

Entrepreneurs Success and Creativity in Business Education

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Abstract

The study investigated entrepreneurs success and creativity in business education. Two research questions were posed to guide the study while one hypothesis was formulated and tested at 0.05 level of significance. A total of 245 entrepreneurs were studied out of 818 entrepreneurs from four local governments in Rivers State. The instrument for the study was named Entrepreneurs Success and Creativity in Business Education Questionnaire (ESCBEQ), with a modified four point Likert scale ranging from High Extent to No Extent. Six entrepreneurs validated the instrument and a reliability test using test-retest method yielded a correlation of 0.89. Mean rating and standard deviation was used to analyze the research questions and t-test for large group mean was used to test the hypothesis. Findings revealed that entrepreneurs success depends on creativity to a moderate extent and that creativity is necessary in entrepreneurship business success. Also the study revealed that business education promotes entrepreneurs success. Based on the findings, discussions and conclusions drawn, recommendations made amongst others were that importance of creativity and the need for business education should be made not only to entrepreneurs but to the populace. Entrepreneurs who succeeded through creativity and business education knowledge should educate those not applying creativity as it is essential in business success. Enlightenment campaign about business education and creativity in business success should be carried out seriously by entrepreneurs who used them to succeed.

Key words: Entrepreneurs, Success, Creativity, Business Education, Entrepreneurship, Courage, Mentoring, Ideas, Networking, Collaboration.

Introduction

The word business means a person's occupation or trade (work to be done or matters to be attended to). Business originated from the word bisignis (busy, -ness). Education is the process of educating or being educated. It is also regarded as the theory and practice of teaching, or information about or training in a particular subject. Business education represent a broad and diverse discipline that is included in all types of educational delivery system-elementary, secondary and post-secondary. Business education can begin at any level, it can be interrupted for varying periods of time, and it can be continued throughout the life span of an individual (Amesi, 2010). Business education includes education for an office occupations, distribution and marketing occupations, accounting, business teaching, business administration and economic understanding. The foregoing point out that business education covers a wide range of spectrum of economic life activities in any society, and also refers to the pedagogical and desirable business competencies necessary for self-employment or being employed with a view to making the recipient self-reliant (Amesi, 2010). Thus business education can, by appropriate training ensure for individual success even in our present decadent economy by equipping them with life-long skills for entrepreneurs success. However, entrepreneurs that cannot provide him or herself with basic skills for success will continue to wallow in poverty and failure.

Osuala (2004) opined that business education is a training system that encourages the beneficiary to acquire skills that fits into the World of Work. Okwuanaso & Nwazor (2000) viewed business education as a process of instructing a person what happens during business transactions in offices, banks, markets, and anywhere money changes hands. It is also a type of education that helps someone to learn the facts, acquire the skills, develop abilities, solve problems, and be able to have business-like attitudes useful for success in business situations. In addition, Amaewhule (2000) stated that business education encompasses knowledge, attitudes and skills needed by all citizens in order to effectively manage their personal business and economic system. According to Aina (2002), business education is an embodiment of vocational knowledge and skills needed for not only entry-level employment and advancement in a broad range of business careers but also for business success. This implies that for one to actually succeed in business as an entrepreneur, you must have an element of business education knowledge that will assist you in your business success.

Objectives of Business Education as it Relates to Entrepreneurs

The objectives of business education as it relates to entrepreneurs by Okwuanaso & Nwazor (2000) and Amesi (2010) are as follows:

- To encourage the advancement of all branches of learning and to hold out to all persons without distinction by race, creed, sex or political conviction, an opportunity of acquiring higher and liberal education about your business.
- To relate its activities to social, cultural and economic needs of the people of Nigeria as well as the entrepreneur's customers.
- To provide facilities for the pursuit of success in all its business and to make these facilities available on proper terms to such persons as are equipped to benefit from them.

It is on this basis of the above objectives that entrepreneurs develop their ground for success. The general trend is for entrepreneur to provide for themselves:

- A wide knowledge in their business career.
- An ability to reason logically.
- The ability to communicate clearly in speech and writing with confidence.
- Ability to accept such moral values as honesty, humility, truthfulness, and high ethical business standard in personal and professional life.
- Acceptance of obligations and responsibilities.
- The desire for life-long creativity
- Self-confidence and result-oriented ability for business success.

Creativity as the name implies, relate to or involve the use of imagination or original ideas in order to create something. The word creativity is derived from creatively and creativeness. Creativity by Franken (2007) is the tendency to generate ideas, alternatives or possibilities that may be useful in solving human problems while Google search on entrepreneurship definition sees creativity as the process of looking at things in such a way that possible solution to problems and perceived needs may evolve in venturing. Creativity is the process of using private initiative to transform a business concept into a new venture (UNDP, 1999). To this, Naiman (2007) looks at creativity as the process of bringing something new into being through the act of turning new and imaginative ideas into reality. This shows that creativity involves two processes: thinking and then production. If one has an idea but could not act upon it, it means that such individual is imaginative but not creative (Okoye & Eze, 2010). Thus creativity requires whole-brain thinking; right-brain imagination, artistry and left-brain intuition, including left-brain logic and planning (Amesi, 2011). Based on these requirements that could enable someone become creative, there has been the strong belief that only special or talented people are creative and entrepreneurially skillful. However, research proved that anybody could become a successful entrepreneur and that anyone could be creative if;

- He has opportunities
- He is encouraged
- He receives training
- He is motivated and mentored

Creative solutions to difficult problems may make or break the young and growing business, the ability of an entrepreneur to find unique solutions could be the key to his or her success (Akpomi, 2008). In the view of Amesi (2011), one of the most vexing situations entrepreneurs face is the allocation of scarce resources. For instance, owner of new ventures need to be able to decide how best to use a small advertising budget or how best to use their limited resources to make success. To Gunther & Macmillan (2004), for entrepreneurs to be successful in their business, they must be creative in their ability to find capital, team members, or markets. In the view of Gunther & Macmillan, entrepreneurs' success is often directly predicated on the business owner's ability to make do with the limited resources available to him or her.

In addition to being creative, Alanis (2009) perceived that an entrepreneur must be able to tolerate the ambiguity and uncertainty that characterize the first years of a new business. In nearly all cases, business or market conditions are bound to change during the first few years of a new business's life, causing uncertainty for the venture and for the entrepreneur. Zahra & George (2002) asserted that being creative enables entrepreneurs to more successfully manage businesses in new and ambiguous situations, but without the ability to handle the pressure that uncertainty brings upon an organization, the entrepreneur may lose sight of his or her purpose. Hart (2003), Yang (2007) and Amesi (2011), observed that creativity cannot be complete as characteristic of entrepreneurs success without going through the following:

1. Courage
2. Ideas
3. Mentoring
4. Networking and
5. Collaboration

Courage: Hart (2003) described courage as the entrepreneurs' ability to be brave when there is danger, pain, and difficult situation and so on. To Hart for any entrepreneur to be successful in their business venture, that entrepreneur must be brave each time, whether in danger or not. Timmons & Spinelli (2004) viewed that, for any entrepreneurship business to exist and progress effectively, the entrepreneurs' must exhibit some element of courage in their business as it is one aspect of creativity that guarantees success to entrepreneurs. To buttress the view of Timmons & Spinelli, the researchers described courage as the ability which an entrepreneur has to face danger, difficulty, uncertainty, or pain without being overcome by fear or being deflected from a chosen course of action. With the researchers, for any entrepreneur to be successful in business venture, such entrepreneur has to show great courage throughout his or her difficult time. The researchers are of the opinion that it is only when an entrepreneur shows courage in difficult time that success will be achieved in business.

Ideas: This enables entrepreneurs create their business based upon an innovative idea that they hope to establish in order to meet the demands of consumers. Entrepreneurs that wish to succeed in their business however, work hard to build their business organizations, starting from little and undertaking a process that results in a thriving business (Amesi, 2011). To Amesi, for an entrepreneur to be successful in his or her business, the entrepreneur must be perfect in organizing his or her business, by creating new things that will distinguish such business from others and developing ways (new ideas) that will expand the business. According to Akpomi (2008), the idea of entrepreneurs becomes profitable only when the entrepreneur walked through the steps necessary to build a business organization from the ground up.

Mentoring: This is a vital tool in business success, especially for entrepreneurs who need to be guided by experienced professionals in their fields or businesses. Amesi & Akpomi (2013), viewed that mentoring relationship help foster risk tolerance in innovative individuals, so entrepreneurs spirit and ability become the primary focus for entrepreneurs success. Mentoring protégé relationships are imperative in the contemporary business environment as they form necessary alliances that potentate and establish a dynamic business presence. According to Amesi (2011), at one time, mentoring was restricted to the office setting or the telephone but today, successful entrepreneurs made mentoring easier through creativity. The mentor is someone the entrepreneur probably has unusually good chemistry with who will share stories with the entrepreneur of his or her own climb to success. An effective mentor isn't afraid to criticize constructively.

Networking: This is a powerful tool for the entrepreneurs business success. Network analysis has been a powerful framework for successful entrepreneurs (Yang, 2007). Firms use their networks to gain access to resources, to improve their strategic positions, to control transaction costs, to learn new skills, to gain legitimacy; and to cope positively with rapid technological changes (Amesi, 2011). Networks emphasize reciprocity norms, personal relationships, reputation, and trust. Networks help entrepreneurs to identify national opportunities, establish credibility, provide access to critical resources including knowledge, and often lead to strategic alliances and other cooperative strategies.

Collaboration: Collaboration or teaming between the entrepreneur and others can promote success particularly in entrepreneurship businesses. According to Amesi & Akpomi (2013), collaboration can be of three types:

- i. **Internal team:** These are members who participate in the founding of the business enterprise.
- ii. **External team:** Advisers, consultants and others who actively work for the business venture's growth are found under this category.
- iii. **Connections:** These are those who are not hired or paid, rather they act to help the firm succeed.

Collaboration (and especially internal teaming) provides large manpower effort, a better balance of skills, makes it unnecessary to hire additional key talents, shows maturity and broadness of mind of the entrepreneurs and therefore evidence of managerial capacity for growth (Acs, Dana & Jones, 2003; Amesi, 2011). In the opinion of Amesi, recruiting team members as part of collaboration helps to screen the merits of the business venture idea and also helps the entrepreneurs to be successful in their business.

Measures for Enhancing Creativity

Increasing creativity involves the ability to assign a set standard and addressing the mind towards accomplishing the set goal amidst road blocks in the course of actualization (David, 2008). This implies that to increase creativity, one must address his or her mind from on-set to avoid distractions and must stop at nothing to let his or her creative natures work. The meaning of this is that an entrepreneur who wished to succeed in his or her creative art must not listen to criticisms and cajole. He or she must be courageous to overcome shame at steps-attempt and also withstand flattering and jests of his creative attempts (Amesi, 2011). Therefore, the task in becoming more creative according to internet sourced data, www.members.optusnet.com.au (2002) is as follows:

1. An entrepreneur should give him or herself the permission to do things creatively as he or she pays deaf ears to mockery and mimicry.
2. The entrepreneur should overcome his personal blocks to creativity. That is, the entrepreneur must not be embarrassed by his or her own ideas and must also be aware that things cannot be done in one way. Since things can be done in many different ways, therefore, he or she should not be embarrassed by his or her own methods. If the entrepreneur becomes embarrassed by his or her own ideas and methods, the obvious outcome is to hide them.
3. If an entrepreneur should succeed in his or her creativity, she or he must develop confidence enough to have fewer inhibitions and also have the strong belief in his or her own intuition and creative abilities. However, Okoye (2007) posited that creativity requires patience and a willingness to work for a creative outcome rather than simply wait for enlightenment. No entrepreneur makes a walk if such entrepreneur kept his legs together. More importantly, any entrepreneur who wished to succeed in his or her creativity must try to get his or herself associated with people who cherish and support him or her and who do not have jealous attitude against their efforts but have respect for one's success (Amesi, 2011).

Overview of Entrepreneur/Entrepreneurs/ Entrepreneurship

The word entrepreneur originated from the latin word *entrepredre* (enterprise), it is derived from words like *entrepreneurial*, *entrepreneurism*, *entrepreneurially*, *entrepreneurialism*, *entrepreneurship* and so on. Entrepreneurship is a way of thinking, reasoning and acting that is opportunity based and holistic in approach. The term entrepreneur is synonymous with independent business activity. Different scholars have defined the term entrepreneur in a variety of ways. These scholars use different indices in defining the concept, owing to their different cultural, academic, environmental and social backgrounds. Osuala (2004) recognized entrepreneurs as those who possess a willingness to take risks while others stand to talk; identify opportunities to which others are blind and develop optimum confidence in themselves well beyond that of others. Nwachukwu (1990) viewed entrepreneurs as people, who have the ability to see and evaluate business opportunities, gather the necessary resources to take advantage of them and initiate appropriate action to ensure success. To Nwachukwu, an entrepreneur is a risk taker, a man who braves uncertainty, strikes out his own and through devotion to duty and singleness of purpose somehow creates a business and industrial activity where none existed before. Entrepreneurship according to Akpomi (2008) stimulates and promotes economy, while entrepreneurs are innovators and job creators. Accordingly, Amesi (2011) viewed entrepreneurship as a mission for self-employment and success achievement through creativity, which is the hope of many Nigerians in entrepreneurship businesses. Entrepreneurship is the ability to create and build something from practically nothing. It has to do with doing, achieving, and building an enterprise or organization, rather than just watching, analyzing, or describing one. It refers to the willingness to take calculated risks, both personal and financial, and then do everything possible to get the odds in your favour (Wikipedia, 2008). An entrepreneur is one who organizes and manages a business and assumes the risk of the enterprise. Entrepreneurs see opportunities, often where others only see obstacles, and they pursue these opportunities by finding ways to mobilize needed resources. From the perspective of the researchers, there is no much dissimilarity between entrepreneur and entrepreneurship, what appear to be different between the two concepts is that while entrepreneur is describing the person or the actor, entrepreneurship is talking about the actions, efforts, abilities, skills, process or sometimes the business unit itself. Based on this, entrepreneurs could be seen as the process by which individual on their own or inside organizations pursue opportunities without regard to the resources they currently control. The purpose of this study is to find out entrepreneurs success and creativity in business education.

Research Questions

Two basic questions answered in this study are:

1. What extent do entrepreneurs success depend on creativity?
2. What extent do business education promote entrepreneurs success?

Hypotheses

Only one hypothesis was tested at 0.05 level of significant. (1) There is no significant difference in the mean rating of entrepreneurs on creativity and business education as regards to business success. painstaking

Method

The study area was in four local governments in Rivers State. The design of the study was a survey research design. The population of the study was 818 entrepreneurs from four local governments in Rivers State. The sample for the study was 30 percent of the total population, given a total of 245 entrepreneurs. The sampling

techniques used was simple random sampling techniques. Data for the study was collected using an instrument (questionnaire) named Entrepreneurs Success and Creativity in Business Education Questionnaire (ESCBEQ). The ESCBEQ was a modified four point Likert scale, designed as High Extent = 4 points, Extent = 3 points, Low Extent = 2 points and No Extent = 1 point, with 15 question items to elicit answers to the research questions, part A of the instrument has three questions while part B has 12 question items which gave answers to the research questions posed in the study. Test-retest method was used to test the reliability of the items with face and content validity. The validity was done by six entrepreneurs other than those used for the study and a reliability co-efficient of 0.89 was obtained. Mean rating and standard deviation was used to analyze the research questions and t-test for large group mean was used to test the hypothesis.

Results

The results obtained from the study are shown on the tables below:

**Table 1: Extent Entrepreneurs Success Depend on Creativity
 (N = 245 and Midpoint = 2.50)**

S/n	Item	HE	E	LE	NE	Mean	S.D	Remarks
1.	Act of turning new and imaginative ideas into reality is essential.	117	105	22	1	3.38	0.66	Extent
2.	Permission to do things creatively by paying deaf ears to mockery and mimicry.	128	82	31	4	3.36	0.76	Extent
3.	Ability to find unique solutions is the key to success with creativity.	137	89	15	4	3.47	0.69	Extent
4.	Being creative enables entrepreneurs to more successfully manage business in new and ambiguous situations.	96	82	60	7	3.09	0.86	Extent
5.	Creativity is necessary in ability to find capital, team members or markets.	62	88	76	19	2.79	0.91	Extent
6.	Courage, ideas, mentoring and networking is part of creativity in entrepreneurial business.	106	86	36	17	3.15	0.92	Extent
Total Mean/S.D =						19.24	4.80	
Grand Mean/S.D =						3.21	0.80	

Table 1 shows the responses of the respondents as it relates to their mean rating on the extent entrepreneurs success depend on creativity. All the items in the table are positive to creativity. Item three in the table has the highest mean score of 3.47, followed by item one and two, with mean scores of 3.38 and 3.36 respectively. Other items in the table, like item six, four and five gave mean responses of 3.15, 3.09 and 2.79. This gave a total mean score of 19.24 and grand mean of 3.21. The responses of the respondents shows that entrepreneurs success depends on creativity to a moderate extent and that creativity is necessary in entrepreneurship business success.

**Table 2: Extent Business Education Promote Entrepreneurs Success
 (N = 245 and Midpoint = 2.50)**

S/n	Item	HE	E	LE	NE	Mean	S.D	Remarks
1.	Business education equip individuals with lifelong skills for entrepreneurial success.	99	116	17	13	3.23	0.80	Extent
2.	Business education encourages the beneficiary to acquire skills that fits into entrepreneurial business	149	74	14	8	3.49	0.75	Extent
3.	Element of business education knowledge that assist one in business success is necessary.	60	81	52	52	2.61	1.08	Extent
4.	Business education provides the entrepreneur with basic skills for success.	156	71	6	12	3.51	0.77	High Extent
5.	Knowledge of business education promotes attitudes and skills by needed entrepreneurs for success	139	73	24	9	3.40	0.81	Extent
6.	The entrepreneur needs all about business education to succeed in business.	29	29	84	103	1.93	1.01	Low Extent
Total Mean/S.D =						18.17	5.22	
Grand Mean/S.D =						3.03	0.87	

Table 2 shows the responses of the respondents on extent business education promotes entrepreneurs success. Items four in the table gave a high mean score of 3.51, followed by item two with mean score of 3.49 and item five with mean score of 3.40. This shows that the items in the table are very necessary as it relates to the extent business education promotes entrepreneurs success. Other two items in the table were also with positive response from the respondents, only item six gave a negative response of 1.93. The analysis in the table gave a total mean of 18.17 and grand mean of 3.03, this shows that business education promotes entrepreneurs success.

T-test of Difference between Entrepreneurs on Creativity and Business Education

Respondents	Mean	S.D	Num.	Df	Std. Error	T-Cal	T-Crit.	Remarks
Creativity	19.24	4.80	245	243	0.64	1.67	1.96	Accepted
Business Educ.	18.17	5.22						

Since the calculated T-value of 1.67 is less than the T-critical value of 1.96 at 0.05, the hypothesis is therefore accepted that there is no significant difference in the mean rating of entrepreneurs and that of their creativity and business education. It therefore means that creativity and business education is very necessary in entrepreneurially business success.

Discussion

The findings show that entrepreneurs were of the views that creativity and business education are necessary in business success. This finding is in agreement with Franken (2007) who designated that creativity is the tendency to generate ideas, alternatives or possibilities that may be useful in solving human problems. In agreement with Franken, Naiman (2007) portrays that creativity is the process of bringing something new into being, through the act of turning new and imaginative ideas into reality. Agreeing to the views of Franken and Naiman, Amesi (2011) revealed that creativity in entrepreneurial success requires whole-brain thinking; right-brain imagination, artistry and left-brain intuition, including left-brain logic and planning and entrepreneurs who succeed in business creative art do not listen to criticisms and cajole. Amaewhule (2000) detailed that business education encompasses knowledge, attitudes and skills needed by all citizens in order to effectively manage their personal business and economic system. In Agreement with Amaewhule, Aina (2002) exposed that business education is an embodiment of vocational knowledge and skills needed for not only entry-level employment and advancement in a broad range of business careers but also for business success. This implies that an element of business education knowledge is needed for entrepreneurs to succeed

in business. Business education and creativity as we all know is necessary in any business growth and success, without creativity in business, the entrepreneurs' products or business remains odd as it will not be compared to that of the entrepreneurs counterparts who applied the knowledge of creativity and business education. Being creative enables entrepreneurs to be more successful and manage their businesses in new and ambiguous situations. This indicates that without the ability to handle the pressure that uncertainty brings failure upon an organization; the entrepreneur may lose sight of his or her purpose. It is necessary to state that entrepreneurs, who are successful in their business, are usually confidence in themselves in their ability to find capital and make success. This finding is however strengthened by emphasis made by Hart (2003), Yang (2007) and Amesi (2011) that creativity cannot be complete as characteristic of successful entrepreneurship without going through courage, ideas, mentoring, networking, and collaboration. The researchers confirm on this finding that ability to be creative in entrepreneurship business is the most exciting thing that make an entrepreneur to be successful in business and it is also necessary for entrepreneurs to work through the step of building a business organization from the ground to the top and not from the top to bottom.

Conclusions/Recommendations

Based on the findings of the study and data analysis relating to Entrepreneurs Success and Creativity in Business Education, it was concluded that the developed ESCBEQ is a valid and reliable rating instrument that could be used in assessing entrepreneurs success and creativity in business education. Where new creativity and business education are constantly applied, entrepreneurs in business will never regret going into entrepreneurial business. Creativity in business is very necessary and essential as it helps in sharpening the view and ideas of the entrepreneurs. Consequent upon the findings of this study, discussions and conclusions drawn there from, the researchers proffer the following recommendations, which should be beneficial to entrepreneurs and the masses.

1. Entrepreneurs who succeeded through creativity and business education knowledge should educate those not applying creativity as it is essential in business success.
2. Entrepreneurs with business education knowledge should try and encourage their counterparts without business education knowledge to try and acquire it as it promotes business success.
3. Enlightenment campaign about business education and creativity in business success should be carried out seriously by entrepreneurs who used them to succeed.
4. Importance of creativity in business success should be made public by both entrepreneurs and non-entrepreneurs.
5. The need for business education knowledge in any form of business should be made known to not only the entrepreneurs but also to the populace.

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