

ENTREPRENEURIAL ORIENTATION AND STOCK MARKET DEVELOPMENT OF THE NIGERIAN CAPITAL MARKET

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ABSTRACT

This study examined the impact of entrepreneurial orientation on stock market development of the Nigeria capital market. The study employed a cross sectional survey research design. The population of the study was the 506 employees of the Nigerian stock exchange and a sample size of 384 was utilized for the study using stratified sampling method. The study employed both primary and secondary data. The generated data were analyzed with both descriptive and inferential statistics with the aid of the statistical package for social sciences version 25.0. The results of the study revealed that entrepreneurial market orientation has positive and significant causal relationship with stock market development. Entrepreneurial market orientation significantly improves stock market sales, market capitalization and all share index. We therefore conclude that entrepreneurial orientation significantly enhance stock market development. The study therefore recommend that management of the Nigerian stock exchange should operationalize entrepreneurial orientations of proactiveness, innovativeness, risk management and resource leveraging. This will improve stock market sales, market capitalization and all share index and significantly ensure the development of the stock market.

Keywords: Entrepreneurial orientation, stock market, development, Nigeria, capital market.

INTRODUCTION

The Nigerian capital market is not immune to shocks from the global and national macroeconomic environments. Historically, the global economy is changing and these changes are affecting markets around the world including the Nigerian capital markets. The 2008 global recession that was caused by the subprime mortgage loans in the USA affected other economies including Nigeria as a major trading partner to the USA in crude petroleum. It affected the GDP of Nigeria and in turn affected the Nigerian capital markets when the economy witnessed liquidity crunch (Ayunku, 2014; Ifionu&Omojefe, 2013). Another round of hostility in the world markets is the problem facing the global oil and gas markets. Today global oil price is in all time low due to oversupply in the markets, the global oil price has crashed leading to low earnings for OPEC economies including Nigeria. This down word volatility in oil price and earnings to our economy has also affected the Nigerian capital markets. Generally, the Nigerian capital market is faced with liquidity problem as the nation's earnings continue to fall (Ayunku, 2014). We are a mono-product economy, dependent on oil, the price has crashed leading to liquidity problems in our financial system. This global oil price volatility together with an unstable Nigeria macroeconomic environment has led to the instability in the Nigerian capital markets. Government spending, taxation and the control of money supply and interest rates have negatively affected the Nigerian capital markets.

Today, the measures of stock market development, all share index, market capitalization and the transaction value of the Nigerian capital markets are on a continues decline due to liquidity problem, lack of foreign and domestic investments and confidence and issues of corporate governance (Ifionu&Omojefe, 2013; Akingunola, 2013). How do we manage the Nigerian capital

markets for growth and development and for global competitiveness? A capital market that desires to succeed in the face of global and national environmental dynamism should deploy marketing orientation. This will ensure growth and development of the Nigerian stock markets.

Strategic orientation is the management of an organization and its environment for long term sustainable competitive advantage by offering superior value to the market or customer group in the form of products and services through innovation (Naver& Slater, 1990). Thus, with a marketing orientation, the Nigerian capital market managers; Nigerians tock exchange (NSE), Central securities clearing system limited (CSCS) and Securities and exchange commission (SEC) will effectively manage the stock market to the path to growth and development (Ayunku, 2014). Marketing orientation will drive the capital market managers role of proper financial intermediation from the surplus end of the economy to the deficit sector thereby stimulating growth and development of the Nigerian capital markets. Marketing orientation as a business philosophy helps drive firm development.

Study Variables and Conceptual Framework

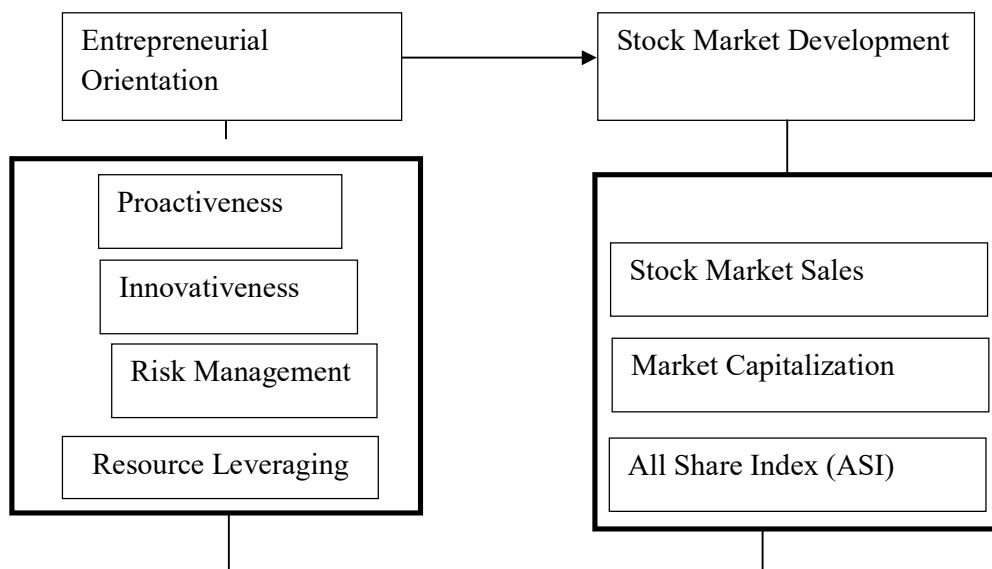


Figure 1. Conceptual Framework of the impact of entrepreneurial market orientation on stock market development

Source: Mehran&Mortoza (2013), Olalekan (2010); Ifionu&Omojefe (2013)

Literature Review

The Concept of Entrepreneurial Orientation

The business environment is associated with changes due to globalization and liberalization of markets which are largely driven by information, communication and transportation technologies (Mehran&Morteza, 2018). This has increased competition in most sectors of the Nigerian economy. Both domestic firms and multinationals are seen competing for markets in the industries. The ability to respond to the dynamics of the business environment should not be limited to traditional marketing practices. Traditional or conventional marketing practices are no longer adaptive enough in today's ever-changing business landscape (Olannye&Eromafuru, 2016; Mehran&Morteza, 2013). Thus, traditional marketing practices are not always suitable for institutions in globalized markets.

For managers to successfully manage their organizations in the face of these dynamics, they should employ entrepreneurial marketing which is an innovative mechanism of managing the business and the markets with limited resources at the disposal of the company (Miles & Darroch, 2004; Morrish & Deacon, 2009; Mehran & Morteza, 2013). Hence, entrepreneurial marketing construct is complex and associated with competitive and highly dynamic business space. It is usually proactive, responsive and reactive to environmental changes and opportunities seeking in nature. Entrepreneurial marketing is the integration of the elements of entrepreneurship and marketing constructs which serve as the strategic posture in marketing management which is highly responsible for business success (Mehran & Morteza, 2013; Gruber, 2014).

The application of entrepreneurial marketing in both private and public sector management is a way of overcoming some business challenges facing institutions. The construct is considered useful to all types of organizations irrespective of age and size (Kraus et al., 2011; Olannye & Eromafuro, 2016). Both small, medium and large organizations can leverage entrepreneurial marketing orientation in order to survive the 21st century highly globalized and competitive market place (Hills, Hultman & Miles, 2008; Kraus et al., 2011). Morris, Schridehatte & Laforge (2002), defined entrepreneurial marketing as “the proactive identification and exploration of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation”. Hence, it is the employment of the right resources or factors of production to create superior value for the market and retain profitable customers for sustainable competitive advantage in the market.

Entrepreneurial marketing implemented by firms proactively focus on the market; customers, competition, suppliers and distributors including the publics in order to create innovative efficient and superior value for the market (Miles & Darroch, 2004; Mehran & Morteza, 2013). According to Mehran & Morteza (2013), entrepreneurial marketing could be defined as the “proactive organizational focus on customer satisfaction through innovative and efficient value creation throughout the value chain”. The implication of the foregoing is that, entrepreneurial marketing combines both behaviours of marketing and entrepreneurship to contain a dynamic and highly turbulent business environment. Isolating the two constructs in practice creates inability for firms to cope adequately with the 21st century markets which is globalized and competitive (Olannye & Eromafuru, 2016). Therefore, entrepreneurial marketing comes with advantages to a company and its stakeholders through unique provision of superior value to the market and sustainable competitive advantage for shareholders.

Entrepreneurial marketing practices provide opportunities for all the business stakeholders; customers, employees, suppliers/distributors, shareholders, the publics etc. Each of these stakeholders enjoy relative advantages in the business relationships. The customer enjoy innovative products and services, the suppliers and distributors create and build long lasting beneficial business relationship with the company and the organization enjoy sustainable competitive advantages so as to earn above average return in the chosen industry (Otika, Nwaizugbo & Olise, 2019). The success of the foregoing is dependent on the company’s ability to leverage valuable resources internally and externally for the successful operation of the institution. This is the premise upon which institutional stakeholders in private and public sectors can be satisfied (Stoner, Gilbert & Freeman, 2013). Entrepreneurial marketing orientation is a valuable resource for managing institutions in today’s globalized and liberalized market which is highly competitive and ever-changing.

The Concept of Stock Market Development

The capital market is the market where shares and bonds are traded. Transaction in the market is done through primary or secondary markets. Stock/shares represent ownership position in a company. Once you buy shares/stock you become a part owner of the company. Capital market development is a positive real change where all market indicators are increasing. These indicators are market capitalization, share price, volume trade all share index, number of listed companies etc. This is the dependent or criterion variable predicted by strategic marketing orientation in the perspective of this study (Ayunku, 2014; Akingunola, 2013).

Nwakwo (1991) opined that the work of a capital market is to take excess funds in the hand of so many people in the deposit end and directing such asset to the productive sector of the economy for growth and development of any nation. It is the most important institution for massive capital formation geared towards economic development.

The Nigerian capital market performs a financial intermediation role taking funds from the surplus end of the economy to the deficit sector for production purposes. With the help of the stock market, savings are mobilized into investment. This helps the capital market to the path to growth and development. The investors also benefit through dividend, payment, bonuses and capital appreciation (Mbat, 2001) rightly said, "a forum through which long term funds are made available by the surplus to the deficit economic unit".

Akingunola et al (2013), in their study of capital market growth, investigated the impact of interest rate on stock market growth and discovered that high interest rate will lead to a fall of the all share price index (ASI) and lead to a decline of the stock market. They also considered other macro-economic variables like inflation, exchange rate that may affect stock market development. For stock market to be stable, moderate interest rates should be achieved in the economy.

It is settled in the literature that interest rate which is the cost of credit and other macroeconomic variables have inverse relationship with stock market development. Except government expenditure, while these scholars are looking at variables a stock market regulators cannot control that affects market development; interest rate, inflation, exchange rate, taxation etc (Akingunola et al 2012). This study is focusing on marketing orientation relationship with stock market development (Kotler&Gary, 2008, Naver& Slater, 1990, Naver& Slater, 2000).

While the monetary authorities and government of nations are doing their best to bring about stability of these macro-economic variables in order to stabilize stock markets around the world, stock markets do not have control over these monetary and fiscal variables. Therefore, a managerial emphasis in the management of stock market is imperative while adapting the markets to these exogenous variables.

Ifionu and Omojefe (2013) on the other hand, investigated the nexus between the capital market and economic performance in the context of the Nigerian capital market and found a strong relationship between the variables, Their view is that, a vibrant capital market will birth robust economic performance. Charles (2008), identified certain factors determining stock market development. His study indicates that, certain institutional and macroeconomic variables; income level, banking sector development, private sector capital flows, gross domestic investment and stock market liquidity, affects stock market development.

Macroeconomic condition affects the growth and development of capital markets. The monetary authority (CBN) and the government through the ministry of finance should coordinate these variables to stabilize the economy and the markets.

Stock market development stems from a notion having a stable macro economic environment, the political, legal and regulatory institutions should be strong and a well developed banking system.

The capital market institutions in the face of these externalities must be well managed. The stock market managers (regulators) must carry out their oversight functions, ensure transparency and governance ethics, boost confidence of the investing community etc. This will ensure stock market growth and development.

Ayunku and Etela (2014) investigated the determinant of some macroeconomic variables on capital market development, the findings was that credit to private sector, market capitalization and exchange rate are all laudable determinant of capital market development. Inflation and savings rates have inverse relationship with capital market development.

Buhari (2015); invited world leaders to come to the capital market rescue, among other things. He identified the approach of world leaders oil globalization, which is double standard and in effect having negative consequences on markets of developing nations including Nigeria. Buhari articulated that, globalization which centres on free movement of people, goods and services around the world should be done without obstacles. This position will boost markets around the world, if resources freely move from one nation to another. If investible capital and people (human capital) freely move, the world capital markets will be stimulated.

Entrepreneurial orientation and Stock Market Development

Entrepreneurial orientation is one of the dimensions of marketing orientation. It is noted from the extant literature as a strong predictor variable that affects business performance or firm development and subsequently, lead to excellent business performance (Lurnpkin&Dess, 1996).

Lumpkin and Dess (1997); propounded five components or dimensions of entrepreneurial orientation; autonomy, proactiveness, aggressiveness, Risk taking and innovativeness. Though, previous scholars in their studies articulated three dimensions which are; innovativeness, proactiveness, and risk taking (Miller, 1983, Coven &Slevin 1989).

Lumpkin and Dess only built on the three dimensions by (Miller 1983) and adding autonomy and aggressiveness. Wales (2015); posited that building on the Miller, Coven and Slevin prescription of entrepreneurial orientation facilities knowledge accumulation, which theories have been suggested as important to drive entrepreneurial orientation debate or discussion.

Wales position is instinctive because entrepreneurial behavior is about knowledge accumulation for relentless seeking of opportunities in the business/marketing environment. This validates the works of (Miller 1983, Coven Slevin, 1989). The three dimensions of entrepreneurial orientation has been adopted by several studies and applied in various sectors and industries (George Marino, 2011).

Organization should exhibit entrepreneurial behaviour; ability to access latent business opportunities, developing human, and material and information resources so as to leverage the opportunities and bring the organization to superior performance i.e., initiating strategies to ensure the firm Success. (Jaja, 2000). Entrepreneurial orientation is one of the laudable dimensions of marketing Orientation that has been tested in many industries, regions, sectors, nations etc. by scholars and found to be positively correlated to business performance (Olalekon, 2010, Lumpkin &Dess 1996).

George and Marino (2011); for the strategic or future development of knowledge around the entrepreneurial orientation construct, the authors studies the evolution of the entrepreneurial orientation concept. It is pertinent that scholars study the three dimensions for knowledge Organization that wants its business to perform must exhibit entrepreneurial behaviour in other to improve the value of products and services to meet customer demand and development and further extend these measures by adding other entrepreneurial orientationcategories or dimensions (Lumpkin &Dess 1996).

In other to have cumulative effect of the additional dimension of (EO) on performance indices, it is wise to use the extended model of Lumpkin and Dess. Though, academics and scholars vary on how they integrate the variables or measures into the overall entrepreneurial orientation construct.

Ferreira et al (2011); "to ensure firm growth, companies should combine entrepreneurial resources, entrepreneurial networks, and firm resources, a model developed to ensure small firm growth in their study of entrepreneurial orientation on small firm growth, a resource based view".

To ensure firm growth resources and capabilities are needed to take advantage of market opportunities. Resources and capabilities of firms developed must be adapted to the vagaries of the market, the competition and other externalities in the business environment.

The resource based view should be augmented with the five dimensions of entrepreneurial orientation. Resources and capabilities should be deployed to drive the entrepreneurial components. This will birth successful organizational development or business performance.

Cemal, Esin and Tugba (2015) investigated the relationship between entrepreneurial orientation and firm performance among firms operating in the manufacturing sector in Turkey. The result of the study indicates that, differentiation and innovation helps strengthen the relationship between entrepreneurial orientation and firm performance in the context of Turkey manufacturing firms.

Entrepreneurial orientation is a laudable strategic concept that helps firms to provide superior products and services to the market through differentiation and innovation that will be too costly for rival firms to imitate. Entrepreneurial orientation helps firms to be proactive, aggressive and taking risk in providing the needs of the target markets better than the competition.

Organizations that are better organized will birth successful performance. An innovative, risk taking and proactive firm will boost its performance, the enterprise will be better managed and exceptionally perform (Asnida et al 2013). Feder (2015) posited that "the Europe 2020 strategy claims entrepreneurship as catalyst of technological, social and economic output". Thus, institutions with entrepreneurial orientation manifestly becomes the agents of economic transformation.

Innovation as a dimension of entrepreneurial orientation helps firms both public and private to be productive in fostering economic growth. Innovation is simply a new way of doing things, products and services, business processes, etc. This helps organizational improvement (Muhammed et al, 2012). The relationship between entrepreneurial orientation and firm performance was found to be significantly positive in the context of SME'S in Pakistan in the study of (Muhammed et al, 2012). It is important to note from this foregoing thesis entrepreneurial orientation implemented by firms enhances business performance. Entrepreneurial orientation has positive relationship with business performance (Asnida et al, 2013; Feder, 2015; Muhammed et al., 2012).

Successful implementation of entrepreneurial orientation brings about company performance in general. Though, there are moderating variables which are internal or external that influence the EO-performance relationship. Entrepreneurial orientation as a business philosophy helps in enhancing business performance. This position is supported by (Schillo, 2011) who investigated the nexus between entrepreneurial orientation and company performance. The relationship is found to be positive.

The importance of entrepreneurship and innovation to management is also validated by the words of (Drucker, 1990-2005). Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And the need to know and to apply the principles of successful innovation.

METHODOLOGY

This study employed a quantitative research strategy. The research design is explanatory cross sectional survey. The population of the study was the 506 employees of the Nigerian stock exchange. A sample size of 384 was used with the aid of the taro-Yahmen model. The stratified sampling method was employed. Data was generated for the study through primary and secondary sources. The generated data were analyzed with both descriptive and inferential statistics; mean, standard deviation, variance, frequencies, percentages, the simple regression analysis. These statistics were aided with the statistical package for social sciences (SPSS) version 25.0.

Data presentation and Analysis

Data presentation

Table 1 Respondents Demographics

Variables	Frequency	Percentage (%)
Questionnaire Distributed	384	100
Questionnaire returned	286	74
Questionnaire valid and used	222	59
Gender of Respondents		
Male	137	62
Female	85	38
Total	222	100
Age of Respondents (Years)		
18-30	-	-
31-38	52	23
39-49	100	45
50-59	70	32
60-above	-	-
Total	222	100
Management Distribution		
Top management	80	36
Middle management	142	64
Total	222	100

Source: Research Data, 2023

Table 1 is about the demographic information of employees of the Nigerian stock exchange. The researcher distributed 384 copies of the questionnaire, only 286 copies representing 74% were returned. From the questionnaire returned only 222 copies representing 59% of the total number of questionnaire distributed were validly used for the study. The gender distribution indicated that 137 employees were male representing 62% of the total number of respondents, while 85 respondents representing 38% were female employees of the exchange. Thus, the Nigerian stock exchange is made up of more of male employees.

Furthermore, the age distribution of respondents indicates that, 52 respondents representing 23% of the total number of respondents fell in the age range of 31-38 years. One hundred 9100) respondents representing 45% fell in the age range of 39-49 years. Again, 70 respondents representing 32% of the total number of respondents fell in the age range of 50-59 years. Importantly, management distribution among employees revealed that, 80 employees representing 36% of the total subjects were top management staff. However, 142 respondents representing 64% of the total number of respondents were in the middle level management class.

Data Analysis

Table 2 Model Summary for Entrepreneurial Orientation and Stock Market Sales

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.987 ^a	.974	.974	.457

a. Predictors (constant), Entrepreneurial orientation

Source: SPSS output version 25.0

R-square (coefficient of determination) of .974 which means that our independent variable which is Entrepreneurial orientation accounts for 97% of the outcome of our dependent variable which is sales growth only 3% of the outcome is unaccounted for. There is also an R (regression coefficient) of .987 which shows a very strong relationship existing between Entrepreneurial orientation and sales growth.

Table 3 ANOVA^a Results for Entrepreneurial Orientation and Stock Market Sales

Model	Sum of Squares	df	Mean Square	F	Sig.
1.	1729.332	1	1729.332	8282.601	.000 ^b
Regression	45.308	217	.209		
Residual	17774.639	218			
Total					

a. dependent variable: Stock Market sales

b. Predictors (constant) Entrepreneurial Orientation

Source: SPSS output version 25.0

From our ANOVA output, we see a p-value (sig) of 0.000 which is less than alpha of 0.05 which states that there is positive relationship between entrepreneurial orientation and sales growth of the Nigerian capital market.

Table 4 Coefficients^a for Entrepreneurial orientation and Stock market Sales

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
1. (Constant)	.034	.087	.987	.394	.694
Entrepreneurial Orientation	.600	.007		91.009	.000

a. dependent Variables: Stock Market Sales

Source: SPSS output version 25.0

There is also a standardized coefficient of .987 which is very strong as well as a corresponding p-value of 0.000 which is less than alpha, which states that there is positive relationship between market orientation and stock market sales of the Nigerian capital market.

Table 5 Model Summary for Entrepreneurial Orientation and Market Capitalization

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.950 ^a	.902	.902	.564

a. Predictors (constant), market orientation

Source: SPSS output version 25.0

There is an R square representing the coefficient of determination at 902 which means that 90% of the variations in our dependent variable which is market capitalization is caused by

entrepreneurial orientation. Only 10% of the outcome is unaccounted for which may be caused by an extraneous variable. There is also R (regression coefficient) of .950 which show a very strong relationship between entrepreneurial orientation and market capitalization.

Table 6 ANOVA^a Results for Entrepreneurial Orientation and Market Capitalization

Model	Sum of Squares	df	Mean Square	F	Sig.
1.	638.224	1	638.224	2003.463	.000 ^b
Regression	69.128	217	.319		
Residual	707.352	218			
Total					

a. dependent variable: Stock Market sales

b. Predictors (constant) Market Orientation

Source: SPSS output version 25.0

From our ANOVA output, we have a p-value (sig) of 0.000 which is less than alpha of 0.05

Table 7 Coefficients^a for Entrepreneurial orientation and Market capitalization

Model	Unstandardized coefficients		Standardized Beta	T	Sig.
	B	Std. Error			
1. (Constant)	.559	.108	.950	5.276	.000
Market Orientation	.364	.008		44.760	.000

a. dependent Variables: Stock Market Sales

Source: SPSS output version 25.0

From the table above, there is also standardize coefficient of .950 which is very strong as well as a corresponding p-value (sig) of 0.000 which is less than alpha (.05). there is a positive relationship between entrepreneurial orientation and market capitalization

Table 8 Model Summary for Entrepreneurial Orientation and All Share Index

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.995 ^a	.989	.989	.3296

a. Predictors (constant), Entrepreneurial orientation

Source: SPSS output version 25.0

The R square (coefficient of determination) of .989 which means that our independent variable which is Entrepreneurial orientation account for 99% of the outcome of our dependent variable which is all share index. Only 1% of the outcome is unaccounted for. There is also an R (regression coefficient) of .995 which shows a very strong relationship existing between Entrepreneurial orientation and all share index

Table 9 ANOVA^a Results for Entrepreneurial Orientation and All Share Index

Model	Sum of Squares	df	Mean Square	F	Sig.
1.	1754.533	1	1754.533	20028.154	.000 ^b
Regression	19.010	217	.088		
Residual	1773.543	218			
Total					

a. dependent variable: All Share Index

b. Predictors (constant) Entrepreneurial Orientation

Source: SPSS output version 25.0

From our ANOVA output, we see a p-value (sig) of 0.00 which is less than alpha of (0.05).

Table 10 Coefficients^a for Entrepreneurial orientation and All Share Index

Model	Unstandardized coefficients		Standardized coefficients Beta	T	Sig.
	B	Std. Error			
1. (Constant)	.131	.057	.995	2311	.022
Market Orientation	.604	.004		141.521	.000

a. dependent Variables: **All Share Index**

Source: SPSS output version 25.0

From table above we have a standardized coefficient of .995 which is very strong as well as a corresponding p-value (sig) of 0.00 which is less than alpha (0.005). There is positive relationship between Entrepreneurial orientation and all share index.

Discussion of Findings

Impact of Entrepreneurial Orientation on Stock Market Sales

The results of the investigation of the relationship between marketing orientation and stock market development in the context of the Nigerian capital markets is found to be positively significant. Market orientation and sales growth relationship is found to be positively significant. Sales growth variations or change was found to be mostly influenced by market orientation. This finding is supported by previous studies that investigated similar relationships in other regions and cultures and found the relationships positive. (Akinyele, 2010, All, John & Oscar, 2005, Naver & Slater, 1990). (Akinyele 2010) investigated the value of market orientation for small scale manufacturers in the mass retail market in Nigeria. The result indicates that market orientation positively affects the performance of small scale enterprises in Nigeria. Other studies supporting this findings are (Naver & Slater, 1990, Sabril, Oga & Halit, 2013, Matsuno et al, 2003, Slater & Naver, 1994 Aliyu, 2012). Naver and Slater, 1990 in validating our findings revealed that, "a business that increases its market orientation will improve on market performance".

Impact of Entrepreneurial Orientation on Market Capitalization

The study also discovered positive relationship between market orientation and market capitalization: It was also found that, the volatility in market capitalization in the Nigerian stock market was caused by market orientation. This finding is corroborated by the previous works of (Sabril, Oga & Halit, 2013, Matsuno et al 2003, Naver & Slater, 1994). Again, the relationship between market orientation and all share index (ASE) is highly positive. A very high variations or change in all share index in the Nigerian capital market is caused by market orientation. This finding draws strength from the previous works of (Martin and Grbac, 2003, Aliyu, 2012, Esan & Abdul, 2012, Olalekan, 2010, Lucia & Eva, 2012).

Entrepreneurial orientation and sales growth relationship in this study was found to be positive. Sales growth variations or change is found to be influenced by the stock market entrepreneurial applications. This finding is supported by previous studies, (Lumpkin & Dess, 1997, Wales, 2015, George & Marino, 2011). The relationship between entrepreneurial orientation and market capitalization was found to be highly positive. Market capitalization fluctuates in an upward or downward swing. Entrepreneurial orientation is mostly responsible for this variations in market capitalization of the Nigerian capital markets. This finding is validated by the previous studies of

(Ferreira, et al, 2011, Cemal, Esin&Tugba, 2015).The investigation of the relationship between entrepreneurial orientation and stock market development; sales growth, market capitalization and all share index is found to be positive in the context of the Nigeria capital market. This finding is supported by previous works in the literature (George &Morino, 2011, Wales, 2015, Schillo, 2011).

Impact of Entrepreneurial Orientation on All Share Index

This study also discovered positive relationship between entrepreneurial orientation and all share index (ASI). Again, it was revealed that most of the variations in all share index (ASI) in the market is accounted for by entrepreneurial orientation. Studies that are in line with this finding are (Asnida, et al 2013, Feder, 2015, Mohamed et al, 2012, Schillo, 2011). The works of Cemal, Esin and Tugba (2015) also supported the findings of this study. The authors investigated the relationship between entrepreneurial orientation and firm performance and it was revealed that, differentiation and innovation helps strengthen the relationship between entrepreneurial orientation and firm performance in the context of Turkey manufacturing firms. Thus, differentiation and innovation are strong mediating factors in the nexus between entrepreneurial orientation and business performance.

The works of (Ferreira et al 2011), also supported the findings of this study. "To ensure firm growth, companies should combine entrepreneurial resources, entrepreneurial networks and firm resources". The investigation of the relationship between learning orientation and sales growth was found to be positively significant. Sales growth changes or variations in the stock market was discovered to be significantly affected by Nigerian capital market learning orientation. These findings were validated by previous works in different cultures; (Bt-Hassan et al 2013, Baker &Sinkula, 1999, Roger et al, 2002).Similarly, this study discovered very high relationship existing between learning orientation and market capitalization. The fluctuating behaviour of market capitalization in the Nigerian stock market is also influenced by the Nigerian capital market learning orientation as revealed in this study. The works of (Islam and Mohamed, 2011,Norzalita&Nor, 2013) are very supportive to these findings.

In contrast, (Nybakk, 2012) found the relationship between learning orientation and firm performance with the help of entrepreneurial innovation. ie. Innovation is a strong mediating factor in the relationship between learning orientation and firm performance as revealed by this study.

Furthermore, there is positive relationship existing between learning orientation and all share index (AST) as revealed in this study. All share index (ASI) movement in the Nigerian capital market is mostly influenced by the learning orientation of the Nigeria capital markets.. These findings were supported by previous studies (Ipek et al, 2011, Chenuous&Maru, 2015, Norzalita&Nor, 2013, Baker &Sinkula, 1999).

Norzalita and Nor, (2013) also found the relationship between learning orientation and firm innovativeness to be significantly positive in the context of SME's in Malaysia. Thus, our findings is also supported with the previous works of (Bt-Hassan et al, 2013) the authors investigated the nexus between learning orientation and information technology (IT) infrastructure capability in the context of IT firms in Malaysia. The result is positive, a company with robust learning orientation will improve its information technology (IT) infrastructure capability.

CONCLUSION

This study examined the impact of entrepreneurial orientation on stock market development. From the empirical evidence, we conclude that entrepreneurial orientation significantly improves stock market development of the Nigerian capital market.

RECOMMENDATIONS

The following recommendations are made;

- i. Management of the Nigerian stock exchange should adopt entrepreneurial behavior and orientations in their entire value delivery chain. This will improve stock market development.
- ii. The capital market institution should be proactive and innovative in the management of the stock market. This will consistently and significantly improve the development of the stock market.
- iii. The stock market institutions management should always be involved in rational and calculated risk taking in the market. This will ensure a viable investment climate and ensure stock market development
- iv. The management of the Nigerian capital market should optimally leverage and integrate resources in order to effectively and efficiently implement the operations of the Nigerian capital market. This will ensure sustainable development of the stock market.

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