warri South		
		X1	SD1	RMK	X2	SD2	RMK
1	Entrepreneurship innovation provides opportunities to build and lunch next generation of digital ventures products of goods and services	3.55	0.54	Accepted	3.54	0.83	Accepted
2.	Entrepreneur provides job opportunities for employment for the youths.	3.33	0.56	Accepted	3.67	0.46	Accepted
3.	Entrepreneur increase Gross Domestic Product (GDP) of a country through National export and national investment	3.58	0.44	Accepted	3.64	0.51	Accepted

4.	Entrepreneur use digital innovation to make product available anywhere where it can be view at ones by difference people	3.77	0.18	Accepted	3.82	0.91	Accepted
5.	Entrepreneurship innovation enable enterprise to convert idea into business, secure the needs of future generation	3.83	0.64	Accepted	3.70	0.51	Accepted
	Grand Mean/SD	3.61	0.47	Accepted	3.67	0.64	Accepted

Source: Research Data 2024

Table 1 above reveals that the mean ratings of the responses of the respondents on the five items in the two local government areas has a grand mean responses of 3.61 and 3.67 for entrepreneur in the two local government areas respectively, the findings of the study shows that adoption of digital innovation as a component of entrepreneurship can contribute to sustainable development in Uvwie and Warri South Local Government area of Delta State.

Research Question 2: To what extent is the effect of electronic payment as a component on SMEs in Uvwie and Warri South Local Government Area of Delta State?

Table 2. Mean and standard deviation scores of respondents on the effect of electronic payment as a component of entrepreneurship contribute to sustainable national development

S/n	Questionnaire Items	Uvwie			Warri		
		X1	SD1	RMK	X2	SD2	RMK
6	The use of electronic payment lead to easy flow of finance to the economy	3.67	0.22	Accepted	3.76	0.22	Accepted
7.	The electronic payment increase the growth and performance os SMEs	3.66	0.24	Accepted	3.67	0.26	Accepted
8.	The electronic payment reduce the internal and external fraud	3.27	0.20	Accepted	3.56	0.30	Accepted
9.	The electronic platform enable customers to make payment in any location rather wasting time in the bank	3.67	0.29	Accepted	3.47	0.29	Accepted

10.	Digital payment prevents loss of payment transaction and facilities payment.	3.39	0.64	Accepted	3.63	0.69	Accepted
	Grand Mean/SD	3.53	0.32	Accepted	3.54	0.35	Accepted

Source: Research Data 2024

Table 2: This study reveals that the mean ratings of the responses of the respondents on the five items from the two local government areas with the grand mean responses of 3.53 and 3.54 for entrepreneurs in Uvwie and Warri South Local Government respectively, the finding of the study shows that electronic payment as a component of entrepreneurship contribution to sustainable development

Hypotheses 1

There is no significant difference between Uvwie and Warri South entrepreneurs on their mean response on the contribution of the adoption of digital innovation for sustainable development in Delta State.

Table 3 Summary of z-test analysis on the extent to which the adoption of digital innovation as a component on entrepreneurship can contribute to sustainable development in Uvwie and Warri South Local Government Area in Delta State.

Groups	N	X	SD	df	p.value	z-cal	z-critical	Decision
Uvwie	300	3.53	0.32	400	0.05	-3.28	1.96	Rejected
Warri South	102	3.54	0.35					

Source: Research Data 2024

From table 3 above, it was observed that the calculated z-value of -3.28 is less than the z-value of 1.96 at 0.05 significant. Therefore the null hypothesis is rejected meaning there is a significant difference in the mean responses of entrepreneurs' in Uvwie and Warri South Local Government Area on the extent to which the adoption of digital innovation as a component of entrepreneurship can contribute to sustainable national development.

Hypothesis 2

There is no significant difference in the mean responses of Uvwie and Warri South entrepreneurs on the effect of electronic payment on sustainable development in Delta State.

Table 4 Summary of z-test analysis on the extent to which electronic payment as a component of entrepreneurship can contribute on sustainable development in Uvwie and Warri South local government area of Delta State

Groups	N	X	SD	df	p.value	z-cal	z-critical	Decision
Uvwie	300	3.61	0.47	400	0.05	3.51	1.96	Accepted
Warri South	102	3.67	0.64					

Source: Research Data 2024

Table 4 shows that the calculated z-value of 3.51 was higher than the z-value of 1.96 at 0.05 levels of significance. Therefore, the null hypothesis is to be Accepted showing that there is no significant

difference in the mean responses of entrepreneurs in Uvwie and Warri South Local Government Area on the extent to which electronic payment can contribute on sustainable development.

Discussion of findings

The findings of this study show that through adoption of digital innovation, the entrepreneur is a component to sustainable development using digital innovation that will enhance the SMEs. The entrepreneur can make product available at the same time in difference country and state where the consumer of the product can access it. This is an essential base to support sustainable development. This finding is in consonance with that of Adam, et al, (2023) in their study he highlighted that the extent of the market and appropriate innovation policies are important for innovation, given that innovation require skills, specialization, and the exploitation of externalities. The findings in Table 1 show that the adoptions of digital innovation leads to sustainable development.

Table 2 also revealed that the use of electronic payment also contribute to sustainable development, this was also in consonance with Elechi and Refus (2016) in their research on cashless policy in Nigeria and it's socio-economic impact, where it was discussed that electronic payment have number of benefits which are convenience and safety. It is also a way of contributing to economic development of a nation.

Conclusion

Based on the findings, it was concluded that adoption of digital innovation by entrepreneur contribute to the sustainable development in Delta State. It was also concluded that electronic payment in the SMEs business transaction contribute to sustainable development in Delta State.

Recommendations

Based on the findings of the study, the following recommendations were made;

Federal, States and Local Government should initiate policies that will enable entrepreneurs adopt digital innovation and provide training through seminar and workshop to intending would be entrepreneurs.

SMEs should implement e-payment in business transactions and provide assistance to customers who lack the knowledge of electronic payment.

SMEs should provide different means of e-payment to customers and provide safe environment for its use.

References

- Adam, S.W.N., & Micheline, G. (2023). Entrepreneurship, Innovation and Economic Development: An Overview
- Age, E. (2005) Objectives of teaching education in Nigeria: British council
- Beck, T. & Cull, R. (2014) Small and medium-size Enterprises Finance in Africa. Africa Growth Initiative (July) 1 – 36
- Elechi, A.C. & Rufus, A. (2016) Cashless policy in Nigeria and Its Socio-Economic Impact. *Public Policy and Administration Research* 6 (10) 16 - 22
- Fagerberg, J. (2005) Innovation: A Guide to the Literature. The Oxford hand of Information. Oxford: Oxford University press
- Hasna, M. (2014). Feature of sustainable development. Ottawa policy research. www.ceaaacec.ge.
- Nwankwo, O.C. (2019) A practical guide to research writing (Rev. Eds): Pam Unique Publishers

- Nwosu-Chukwudi, E.C., Ohaka, N.C., Ile, N. & Stewart, F. (2024) Technological Entrepreneurship for customer services delivery among small and medium scale enterprises (SMEs). *Journal of Business Innovation Education, Maiden Edition 1* (1) 107 – 117.
- OECD (2015) Innovation Strategy for Education and Training.
<https://www.oecd.org/edu/innovation>
- Oyebamiji & Adekola (2008) Gender Disparity in Adult education: Implications for Achievement of Education for all Goals in Nigeria. *African Journal of Historical Science in Education* 5 1 -2
- Onyekan, S.O. (2000) Foundation of Teacher Education Ibadan: Ben quality print.
- Onyiorah, B. O. (2021). Innovative Strategies for Enhancing the Teaching and learning of Business Education. *Global Journal of Education, Humanities and Management Science (GOJEHMS)* 3 (1) 60-71.
- Tosin, O., Usman, H., Amina, M., & Mery, S. (2022). Emerging Innovations in Teaching Business Education for Sustainable Development. *European Journal of Business and Innovation Research* 10 (6) 10-17