

The Drivers of Entrepreneurship among the Igbos of the South Eastern Geo-Political Zone of Nigeria

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Abstract

The research problem that the study addressed was the relationship between entrepreneurship and three (3) variables speculated to exist among the Igbo of South East Nigeria. The identified variables were as follows: Personality Traits, Cultural Traits, and Socio-Economic Environment. The Research Objective was specifically to find out if indeed there were any significant relationships between entrepreneurship among the Igbos and the three variables. To operationalize or kick-off the study the researchers formulated three hypotheses in the null version, proposing that no relationships existed. For methodology, the primary data collected from a convenient sample of five hundred entrepreneurs was used. These research subjects were owners of business enterprises registered with their States' Corporate Affairs Commission in the five states of the geo-political zone. The registers provided the sampling frame. The instrument of data collection was a closed-ended questionnaire constructed for the purpose and calibrated with the likert-type ordinal measurement and rating scale. The data analysis was done at two levels employing first, the descriptive analyses and lastly the inferential analyses. The descriptive analysis made use of frequency tables, mean scores and percentages while the inferential analyses made use of regression analyses. The findings were that there were significant relationships between entrepreneurship as dependent variable (Regressand) and the three independent variables (Regressors). The regression output was further used to test the hypotheses. In conclusion, we rejected the three stated null hypotheses and accepted the alternatives. Recommendations based on the findings, discussion of findings and the conclusions were made. Our contribution to knowledge lies on the use of the south east entrepreneurs as the population of study for the three drivers of entrepreneurship. We are not yet aware of any such previous study. If there is, then ours is a corroboration expanding the frontiers of knowledge.

Keywords: *Entrepreneurship, Personality traits, Cultural traits, Environmental factors and drivers*

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Background to the Study

On Wednesday 5th April 2017 the President of Nigeria launched what his administration called Nigeria Economic Recovery and Growth Plan (NERGP) 2017 – 2020. Much of the funding to execute the plan was expected to come from borrowing i.e. *deficit financing*. Although critics have frowned on the high debt servicing cost of the plan they, however, welcomed the plan's three cardinal objectives:

1. Restoring Economic Growth
2. Improving Economic Competitiveness
3. Increasing Social Inclusion

The happy thing about the plan is that the execution will be based on public-private partnership for the infrastructural development in order to provide conducive environment for entrepreneurship. It is believed that with this the economy will become private sector driven and the projected GDP growth rate of 3.5% - 6% will be achieved within the plan period. It sounds beautiful. However, providing conducive environment for the private sector and entrepreneurship to drive the economy using deficit financing (borrowing) is not a new economic policy thrust. Keynes (1936) had prescribed that a government could exit from economic recession/economic depression by increasing the *aggregate demand* of the economy (consumption and investment, functions) through government spending if need be by borrowing. Many countries had swallowed the prescribed economic pills and got healed – exited from their economic maladies.

The fiscal policy has worked in Chile in the 1980s and early 1990s. It has also worked in South-East Asia (The Asian Tigers). Hong Kong, Malaysia, Singapore, Taiwan and South Korea had used Chinese, Shanghianese Entrepreneurs to restore growth in their economies (see Mbaegbu & Woghiren – Morgan, 2008, 41 – 42). In Nigeria, without prejudice, the “Asian miracle” by the Shanghianese Entrepreneurs can be replicated by Aba, Onitsha Nnewi and other entrepreneurs across the South Eastern part of Nigeria using the objectives of NERGP 2017 – 2020 as motivation.

The South Eastern, Geopolitical Zone of Nigeria is exclusively populated by the core Igbo ethnic nation who are reputed to be very entrepreneurial according to anthropologists (Onwuejeogwu, 2010). They are basically economic migrants like the Asians looking for greener pastures all over the world. There is a joke among Nigerians that any place in the world you do not find an Igbo man you should run for your dear life. Igbo are competitive and enterprising people. However, Igbo people have not embraced entrepreneurship by choice. Mercifully, for them it is only a survival strategy. They are land locked in a very small land mass that is many times smaller than Taraba State alone and even much more smaller than Adamawa State and Bornu State in the North East of Nigeria. This small land mass has a very high population density of more than 1000 people per square mile that makes the Igbo the third largest population in Nigeria (Onwuejeogwu, 2010). This same landmass is not a very friendly economic environment so the Igbo has to look outside for survival and or take to entrepreneurship which they called *Ike-keta-orie* i.e. survival by hard labour especially as there is no remarkable job centre. Above all the Igbo is a republican “unhampered by traditional hierarchies” of kingdoms and monarchies and

“unhindered by a wary religion” that makes itself a way of life adherents must conform to (see Achebe 1983, 46). With this background the Igbo appears to have a pushful and aggressive (grab-grab) personality trait and a culture of individualism as opposed to the collectivism of their compatriots in Nigeria. This kind of personality and cultural traits tend to make the Igbos not readily acceptable if not resented by other Nigerians inspite of their overt warmth and friendliness. Yet, they are described as people who love money more than anything else by their detractors. This seemingly anti-Igbo sentiments more than re-enforce their will to survive anywhere and console themselves by saying: *Ojemba enwe ilo* meaning a traveler does not cultivate enmity. There is, therefore, a compelling need to examine empirically those factors that *drive* i.e. push and pull or propel entrepreneurship among the people of South East Nigeria despite the odds or resentments from other Nigerians.

Research Problem

From the foregoing the research problem that underscored this study was the relationship between entrepreneurship and environment, personality and culture of the Igbos of South East Nigeria. The assumption was that if the study would establish relationships then the study would have isolated three significant variables as factors determining entrepreneurship and make contribution to knowledge. These variables are economic environment, personality and culture of a people. In this paper we recognize them as Drivers of Entrepreneurship.

Objectives of the Study

Following from the research problem our research objectives were three(3):

1. To find out if there was any significant relationship between entrepreneurship and the economic environment of the Igbo people of Nigeria.
2. To find out if there was any significant relationship between entrepreneurship and the personality traits of the Igbo people of Nigeria.
3. To find out if there was any significant relationship between entrepreneurship and individualism as a culture among the Igbo people of Nigeria.

Research Hypotheses

In order to achieve the above objectives we formulated the following null hypotheses to provide tentative answers to the underlining research questions and to guide the execution of the study as follows:

1. There is no significant relationship between entrepreneurship and the economic environment of the Igbo people of Nigeria ($p \leq 0.05$).
2. There is no significant relationship between entrepreneurship and the personality traits of the Igbo people of Nigeria ($p \leq 0.05$).
3. There is no significant relationship between entrepreneurship and individualism as a culture among the Igbo people of Nigeria ($p \leq 0.05$).

The Concept of Entrepreneurship

The term entrepreneurship is derived from the entrepreneur as an enterprising personality. It came into use during middle ages and was used to describe a person playing

varied roles. He was the organizer of production, the risk taker in investment, commercialization of inventions (Cantillon 1725 cited in Kent, Sexton & Vesper, 1982) Say (1803 cited in Mbaegbu and Moghiren-Morgan 2008) also ascribed the management functions of organizing, co-ordination and supervising of production to the concept of the entrepreneur. Schumpeter (1934) later added innovation as one of the many sided functions of the entrepreneur and described innovation as the discovery of new methods of combining factors of production or perfection of an old method, introduction of new goods and services, opening of new markets and developing a new source of supply of raw materials. There is a litany of conceptualizations of the Entrepreneur. Meredith et al (1996) summaries it all by defining the entrepreneur as any person who has the ability to see and evaluate business opportunity and takes advantage of it even if it means relocating his place of abode in order to actualize his mission and profit from the venture. Entrepreneurship encompasses all the functions: creating an enterprise by innovation or penetrating into new market in order to live by profit. In 1999, Inegbenebor and Osaze differentiated various grades of entrepreneurship on a continuum from craftsman entrepreneurship to opportunistic entrepreneurship which establishes large scale enterprises. The craftsman entrepreneur is often referred to as a *micropreneur*. The bottom line for defining an entrepreneur according to Nwachukwu (1990) is the ability to create a business, nurse it to growth and profitability or take over an existing nonperforming business to turn it around or discovers a new market for existing goods and services in order to live by profit.

It is on this last note that many Igbos are recognized as entrepreneurs. They find new markets all over Nigeria. In West Africa from Cameroon to Ivory Coast there are good population of Igbos taking advantage of profitable businesses opportunities. They are in Equatorial Guinea, Sao Tome and Principe, Gabon and South Africa. They are in Malaysia, Singapore, China, Japan and Dubai. They are located in all the states of USA and Canada as well as UK and Western Europe. Where ever they migrate to they receive help including finances from the local branch of the Igbo Union and the *Eze-Igbo* of the locality. An Eze-Igbo is an Igbo King in diaspora who often is a very successful entrepreneur offering protection to budding entrepreneurs and relating them to indigenes and citizens of host states and countries who could be of help as *Nwanne di na mba* meaning: a brother in distant land. If things become difficult the budding entrepreneur gets an arranged marriage with an indigene or a citizen of the host state or country with all the benefit it confers. The Eze-Igbos have powerful contacts to enable them press levers including traditional rulers, mayors, government officials, the police and top immigration officers. They form a ring of brothers in distant lands offering help.

Igbo entrepreneurs are often suppliers-middlemen, wholesalers and retailers (micropreneurs) breaking bulks, innovating and meeting needs in the interior markets of their hosts and living on their profits. It was the Igbo who introduced packaged water (*pure water*) into Ghana. It was this Researcher who financed the project as a bank manager. Before then water was sold in Ghana in breakable bottles as *iced-water*. It was Eze-Igbo Ghana who facilitated the investment and today there is *pure water* everywhere in Ghana and Ghanaians have retained the name pure water.

Theoretical Framework

There are several theoretical dispositions explaining the phenomenon of entrepreneurship. Here the group are as follows;

1. Economic-Sociological Theories
2. Psychological Theories

Economic-Sociological Theories

In the Schumpeterian model (1934) a vibrant *profitable* economic environment and the *social climate* encourage entrepreneurship. The social climate is a complete phenomenon encompassing the whole social, political and socio psychological environment within which the entrepreneur must operate and invest in (See Mbaegbu & Woghiren – Morgan 2008, 45). Apart from Schumpeter's profitable economic environment and social climate, Druker (1985) also proposed the *creative imitation* theory and isolated the ability to imitate products of other climes as a factor promoting entrepreneurship. This brand of entrepreneurship exists in South East Asia particularly in Taiwan. In Nigeria we can cite Aba made (or Igbo made) products as the product of this brand of entrepreneurship. The entrepreneur sniffs the opportunity for profitable business and invests in it.

Victanem (1986) believes also that factors such as oppression, discrimination or such disadvantageous backgrounds can act as a push factor for entrepreneurship, Mbaegbu and Woghiren Morgan (2008) called it the Economic Survival Theory.

Psychological Theories

The best exponent of the psychological theories of entrepreneurship is McClelland (1962). His proposition boards on personality traits. He posited in several other publications that it is the need for achievement (*nAch*) that promotes entrepreneurship. According to McClelland *nAch* arises from exposure to achievement oriented socialization from childhood and once the child imbibes this trait. It now serves as his source of motivation for entrepreneurship and success. A high *nAch* person sets achievable goals for himself.

Sepctor (1982) is associated with the locus of control theory of entrepreneurship. Psychologists (Jones George & Hill, 2000) have isolated two kinds of locus of control namely: External locus of control and Internal locus of control. People high in internal locus of control are self motivated. They do not rely on others for success. They are self reliant and make good entrepreneurs. They are unlike those with external locus of control who are dependent and attribute success to external forces and spiritualism.

Factors that Drive Igbo Entrepreneurship

Three basic variables appear to drive Igbo entrepreneurship: Their personality traits, their customs and their environment. These three variables are also related. The culture of a people relates to their pattern of thinking, feeling and potential acting that were learnt by the people through life experiences. It is a form of mental programming common to a people (Hofstede, Hofstede & Minkov, 2010, 4 – 7). Unlike culture the personality of an individual is his or her unique personal set of mental programs that need not be shared with any other human being. Hofstede, Hofstede and Minkov (2010) call it is *the Software of the mind* and asserts that it is based on traits that are partly inherited from the genes and

partly learnt from the culture as well as unique personal experiences. Personality they say is thus specific to an individual, culture is specific to a group while human nature is universal (2010, 6). Environment as used here is the place God in his infinite mercy and wisdom decided to give to a people as their portion on earth on creation day. Both culture and personality are functions of the environment.

The environment of the Igbo is economically unfriendly. They have to put up with a lateritic soil, badly leached by weather and prone to gully erosion in many places. The land mass is small in relation to population and so it is continuously fragmented by inheritance. So, commercial farming is difficult Federal Government presence and the presence of multinationals in terms of job creation is nil. From childhood the Igbo learns to survive within this environment through self-employment or migrate for greener pastures. They have had no job prospect and have had to earn their living the hard way through *Ike ke ta orie* (Survival by hard labour) which is basically entrepreneurship. This involves personality traits that include resilience, tenacity, opportunity seeking, achievement oriented, risk taking and ambition (see <https://www.naija.ng>). These personality traits abound among the Igbo and make them individualistic.

The culture of individualism among the Igbo is understandable. With a background of hard environment the Igbo has to secure him first before becoming his brothers' keeper. It is this culture of personal interest first that helps him nurture his business from a micro and humble beginning to a Small or Medium Enterprise (SME) and lastly to a large enterprise. Secondly, seeing that there may be no help coming from elsewhere the Igbo develops *internal locus of control* that makes him daring and achievement oriented.

Although they are basically individualistic, they have collectively also developed a culture that is based on Kinship networking (or *Umunna*) in order to survive Onwuejeogwu the late anthropologist (2010) has demonstrated how the influence of the extended family system (*Umunna*) is used in entrepreneurship training among the Igbo: A successful entrepreneur picks up a nephew or a young cousin and puts him under internship in his own line of business for some years until he is able to freelance on his own with the seed or endowment capital the "Master" will give him. While on his own the young fellow also tries to mentor another relation and the group develops entrepreneurially. Another aspect of the Igbo culture that encouraged hard work from time immemorial is disdain for begging. Olaudah Equiano the 10 year old Ibo enslaved in the C16th wrote in his book: *The Interesting Narrative of the life of Olaudah Equiano or Gustavus Vassa the African* (1789) that "Agriculture is our chief employment, and everyone, even the children and women are engaged in it... as we are unacquainted with idleness we have no beggars" (See Paul Edwards (ed) 1996). Unfortunately the Civil War came and disabled Igbo who had nobody to care for them went into begging and now there are shameless Igbos across the nation who are beggars.

Meir (1976) had also upheld the Igbo social structure as one of the causes of their upwardly mobile and achievement oriented character. According to Meir a young man among the Igbo can become a member of a certain honorary society, the *Ozo* where the entry

requirements are strong character, occupational success and wealth creation. So from childhood the Igbo learns that he ought to strive for achievement if he is to be successful, recognized and accepted in Igbo societies inspite of his father's socio-economic background. There is nothing like *son of who?* in bestowing honour in Igboland. It is personal achievement that matters.

Materials and Method

This is a survey, making use of primary data. The population of study is located in the South-East zone of Nigeria among the Igbo people, who are found in five states of the federation of Nigeria namely,

1. Anambra State
2. Enugu State
3. Imo State
4. Abia State
5. Ebonyi State

The instrument of data collection is a close-ended questionnaire. The validity and reliability of the instrument was achieved with a pilot test of a few entrepreneurs in Edo state. A convenient and purposeful sample of 600 subjects of the population was selected from enterprises registered by the Corporate Affairs Commission of each state as sample frame. From this were selected 120 subjects from each state to make up the sample. When the responses were collected and edited, some 100 responses were discovered not usable for various reasons including accuracy. The remaining 500 giving us a response rate of 83.3% was analysed employing both descriptive and inferential analysis namely; frequency distribution, mean score and percentages for descriptive analysis and the multiple regression analysis for inferential analysis. The findings and regression outputs were used to test the three (3) hypotheses formulated for the study.

Data Analysis and Test of Hypotheses

The analysis of data in this study is organized at two levels first is the descriptive analyses using frequency distribution of scores, mean scores and percentages. The second level is the application of multiple regression model for inferential analyses and test of hypotheses.

Descriptive Analyses

The researchers present below from table 1 to table 3 the frequency distribution of scores, mean scores and percentages.

Table 1: Frequency Distribution of Scores on the Relationship between Entrepreneurship and Personality Characteristics

S/N	Personality	SA	A	U	D	SD	TOTAL
1	Extroversion & Aggressiveness	225	170	45	40	20	500
2	Visionable	140	60	200	45	55	500
3	Perseverance	235	100	95	45	25	500
4	Achievement	150	100	90	60	100	500
5	Industry	225	145	100	20	10	500
6	Zeal & Physical Energy	245	155	40	40	20	500
7	Self Esteem	120	100	30	150	100	500
8	Leadership Quality	150	120	25	155	50	500
9	External Locus of Control	100	150	50	100	100	500
10	Internal Locus of Control	200	100	20	80	100	500
11	Mean Score	179	120	69.5	73.50	58	500
12	Percentage Score	35.80%	24.00%	13.90%	14.70%	11.6	100%

Source: Field work 2017

Table 2: Frequency Distribution of Scores on the Relationship between Entrepreneurship and Cultural traits

S/N	Cultural Traits	SA	A	U	D	SD	TOTAL
1	Promotion of individual & personal reward	210	100	50	90	50	500
2	Promotion of collective interests or reward	140	125	80	85	70	500
3	Promotion of merit and excellence	250	200	50	0	0	500
4	Promotion equal rights and justice	260	200	40	0	0	500
5	Religious extremism	100	150	200	30	20	500
6	Mean score	192	155	84	41	28	500
7	Percentage score	38.40%	31%	16.80%	8.20%	5.60%	100%

Source: Field work 2017

Table 3: Frequency Distribution of Scores on the Relationship between Entrepreneurship and Environmental Factors

S/N	Environmental Factors	SA	A	U	D	SD	TOTAL
1	Low interest rate on loans	220	160	0	80	40	500
2	Low inflation rate	230	170	0	60	40	500
3	Low foreign exchange rate	300	150	0	30	20	500
4	Availability of raw materials	250	160	10	60	20	500
5	High ease of doing business	210	190	20	50	30	500
6	Social stability	200	100	150	28	22	500
7	Political stability	180	120	50	80	70	500
8	Good health care delivery	290	160	0	26	24	500
9	Good climate and ecology	250	150	50	30	20	500
10	Good standard of education	200	100	100	60	40	500
11	Mean score	233	146	38	50.40	32.60	500
12	Percentage score	46.60%	29.20%	7.6%	10.08%	6.52%	100

Source: Field work 2017

In table 1, the total sample size with respect to entrepreneurship and personality characteristics is 500. The mean or average sample size is 250. The number of respondents who strongly agreed and agreed that entrepreneurship was related to personality was 299. This number represents the majority. On percentage bases 35.80% of the respondents strongly agreed, 24% agreed, 13.90% were undecided while 14.7% and 11.6% respectively disagreed and strongly disagreed. In other words, the majority 60% agreed and strongly agreed that there is a significant relationship between entrepreneurship and personality traits, while the minority 26% disagreed and strongly disagreed. We uphold the majority response that Entrepreneurship is related to personality.

In table 2, the analysis showed that 69.40% representing the majority strongly agreed and agreed that entrepreneurship is related to cultural traits.

Finally in table 3, the majority represented by 75.80% strongly agreed and agreed that entrepreneurship is related to environmental factors.

Inferential Analyses

Using the multiple regression analysis we present the regression model as follows:

$$\text{ENTREP} = f(\text{PERS}, \text{CULT}, \text{ENVIR}) \text{-----}(1)$$

Specifying the models in their econometric form and including the error term, we have;

$$\text{ENTREP} = \psi_0 + \text{PERS} + \psi_2 \text{CULT} + \psi_3 \text{ENVIR} + \epsilon_i \text{-----} (2)$$

Where ENTREP = Entrepreneurship
 PERS = Personality
 CULT = Cultural traits
 ENVIR = Environmental factors

Regression Output

In order to examine the relationship between dependent variable (entrepreneurship) and independent variables (personality, cultural traits, environmental factors), regression analysis was conducted. The results are presented below;

Table 4: Regression Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.939 ^a	.881	.881	.489	.066

a. Predictors: (Constant), ENVIR, PERS, CULT

b. Dependent Variable: ENTREP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.684	.046		14.991	.000
	PERS	.971	.053	.959	18.447	.000
	CULT	.084	.071	.069	1.178	.239
	ENVIR	-.106	.055	-.093	-1.929	.054

a. Dependent Variable: ENTREP

PERS = Personality
 CULT = Cultural traits
 ENVIR = Environmental factors

Interpretation

Table 4 above is the regression result for the estimation of the model specified earlier in the previous section. The focus of the study is on the effect of personality, cultural traits, and environmental factors on entrepreneurship. The study focuses on three dimensions: personality, cultural traits, and environmental factors. The R^2 for model is very impressive at 0.881 which implies that the model explains about 88.1% of the systematic variations in the dependent variable and only 11.9% is left unexplained and this is assumed to be captured by the stochastic error term, U.

The adjusted R^2 is given as 0.881. This means that after adjusting for the degree of freedom, the adjusted R^2 explains approximately 88.1% systematic variation in the dependent variable.

The adjusted R^2 is 88.1%. The F-stat is 1227.554 (p-value = 0.00) is significant at 5% (0.05) and suggest that the hypothesis of a significant linear relationship between the dependent and independent variables cannot be rejected. It is also indicative of the joint statistical significance of the model.

Focusing on the performance of the coefficients, it was observed that the coefficient for PERS is positive (0.971) and statistically significant at 5% or 0.05 level ($p=0.000$) and this implies that personality has a significant effect on entrepreneurship. Looking at CULT, the relationship with entrepreneurship is also positive (0.084) and also statistically significant at 5% level ($p=0.239$) which implies that there is relationship between cultural traits and entrepreneurship.

Looking at ENVIR, the relationship with entrepreneurship is positive (-0.106) and also statistically significant at 5% level ($p=0.054$). The result shows a significant relationship between environmental factors and entrepreneurship. This implies that environmental factors affect entrepreneurship. A harsh environment will decline entrepreneurship while a friendly environment will promote it.

Hypotheses Testing

Ho₁: there is no relationship between entrepreneurship and the personality trait of the Igbo people of Nigeria. Focusing on the performance of the coefficients, it was observed that the coefficient for PERS is positive (0.971) and statistically significant at 5% level ($p=0.000$) and this implies that personality has a significant effect on entrepreneurship. Hence, we reject the null hypothesis and accept the alternative that there is a significant relationship between entrepreneurship and the personality trait of the Igbo people of Nigeria.

Ho₂: There is no significant relationship between entrepreneurship and the culture of the Igbo people of Nigeria.

Looking at CULT, the relationship with entrepreneurship is positive (0.084) and also statistically significant at 5% level ($p=0.239$) implying that there is an effect of cultural traits on entrepreneurship. Consequently, we reject the null hypothesis and accept the alternative that there is a significant relationship between entrepreneurship and culture among the Igbo people of Nigeria.

Ho₃: There is no relationship between entrepreneurship and economic environment of the Igbo people of Nigeria.

Looking at ENVIR, the relationship with entrepreneurship is positive (-0.106) and also statistically significant at 5% level ($p=0.054$). The result shows a relationship between environmental factors and entrepreneurship. This indicates that the environmental factors affect entrepreneurship. Therefore we reject the null hypothesis and accept the alternative that there is a positive significant relationship between entrepreneurship and economic environment of the Igbo people of Nigeria.

Findings

From the descriptive analysis, the inferential analyses and the test of hypotheses the following findings were made:

1. There is a significant positive relationship between Entrepreneurship and Personality traits of the Igbo.
2. There is a significant positive relationship between Entrepreneurship and Culture of the Igbo.
3. There is a significant positive relationship between Entrepreneurship and the environment of the Igbo.

Discussion of Findings

The findings are consistent with theory. In McClelland (1961, 1962, 1965) and in McClelland and Winter (1969) it was suggested that a particular personality trait, the need for achievement promotes entrepreneurship. Achebe (1983) also observed that the Igbo believe in personal achievement and have a tendency to show it off. Onwuejeogwu (2010) believes the Igbo is highly competitive in achievement orientation. Most Nigerians also believe the Igbo “loves money”. The love for money is of course is related to the need to achieve. This is without prejudice to the *modus operandi* of the actor. In *Things Fall Apart*, Achebe (1958) noted that among the Igbo age is respected but achievement is revered. That Entrepreneurship is significantly related to the culture of a people is not disputed and it consistent with theory also. According Onwuegegwu (2010) the Igbo are economic migrants looking for greener pastures. In the traditional society the average Igbo man has a personal god *chi* represented by a carved symbol called *Ikenga* (Ikenganga) *the strength of the traveller* who guided him and to whom he made sacrifices when he prospered from his travels. This culture of travelling in order to prosper propels entrepreneurship among the Igbos Ikenga or no Ikenga.

Spector (1982) is associated with the locus of control theory of Entrepreneurship. People with internal locus of control believe that they themselves are responsible for their own fate and that heaven helps those who help themselves. The Igbo strongly believe in this when they say *Onye kwe chi ya ekwe*. If you say yes I can your personal god (chi) also affirms it (See Achebe in *Thing Fall Apart*, 1958).

That a friendly economic environment promotes entrepreneurship is axiomatic. Schumpeter (1934) made the relationship between entrepreneurship and a friendly economic environment a major part of his general theory of economic development. An environment that promotes profit, through low rate of interest, low rate of inflation low exchange rate etc will definitely drive entrepreneurship. But the environment of the Igbo cannot be said to be friendly. What with their high density of population on a small harsh land mass land locked with lateritic soil and gulley erosion and no job centres.

It is spurious to associate Igbo entrepreneurship with their environment. The Igbo environment can only be significantly related to entrepreneurship if we regard it a *push factor* that propels them to migrate to other lands in order to prosper. Then what about people with harsher environment in the creeks of the Niger Delta; why are they not as

entrepreneurial as the Igbo. A harsh environment is therefore negatively related to entrepreneurship. The case of the Igbo is certainly spurious and needs further investigation. Perhaps the other drivers – personality and culture are stronger drivers than environment.

Conclusion

From the foregoing we conclude as follows:

1. Personality characteristics of the Igbo are strong drivers of entrepreneurship in the South East of Nigeria.
2. The culture of the Igbo which encourages individuals reward and migration also drives entrepreneurship.
3. Environment can be positively related to entrepreneurship if it is friendly and act as pull factor. It can also drive entrepreneurship if it is a push factor.

Recommendations

From this study, the following policy recommendations are made;

1. The environment can encourage entrepreneurship if it is friendly. Therefore policy makers should ensure a friendlier environment through massive infrastructural development: road construction, dredging of waterways, building bridges, railway system, safety airways, etc, to ease movement of goods and persons. The ease of doing business should be improved. Electricity is also a key environmental factor to consider and Nigerians should patronize made-in-Nigeria goods.
2. The youth who are looking for greener pastures abroad and risking their lives should be encouraged to stay at home by training them to acquire entrepreneurial skills and personality traits and by giving them access to credit facilities as seed capitals.
3. Customs that constrain social mobility in many parts of the country should be abolished. Women entrepreneurship should be encouraged. Religious extremism should be discouraged to promote peaceful co-existence among Nigerians so that entrepreneurship will flourish.

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