

THE PLACE OF TECHNOLOGY AND APPROPRIATE MANPOWER IN ENTREPRENEURIAL VENTURE.

**Nneji, Onyinyechi Victoria Umoh Idongesit Etim, MNIM, MIPMA, FCIPDM, Okoro
Gospel Oyebuchi**

**P.hD Student of Department of Management, Ignatius Ajuru University of Education,
Rumuolumeni, Rivers State, Nigeria**

Email Address; victoriameford@gmail.com, uncleidy@yahoo.ca

ABSTRACT

This study examined the place of technology and appropriate manpower in entrepreneurial venture. It is observed that technology is imperative to entrepreneurial venture creation. The study revealed that technology has influence in entrepreneurial venture through the following media: Business and Customers; in today's busy business environment, it is necessary for employees to interact with clients. Hence technology is the only tool that affects a firm's ability to communicate with customers effectively. As a result, it allows customers to find answers to their questions after hours. Owing to tech connectivity fast shipment options allow businesses to move products over a large geographic area around the globe. There are many options where customers use technology to interact with a business. Being correlated to each other, the business offers benefits to customer with better communication that creates a stronger public image .Operations Orientation; with unique possibilities, technology also helps a business to understand its cash flow needs. Technology preserves precious resources such as time and physical space. Technology allows business owners to understand how to manage the storage in warehouse inventory. Security Capability; it also helps businesses of the modern era to handle security threats/harms which is a subject of concern. The study further revealed that appropriate man power is a panacea for the success of a firm as the organizer and co-coordinator of all other resources. The study concluded that manpower ensures the success of an entrepreneurial venture, while technology enhances the success, hence they are not just desirable, but relevant and necessary.

Keywords: Technology, appropriate manpower, entrepreneurial venture

INTRODUCTION

Technology and business are inseparable duo in today's era. Technology offers many forms of opportunity to utilize business for the betterment of the society. Thus, technology is the way to achieve more profit with less investment. With time it is noticed that in business the hardware and software costs are gradually decreasing. Owing to the increase in the number of opponents in the market, the level of competition is increasing as there are free tools available to do challenging tasks in new start-ups. New businesses with an innovative idea are evolving in developing countries that are supporting and investing in digitization and digital entrepreneurship. Businesses are taking technology as the ladder to communicate all around the globe. Yes, it is true to believe that the world is small when it is looked through the glasses of technology. It is possible to communicate with clients, customers through websites, blogs and messages because of tech-advancement. Business is building its social media pages which lead to a strong public image to attract more projects. The common platform is created where all sorts of businesses are meeting the challenges to be in the race. Thus global networking has become easy in every manner. It can be said that this is all possible because of technology. The connectivity of the world is gaining strength; therefore, it is possible to reach the entire population all over the world.

According to Cumming, et al (2016) advancement and a new form of technologies are helping to create a virtual global environment like a conference call, video chat etc. The value of time is considered thereby minimizing the need for traveling. Technology is building the bridge that creates smooth operations and ease of conducting businesses. The secret of getting ahead is getting started.

The secret of getting started is breaking your complex overwhelming tasks into smaller manageable tasks, and then starting on the first one." Technology is also creating 24/7 working environment that is helping the employees to work from home culture. Such kind of approach mainly avoids the need for large offices and reduces the operational costs. Therefore, with all these possibilities and easy accessibility of technology, it is possible for anyone to start a venture.

Entrepreneurial venture demands the presence of appropriate manpower. Inappropriate manpower cannot drive a systematic and advanced technology in entrepreneurial ventures. There must be highly knowledgeable and skilled manpower to operate the technical know-how of a system or firm. Any system or firm without the requisite manpower to drive its technology and organize all other resources will grind to a halt in no distant time (Nwa, 2000). For a business to stay afloat and perpetuate its existence in its industry, the elements of technology and human resource are desirable.

Objective of the study

The objective of this paper is to examine the place of technology and appropriate manpower in entrepreneurial venture.

Statement of Problem

Today's market is not for companies that cannot continually envision, conceptualize, and bring innovations that customers perceive as high value to the market. Not only is it critical that businesses innovate and implement products and services in highly profitably ways, but also in the infrastructure of people and processes that enable a business to compete and win. The need to continually deliver more and higher value to the market is critical to every company's ability to compete. Yet many companies spend little or no time preparing their people to think and work in ways that will bring this about. Companies may end up on tread-mills of improvement and work to squeeze every penny from current products and every internal group in order to maintain margins and profit goals. These efforts end up leaving no time for any truly innovative new products (or services) to be developed since everyone in the organization is working maximum effort to maintain a profitable status quo, hence without technology and appropriate manpower an entrepreneur cannot survive the competitive market.

Conceptual Review

Technology

Technology is the result of accumulated knowledge and application of skills, methods, and processes used in industrial production and scientific research. Technology is embedded in the operation of all machines and electronic devices, with or without detailed knowledge of their function, for the intended purpose of an organization. Technology is the result of accumulated knowledge and application of skills, methods, and processes used in industrial production and scientific research. The technologies of society consist of what is known as systems. Systems operate by obtaining an input, altering this input through what is known as a process, and then producing an outcome that achieves the intended purpose of the system (Alvarez, & Busenitz, 2001).

The earliest and simplest form of technology is the development of knowledge that leads to the application of basic tools. The prehistoric invention of shaped stone tools and the discovery of how to control fire increased the sources of food that were available to human beings. The invention of the wheel led to the travelling technologies that helped humans to further increase the yield of food production, travel in less time, and exchange information and raw materials faster. Humanity then progressed to the development of the printing press, the telephone, the computer, and then the Technology.

While technological advances have helped economies develop and create the rise of a leisure class, many technological processes produce unwanted by-products, known as pollution, and the depletion of natural resources from the Earth's environment. As a consequence, philosophical debates have

arisen over the use of technology and whether technology improves or worsens the human condition. Neo-Luddism, anarcho-primitivism, and similar reactionary movements criticize the pervasiveness of technology by stating that technology harms the environment and destroys human relationships. While this is the case, ideologies such as transhumanism and techno-progressivism view continued technological progress as beneficial to society and the human condition.

According to Bruton, et al (2008) innovations have always influenced the values of a society and have raised new questions in the ethics of technology, the advancement of technology itself has also led to the pursuit of new solutions for the concerns of technological advancement. For example, upcoming technology involves renewable resources being used in transportation, allowing humans to travel in space, for technology itself to become more affordable and reliable, and for increased automation.

The notion of technology is linked to the set of knowledge that makes it possible to manufacture objects and modify the environment, which is done with the intention of satisfying some needs. Technology can be understood as the practical application of the knowledge generated by science. In colloquial language, however, technology is linked to computer technology, which is one that enables the processing of information through artificial means such as computers. A technological device arises when there is a specific need to solve. To find the solution to the problem at hand, scientists analyze the issue and work with various materials until they find a way to design an artifact appropriately. After the design of a prototype, it is manufactured. Technology thus encompasses this process, from the detection of the initial need to the specific application of the created artifact (Bruton, et al 2008).

This breadth allows us to understand that technology, by itself, is neither good nor bad. Technology can be used to improve human labor productivity, decrease physical effort, and increase quality of life of the population, but also technology can cause social differences (according to the technological knowledge acquired), pollute the environment and cause unemployment (workers are replaced by machines). However, in addition to everything underlined above, we also have to make it clear that this is not the only meaning of the word technology. Thus, it has other meanings, in such a way that on other occasions this concept is used to refer, in a general way, to language that is used either in an art or in a science. In the same way, this term is used to refer to the set of instruments, and even industrial-type procedures, that are used in a given sector to carry out their tasks (Bruton, et al 2008).

Appropriate Manpower

Manpower is defined as the total number of individuals who are employed in a company or available for a particular project assignment or work. In an organization the manpower needed for a particular work and in future is estimated and planned through different techniques available. Manpower is one of the most vital assets in an organization. Without appropriate manpower, the work cannot happen. Imagine a factory without manpower. The raw materials, inventory finished goods would not move in the value chain. All the critical operations require skilled manpower. According to (Adeleke et al, 2002) it is the manpower of a firm that ensures effective management of such a firm. This involves critical success factors such as establishing facilitating policies and procedures in the areas of personnel, production, customer, financial, marketing, purchasing etc; establishing effective and efficient system of communication; establishing adequate system of record-keeping; designing reliable administrative budget; and developing effective reward system. (Ogundele, O. J. K., 2000)

The manpower also establishes and ensures compliance with work ethics which ensure productivity, involves in time management and employs the needed personnel. Personnel management operates management's marketing programmes and focus on the life-cycle of the firm. The success of an entrepreneurial firm depends on the ability of the human resource with the following characteristics: initiative, human relations, drive, organizing ability, decisiveness, perseverance (Lawal, 1993)

.If in an organization, the number of people available are more than the work, it indicates that the organization has surplus workforce. In this type of organization, some people will remain without work. This would be an additional cost to the organization, but sometimes organizations keep some extra employees with them just to use them when unexpected need arises. The manpower surplus maintained will be different in different industries.

For example, in software service oriented companies, it is advisable to keep high number of employees in surplus. This is because the software service oriented companies get new projects at any point in time, and they must have sufficient manpower available to start working on that. The organization's capability to take up new projects will depend on its available employees. The clients would also look at the available skilled labor before allocating the project to a company. So the available workforce would play a key role in getting a new project from client. In manufacturing companies and public sector companies, the surplus manpower would be minimum. And even though when they need additional employees they get them in the form of contract labors. This is because the labor laws do not allow the companies to remove the permanent workmen from the work easily when there is work and the management knows the demand for their product. And also, the demand does not fluctuate suddenly.

The manpower of a firm helps in formalizing the firm and perpetuating its existence in the industry, hence its place in an entrepreneurial venture cannot be over-emphasised.

Entrepreneurial venture

According to Ahmed, et al (2020) Entrepreneurship refers to a planning and practical execution of a business plan which is profitable though with margin of risk involved. Entrepreneurship makes people think out of box, driven by ambition and fueled by opportunities to remold risk into productive opportunities helpful to boost economy. In many countries, it provides major share in job provision. Entrepreneurship is main factor in development of a country's economy as it's a leading source of revenue, foreign exchange and jobs for people. Necessary policies are mandatory to ensure successful execution of new ventures to ensure sustainable economic growth. Based upon type, extent and urgency of various problems, entrepreneurship offers sustainable, exclusive and ground applicable solutions matching market needs and wants using information-technology. Technology based ventures are dominant in this regard as they offer number of solutions based upon latest information technology models. People world over are frequently facing new and diverse issues which need creativity and innovations to resolve, and technology can play a vital role in this aspect (Macke et al., 2018).

New business models involving innovation, IT and having problem solving attitude is more likely to get sustainable sooner, compared to other ventures, as entrepreneurship works on intentions to actions. Various issues regarding primary success of entrepreneurship are of various types involving technology and non-technology issues. Among non-IT, capital constraints, founding experience of project/business leads and previous successful completed projects of entrepreneur are major constructs as experienced leads can help succeed business.

Al-Atabi, and DeBoer (2014) has shown that experienced serial entrepreneurs have ability to gain funds, construct a skilled lead but pre-exposure experience (preferable in same field) is also key factor in success of venture. Involvement of experienced staff in business venture thus can decrease its failure risk as well as increase chances of success. Question arises whether only serial entrepreneurs having diverse experiences have leverage to negotiate better terms? Probably not! as habitual entrepreneurs are more likely to succeed. Success in business ventures is very important but failure also provides needful experience which can be leveraged in next business plan and model. Besides these non-technology factors, tech-based factors are also involved in success of entrepreneurial ventures. Entrepreneurs which have close insight of market situations tend to introduce products as per available opportunities and gaps which tend to be catchy for customers, this type is called innovative entrepreneurship and involved technology for survey and need determination (Chen, 2001).

According to Ali, Kelley, and Levie, (2019) Innovations in market has a leverage over conventional entrepreneurs who prefer to traditional norms of market. Technology, logistics and innovation-based market purchase and business/product set up is key in business success in modern day. In technology boom of entrepreneurship, technology is main factor involved worldwide providing various opportunities and can act as a card out of poverty. Web development, ecommerce and affiliate marketing on technology involving millions of online devices have contributed heavily in booming entrepreneurial ventures. For such work to be done effectively, business environment, resources (financial and technical) and skilled team are required. The US is considered as hub of string entrepreneurial ecosystem having related people, resources and events. Literature has shown that entrepreneurial education, legal framework, and country policies are also key factors in business support and start-up booming. Involvement of an expert which has keen knowledge of complex network development is crucial for sustainability of entrepreneurial ventures as technology based complex frameworks are difficult to interpret.

Increased access to resources and useful information about running a business has enabled entrepreneurs to develop a variety of roles. By learning about these roles and how they affect your career as an entrepreneur, you can more effectively prepare yourself for different types of situations in your business. In this article, we discuss 10 roles an entrepreneur can hold. An entrepreneur is an individual who creates and grows a business through their creative ideas. Entrepreneurs play key roles besides generating income as they grow their businesses. An entrepreneur identifies a commercial need in his community, crafts a business idea and takes the lead role to start his business. If a business idea doesn't involve creating a product that was insufficient in the market, it typically involves using technological innovations to make a product or service more easily accessible.

Roles of an Entrepreneur in a venture

According to Cumming and Schwienbacher, (2018) entrepreneurial roles to familiarize oneself with before one set up a business are:

1. Initiating and leading business activities

Initiating and growing a business to its maturity is a traditional role for entrepreneurs. As societies progress, people regularly develop new needs that an entrepreneur can satisfy with their business ideas. This business idea can provide either services or products that would benefit the community. Identifying a gap and planning how to address it helps entrepreneurs initiate new business ventures at any opportunity. They must understand every aspect of the business, including making critical decisions, setting a good example for employees and resolving conflicts.

2. Allocating employees' duties

From the onset of a business, an entrepreneur needs to allocate their employees' responsibilities effectively. Hiring qualified and competent staff requires a great deal of care, especially for small businesses. An entrepreneur is also responsible for organizing a business structure and environment that helps each employee maximize his potential. The success of a business venture often relies on its employees' contributions. Therefore, defining your team's role and responsibilities is a vital entrepreneurial role to exercise for maximum business productivity. Allocation of duties also minimizes team conflicts, maximizes production and helps boost employee morale.

3. Forecasting business changes

Most businesses face some kind of uncertainty as they develop. An entrepreneur's role in this aspect is to anticipate any challenges and address them as quickly as possible. Forecasting is important because it helps the entrepreneur make decisions such as reducing or increasing stock for a product, procuring updated software or making credit acquisition decisions.

4. Creating jobs

When entrepreneurs set up or expand a business, they decide which employees they need to hire. Entrepreneurs consider factors such as who oversees processes and who can fulfill administrative tasks. Even when an entrepreneur does not directly employ staff to work in a physical location, they may still need to consider people who can work as a service provider, a software salesperson or a programmer.

5. Identifying business opportunities

Entrepreneurs regularly seek out opportunities that can grow or boost sales for their business. They identify which product to add and which market to expand to. An entrepreneur should listen to his potential clients and find opportunities to develop tailored products that cater to his clients' needs. By doing a little competitive analysis, an entrepreneur can find out what other businesses in the area are doing and how they are succeeding. This process might include a physical survey or reading publications about trends in a specific industry. Talking to customers also makes it easier to identify the frustrations and experiences, which an entrepreneur can use to improve his business.

6. Creating and sharing wealth

Starting a business involves a network of activities. Whether entrepreneurs run small business operations or established companies, many spend money from savings and gain capital from family, friends or banks when they start out. Investors often look forward to investing in small but potentially viable businesses, while lenders grow their own businesses by earning interest from capital extended to entrepreneurs. The cycle of such fund mobilization can help the local economy build wealth.

7. Improving the standard of living

Economies are used to measure living standards. These living standards can improve through the developments or services that an entrepreneur brings through their business. Innovations that can reduce the cost of creating a product also reduce the product's price while allowing the business to maintain the same profits, which allows customers' to spend less money. When people save money by acquiring a product at a cheaper price, they can use the savings for other purposes. This is an indication of an improved standard of living.

8. Taking up and reducing business risk

When entrepreneurs start a business, they spend time analyzing and researching to make sure their ideas succeed. An entrepreneur's role is to eliminate the risk of business failure by taking measures to reduce as much risk as possible. Such measures include bringing competent and committed employees in the company, obtaining insurance coverage for the most risk-prone segments of the business and getting more investors motivated to grow the business.

9. Building strategic partnerships

An entrepreneur must create a business environment where partnerships can thrive, which helps his business to succeed. Generating and closing new business leads needs an essential entrepreneurial skill. An entrepreneur should maximize his marketing capacity, spend time talking to qualified potential partners and regularly call every prospect. Creating strategic partnerships can help entrepreneurs make better decisions for their company and even obtain more capital.

10. Digitalizing business operations

Because technology evolves so quickly, a business product or service can be rendered obsolete due to new technology's entry. An entrepreneur is responsible for continuously updating the technology they use in their business processes or activities. Entrepreneur roles regarding technology include: Researching the most recent methods of reducing production cost, Disposing of equipment that is

not improving profitability, Organizing training for staff to help them familiarize themselves with the latest technological programs in the market to improve efficiency, Using the most popular and recent marketing medium to ensure you reach your target group.

The Place of Technology and Appropriate Manpower in Entrepreneurial Venture

Technology with undifferentiated features sets the firm's ability to know its present and future growth. Thus, technology helps big firms to consolidate and analyze various parameters like the country's economic conditions and the firm's financial position (Bruton, et al 2008). The technology trends attract customers which ultimately impact the future mindset & number of competitors in the market. Technological advancement and adequate manpower in an economy has a huge implication on entrepreneurial development in an organization as newer technology enables people to provide new kind of ideas or enhance the current business model. (Akubue, 2013) also identifies the implication on telecommunication sector as it enables the entrepreneurs to develop newer and highly segmented products like sim cards dedicated to technology only. (Stewart, 2012) further puts the impact of technological advancement on entrepreneurship in an organization in underdeveloped and developing economies where different tools like apps, artificial intelligence, automatic transaction methods etc. attract the customers while opening new doors for the entrepreneurs. Even though most of the arguments are in favor of the positive impact of technological advancement on entrepreneurship development (Sharma, 2013) identifies the drawbacks such as misleading information, misuse of technology for wrong purposes and slow adaptation process. (Wells, 2015) on the other hand, sees the opportunity as organizations can connect to customers and fix the problem of misleading information and adapt to technology by getting aware of it by implementing change management system. (Arogundade, 2016) also thinks that the usage of technology for wrong purposes can be battled by implementing some control mechanism and setting legal boundaries and punishing those who breach the rules for harm. According to (Abimbola, and Agboola, 2012) the greatest implication of technology is on relationship building as new entrepreneurs get a chance to understand the customers, reply to their queries and gain feedback to further develop the business and have strong building base of the business.

(Zahra, Wright, and Abdelgawad, 2014) identifies technological advancement as a service agent that utilizes and upgrades the previous technology to provide a better utility with a lower level of resource input. (Roberts, 2012) further elaborates that the latest technology has a big impact and implication for the society and newer industry might get built based on technology. (Reed, 2016) Illustrated various platform businesses that not only lessened the need for resources but also ensured that the need of the society is met by creating a link between buyers and sellers. (Hoselitz, 2017) on the other hand, talks about the downside of technology as the youth are getting too much attracted to it that productivity is getting hampered as they spend an unusual amount of time surfing the technology.

Entrepreneurship, as defined by (Kilby, 2016), is about the creation of a new business entity to serve the society. (Ogunsola, and Aboyade, 2015) thinks that the concept of entrepreneurship should be utilized in developing an underdeveloped economies further as there is a scarcity of job and entrepreneurship creates new ideas in an organization. (Marton, and Singh, 2013) on the other hand, emphasizes new business ideas through entrepreneurship as entrepreneurs have been providing the society with different resource saving ideas to serve the need efficiently. However (Rai, and Kumar, 2015) talks about selecting entrepreneurship idea carefully as it, most of the times, fail owing to the lack of proper understanding of the market or utilization of resources.

Technological advancement has huge implications for underdeveloped countries as they create newer opportunities for people and make life easier Entrepreneurship in an organization is the notion that promotes new ideas, views, and methods in an organization that decreases the effort needed while increasing output (Hjorth, 2014). Technological advancement also enables new ideas in an organization like new methods to decrease cost, new business expansion ideas like Uber, Airbus, the creation of a new business model to increase competitive advantage like ebay's online auction.

In an underdeveloped country like Nigeria, the need for newer business ideas is required to enhance the economy, create jobs and simplify life further.

It helps the entrepreneur to take better decisions in a difficult situation with the help of extensive market research. Thus, many entrepreneurs first acknowledge the current trends of the market and come out with products related to services as per the trend. This kind of smart approach curtails the failures of their business setups. This is because of the technology which streamlines communication that stores all the historical information which can be analyzed for better results. Another approach such as two-way communication has become easy in business through technology. Now it possible to know better about their customers and take customers to feedback regarding services, improvise about their products. Hence, the customization has become easy through technology strategies which are the key to sustain in any kind of market. According to Bruton, et al (2008) The place of technology and appropriate manpower in entrepreneurial venture include but not limited to the following:

Business and Customers

We all understand that in today's busy business environment, it is necessary for employees to interact with clients. Hence technology is the only tool that affects a firm's ability to communicate with customers effectively. As a result, it allows customers to find answers to their questions after hours. For example, just because of tech connectivity fast shipment options allow businesses to move products over a large geographic area around the globe. There are many options where customers use technology to interact with a business. Being correlated to each other the business benefits customer with better communication that creates a stronger public image.

Operations Orientation

With unique possibilities technology also helps a business to understand its cash flow needs. With an aim, technology preserves precious resources such as time and physical space. Talking about the warehouse inventory, technologies let business owners understand how to manage the storage. Thus with proper use of technology costs of a product can be estimated. Moreover, technology can save time and money by holding meetings using Technology instead of at corporate headquarters anytime (Cumming, & Schwienbacher, 2018).

Security Capability

For most businesses of the modern era security threats and harm is a subject of concern. Thus, when we introduce technology, it protects financial data, confidential executive decisions, and other proprietary information. It protects the business top credential that leads to competitive advantages. With this fact, just put technology in between the process that helps businesses to carry their ideas away from their competition. Technology plays a vital role that opens many virtual start-ups in the form of a website or a mobile application. With a billion-dollar venture, there are many businesses running with no physical infrastructure existence. It's necessary for entrepreneurs to be tech-savvy to become digital entrepreneurs. Apart from that, it is important to be aware of current technology trends. This leads the businesses personalities know how to make use of those for their business (Cumming, et al, 2016). Last but not the least the success mantra in digital entrepreneurship is to know the customer's pain points. Thus to solve customer problems directly by providing solutions at affordable costs with innovative ideas. The purpose of the Entrepreneurs mobility solution is to utilize appropriate technologies and thereby bringing transparencies by removing the user related issues.

Reasons for incorporating Technology and appropriate manpower in entrepreneurial venture

It is evident that the impact of technology on our day to day lives has grown exponentially over the past decade. Be it laptop or cell phone, technology helps us connect with the world around us and

acts as a portal to vast amounts of knowledge which can be accessed with ease. However, many new entrepreneurs do not utilize technology to its full extent to propel themselves to new heights. According to Reed, (2016), following is a list of reasons of why entrepreneurs should incorporate technology in their businesses:

Communication: good communication is necessary to allow efficient flow of information in a business. Technology provides multiple channels for businesses to communicate both internally and externally. Whether it's setting up virtual workspaces where employees can interact and develop ideas, or connecting to international businesses through the use of video conferencing, technology can be used as an outlet which allows businesses to collect feedback from their customers, which can be used to improve or alter a product to suit the needs of the customers better.

Research and Development: through the use of technology, businesses can research the market through the use of secondary data. This is extremely useful as it provides businesses with in-depth knowledge about markets before penetrating them. Along with secondary research, businesses can use technology to conduct primary research in addition to using online surveys and customer feedback.

Web Based Advertising: one the most beneficial use of technology is advertising to millions of people around the globe just at a click of a button. Web based advertising consists of websites and social media. Websites can be built using DIY tools such as WordPress or SquareSpace or professional web developers can be hired to create them. Unlike websites, social media accounts are very easy to build for your business and provide exposure on a wide variety of platforms such as Facebook, Twitter and YouTube.

CONCLUSION

Technology plays a vital role that opens many virtual start-ups in the form of a website or a mobile application. With a billion-dollar venture, there are many businesses running with no physical infrastructure existence. It's necessary for entrepreneurs to be tech-savvy to become digital entrepreneurs. Considering the high level of business competition and today's competition, businesses must inevitably excel in bringing innovation and service and prioritizing customer satisfaction. In this case, the Technology is very instrumental in the business world; one of the real forms is to make it easy for companies to communicate with their customers either directly or indirectly. The potential of the technology network makes significant achievements and of course, has a big role in the business world. There are more beginner technology businesses than ever before, from starting to build small web-based businesses, to trading products or services from items that are no longer used at home. Whatever the form, online trading activities or better known as e-commerce have become a new lifestyle and culture for some people. The role of social media in providing social networking sites like Facebook, Twitter, and Instagram is one of the factors that is driving e-commerce success. Social media is a facilitator for entrepreneurs to offer a variety of products and services they sell by utilizing networking activities (expanding networks) to various levels of society. Also, the factors driving the success of e-commerce in the business world are the mushrooming of various blogs and websites for buying and selling. There should also be competent and appropriate manpower to drive and organize other resources, including technology, in the firm. It is worthy of note that appropriate manpower ensures the success of entrepreneurial ventures, while technology facilitates the success. Hence, technology and appropriate manpower should be given their rights of place to enable the firm achieve its goals and objectives.

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