



Attitudinal Assessment of Youth Technopreneurial Engagement in Olukayode Market, Akure Metropolis

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Abstract: Objective: The study examines the attitudinal assessment of youth technopreneurial engagement in the olukayode market, Akure metropolis. **Approach:** The study adopted a survey research design with a population of (243) registered technopreneurial Micro, Small and Medium Enterprises (MSMEs) in Ondo State Ministry of Commerce and Industry. The sample size of the study was (152) using the Krejcie and Morgan sample technique to select the sample size. A primary source of data was used to elicit the data through the administration of a questionnaire. Crambach's alpha coefficient value of 0.808 indicates that the instrument is acceptable. The method of data analysis used was simple percentage, descriptive and factor analysis to test the research questions. **Results:** The findings revealed that unemployment remain the major factor that motivated the youths to engage in technopreneurship. Also, technopreneurial education enhances youth engagement as well as the socioeconomic status of technopreneurs revealed that there was low family income among the respondents while the technopreneurial services as predicted that majority of women engaged in the sales of computer than other technopreneurial businesses. **Implication:** The study concludes that information communication technology plays a positive significant role in enhancing the youths' technopreneurship engagement skills in Nigeria. **Value:** Based on these findings, the study, therefore, recommends that the government should be the driving force behind the country's technological entrepreneurship development. Also, the social investment funds should be adequately accessible for the youths, thereby reducing unemployment and increasing the economic growth of the country.

Keywords: Attitudinal Assessment; Youth Engagement; Technopreneurial Engagement; Entrepreneurship and Technopreneurial Services

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1. Introduction

The development of technopreneurship becomes imperative to the business community as it helps to improve the business processes, create job opportunities and increase the economic growth of any nation. This emergence of technological innovations has opened up new opportunities for youths in the area of repairs, sales of technology items and software engineer. Therefore, the increase in the unemployment rate in the country influences the entrepreneurial attitude of Nigerian youths, surrounded by an attitudinal mindset of an independent energetic person willing to take risks and, of course, undertake something innovative. This innovation visualises the opportunities; risk their money and wealth, combining resources in unusual ways to innovate the new products and services.

However, the roles of youths are critical to both developed and developing countries in terms of economic, social, and political development. Adesina and Eforuoku (2018) opine that any nation's economic and security strength is determined by the quality and strength of its youth. A resourceful youth equals a resourceful nation. It is the responsibility of young people to transform their country into an entrepreneurial nation. Therefore, the economic magnificence of a country is dependent on the fitness and desire of its youth (Hoque, Awang, & Siddiqui, (2017). Though, youth technopreneurship engagement cannot be discussed without mentioning entrepreneurship. As a result, entrepreneurship can be described as an individual's willingness and ability to seek out investment opportunities in a given environment and to successfully establish and run a business based on those opportunities (Aribaba, Ahmodu, Adedokun, Yusuff & Omada, 2019).

It is important to note that the emancipation of youth technopreneurial engagement does not occur in a vacuum; it is preceded by the attitude expressed by the youths and desire to engage in technopreneurship and become entrepreneurs (Akinwekomi, Obayelu & Afolabi, 2017). The term "youth" refers to the period between childhood and adulthood in this study. Youth are defined as those aged between 18 to 35 years old, with varying levels of education, social networks, ethnicity, and personality (United Nations, 2015; International Labour Organization, 2020). Thus, as the world moves toward artificial intelligence, technopreneurs play a critical role in transforming goods and services through technological advancement (Abbas, 2018; Koe, Mahphoth, Alias, Krishman & Arham, 2021). Therefore, the term technopreneur is a person whose business is in the realm of high technology or innovator and at the same time has a spirit of an entrepreneur. This could also be described as the process of delivering a product technologically or making use of technology in an innovative way to deliver its product to the consumer (Harsono, 2013). Thus, a well-blended and articulate entrepreneurship programme for youths prepares them for early entrepreneurship engagement.

It is the above exclusion and frustration of Nigerian youths and the situation of hopelessness in getting jobs that probably motivated the youths in Ondo State, to take advantage of the technological opportunity provided by the evolvement of the technological business to empower themselves using the platform of self-motivation entrepreneurship training. This study considers youth's self-motivation entrepreneurship training attitude as a new paradigm shift from the usual dependence on the government for the provision of paid employment. Motivation has been identified as one of the greatest factors that enhance the success of entrepreneurs. In light of this, the study specifically aimed at examining the attitudinal assessment of youth technopreneurial engagement. Hitherto, youths had the mentality that governments at all levels would automatically provide them with paid jobs whenever they conclude their tertiary educational programme. The socioeconomic factors that were observed to have a significant influence on the attitude of an individual were also determined.

2. Research Problem

One of the reasons that scholars have adduced to the cause of the dawdling growth of entrepreneurship in Nigeria is the government's lack of sincerity to follow the planned design of entrepreneurship programmes. This is to the extent that the government's inaction or long neglect of entrepreneurship development programmes has resulted in unimaginable social vices among the Nigerian youths. These vices include youth restiveness, street children menace, and militancy in the Niger Delta region of Nigeria, kidnapping in Southeastern Nigeria, area boys menace in Southwestern Nigeria and insurgency (*Boko haram*) in Northeastern Nigeria and lately cattle rustlings in Northwestern Nigeria. No region of the country is currently exempted from these menaces peculiar to the youths. The study of Koe, et al (2021) established that educational institution stakeholders should provide non-traditional technopreneurship curriculum and upgrade the technological facilities as the whole world is going into artificial intelligence. Meanwhile, to forestall the identified challenges, the government needs to be urged to create a favourable technological business environment and fund technopreneurship to avert insecurity in the country and increase entrepreneurship growth in Nigeria.

Youths were observed to be disenchanted with the high unprecedented rate of unemployment such that most of them prefer migrating to developed countries in search of 'greener pastures (Okorie et al., 2014; Okorie & Okorie, 2022). The study of Abdulgani, Mamangkiang and Islam (2016) warned the government about the heightening unemployment rate among the youths tagging the situation as either a 'time-bomb' waiting to detonate or a 'keg of gun powder waiting to explode. The high rate of youth unemployment births the vices mentioned above. The adage that says "an idle hand is the devil's workshop" consequently holds sway among the

Nigerian youths. According to Okorie and Okorie (2022), it was recognized that though Africa is experiencing profound economic growth, many Africans were not enjoying the benefits of the growth. He further buttressed the above claim using a 2021 World Bank report on Nigeria, which states that the country is displaying a puzzling contrast between rapid economic growth and quite minimal welfare improvements for much of the population.

Despite this consequence, the government and private sectors of the economy concerned with entrepreneurship development did not relent in their efforts to arrest the problems contributing to the low level of entrepreneurship growth. However, Dionco-Adetayo (2006) and Wiradinata (2014) opine that the youth viewed the escalating unemployment problems as an expression of the government's neglect to motivate the private sector of the economy. This was what probably informed some youths to 'cash in' on the opportunity of the invention of technological businesses, its sales, repairs, maintenance and other related businesses. This paper, therefore, carries out to outlines the possible factors that are motivating and influencing the attitude of the youths in technopreneurial engagement. It specifically identified the motivating factors of the potential youth in the technopreneurship. It also focused on establishing if external factors such as education and socioeconomic status interfere with the technopreneurial engagement of the youths.

2.1. Purpose of the Study

The study aimed at the attitudinal assessment of youth technopreneurial engagement in Olukayode Market, Akure Metropolis. The specific objectives are;

- i. to examine the motivational factors that influence the youth engagement in Olukayode Market, Akure Metropolis
- ii. to assess the impact of technopreneurship education on youth engagement in Olukayode Market, Akure Metropolis
- iii. to evaluate the influence of the socio-economic status of technopreneurs on youth engagement in Olukayode Market, Akure Metropolis
- iv. to examine how technopreneurial services predict youth engagement in Olukayode Market, Akure Metropolis

2.2. Research Questions

- i. To what extent does motivational factors influence the youth engagement in Olukayode Market, Akure Metropolis

- ii. What impact does technopreneurship education have on youth engagement in Olukayode Market, Akure Metropolis
- iii. How does socio-economic status of technopreneurs influence the youth engagement in Olukayode Market, Akure Metropolis
- iv. How does technopreneurial services predict youth engagement in Olukayode Market, Akure Metropolis

2.3. Empirical Review

Koe, et al, (2021) established that despite the strength of the telecommunications industry, youth technopreneurial engagement in technological businesses was high in the country. Some graduates want to work in their field of study, but unemployment forces them to engage in the technological business, and a lack of capital prevents them from selling and distributing, which drives the majority to technological repairs and maintenance. Youth technopreneurship engagement in any field would be beneficial to the economy. This is why efforts have been made to include youth technopreneurs, as their engagement would help create jobs and improve the nation's economy's growth (Watson, 2016; Twumasi, Jiang & Acheampong, 2019). However, the current governor of Ondo State recently demonstrated that empowering the youth through skill acquisition development programmes to an intended youth translates to economic gains and reduces insecurity in the state.

Information and communication technology (ICT) is critical in achieving technopreneurship because it facilitates the distribution of critical information for strategic plan improvement (Watson, 2016; Koe, Mahphoth, Alias, Krishman & Arham, 2021). Furtherance to the aforesaid, individuals who are highly motivated, technologically skilled, and competitive in general are critical to the growth of technopreneurship (Okorie et al., 2014). Youth with adequate information technology (IT) skills and real-world experience in establishing IT ventures during their studies are more likely to succeed in IT-related entrepreneurship (Wiradinata, 2014). Also, technopreneurial skills such as technical management skills and technical education were deemed necessary as a contributing factor to technopreneurship (Abdulgani, Mamangkiang & Islam, 2016).

The International Labour Organization (ILO, 2022) reported that Africa has the highest total and youth unemployment rates in the world, at 20.8 percent. Similarly, the National Bureau of Statistics (2022) reported that Nigeria's youth unemployment rate increased to 53.4 percent in Q4 from 40.84 percent in Q2. Mulema et al. (2021) found that rising youth unemployment is caused by a labour force that lacks a development plan, insufficient skills, lack of jobs, poor governance, and lack of foreign investors. Also, World Economic Forum (2022) described that youth

unemployment is caused by the lack of quality education that is relevant to labour market demands. Economic downturns and disillusioned millennials who have given up on finding meaningful work at a living wage are also sources of concern. Failure to engage youth in entrepreneurship programmes, on the other hand, may increase cultism, prostitution, youth migration, and kidnapping, as well as income inequality and the nation's unemployment rate.

Okorie and Okorie (2022) assert that the worst-case scenario is that technopreneurial programmes only "exacerbate a sense of exclusion and frustration," as opportunities are perceived to be unfairly distributed and out of reach for youths. He concluded that this could only lead to more violent protests against injustice and unfairness. This necessitated an investigation into the attitudes of young entrepreneurs in the Akure metropolis with a focus on the Olukayode Market. This market was chosen because it has the largest technopreneurial business market in the state, which is primarily focused on youths who have engaged in technopreneurship business and benefited from the following government empowerment programmes such as N-power Tech, Youth Enterprise with Innovation in Nigeria (YouWin), Youth Employment and Social Support Operation (YESSO) are some of the programmes designed to reduce unemployment.

3. Methodology

The research design method used for this study is a survey research with a population of two hundred and forty-three (243) technopreneurs in Olukayode Market, Akure Metropolis. The sample size of One hundred and fifty-two (152) respondents was selected through the Krejcie and Morgan sampling techniques to select the sample size from the respondents. The Krejcie and Morgan sampling technique formula are: $S = X^2NP (1-P) / d^2 (N-1) + X^2P(1-P)$. The close-ended questionnaire was used as the instrument for data collection designed by the researcher on a scale of 4 points Likert. Cronbach Alpha reliability test was used to determine the internal consistency of the instrument. The instrument revealed a coefficient of 0.808 which is acceptable. The method of data analysis used was descriptive and correlation statistics to test the hypotheses.

3.1. Results and Discussion of Findings

Table 1. Demographic Characteristics of Respondents

Items	Classification of Items	Frequencies	Percentage (%)
Gender	Male	122	80.3
	Female	30	19.7
	Total	152	100.0
Age Bracket	Below 18	23	15.1
	19 – 24	34	22.4
	25 – 30	68	44.7
	31 – 35	25	16.4
	36 and Above	2	1.3
	Total	152	100.0
Work Experience	Below 5	29	19.1
	6 – 10	47	30.9
	11 – 15	52	34.2
	16 – Above	24	15.8
	Total	152	100.0

Source: Author's Computation/Field Survey (2022)

Table 1 describes the characteristics of the respondents. It also revealed the frequency and percentages of the demographic characteristics of the 152 respondents. Out of the total aggregate respondents, 122 (80.3 percent) were male and 30 (19.7 percent) were female, according to the item classification. According to the table, 23(15.1 percent) of the respondents were under the age of 18; 34(22.4 percent) of the respondents were between the ages of 19 - 24 years; 25(16.4 percent) of the respondents were between the ages of 31 - 35 years, and 2(1.3 percent) of the respondents were 36 years or older among the youth technopreneurs engaged in Olukayode market Akure. It also depicts the work experience categorization of youth technopreneurs, with 29(19.1 percent) respondents being 5 years or younger, 47(30.9 percent) respondents having 6 - 10 years of experience, 52(34.2 percent) respondents having 11 - 15 years of experience, and 24(15.8 percent) respondents being 16 years or older. Furthermore, according to the respondents, 39(25.7 percent) of respondents were engaged in phone repairs, 55(36.2 percent) of respondents were engaged in the sales of accessory, 43(28.3 percent) of respondents were engaged in mobile phone sales only, and 15(9.9 percent) of respondents were engaged in software engineering. The respondents chose based on their demographic classification. Furthermore, the survey respondents' opinions are understandable.

Research Question 1: To what extent does motivational factor influence the youth engagement in Olukayode Market, Akure Metropolis?

Table 2. Mean Analysis of the Motivational Factors Influencing the Youth to Engage in Technopreneurship in Olukayode Market, Akure Metropolis

S/N	Factors	4	3	2	1	Mean
1	Unemployment	27(17.8)	59(38.8)	49(32.2)	17(11.2)	2.37
2	Career choice	34(22.4)	59(38.8)	53(34.9)	6(3.9)	2.20
3	Job security	43(28.3)	54(35.5)	48(31.6)	7(4.6)	2.13
4	The flexibility of the work schedule	44(28.9)	52(34.2)	53(34.9)	3(2.0)	2.10
5	Financial benefits	39(25.7)	55(36.2)	43(28.3)	15(9.9)	2.22

Key: 4 – Strongly Agree, 3 - Agree, 2 - Disagree, 1 – Strongly Disagree. **Note:** Figures in parentheses are row percentages. The targeted mean value (2.20)

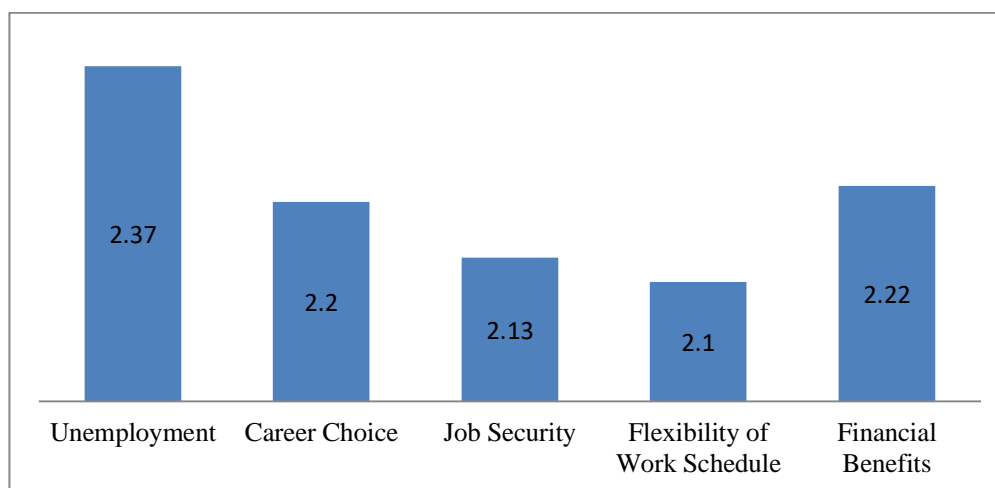
**Figure 1. Frequency of Motivational Factors on Youth Engagement**

Table 2 and figure 1 depicts the respondents' frequencies, percentages, and mean value based on how each factor influenced their attitude toward youth entrepreneurial engagement in Olukayode Market, Akure Metropolis. Unemployment, career choice, and financial benefits were rated higher as motivational factors influencing the attitude of youth to engage in technopreneurship in the state with the mean values of (2.37; 2.20, and 2.22) respectively. It was also discovered that there was no job security or flexibility in work schedules with a mean value of (2.13 and 2.10) which prompted some young people to start their businesses. This demonstrates that unemployment and financial benefits are one of the major factors that motivated youths to diversifying into technopreneurial businesses as one of the most recent significant motivators that influence the attitude of youths. This was corroborated with a chat displaying how the respondents agreed on the individual factors. Other factors may also play a significant role in youth attitudes toward technopreneurial engagement, with a particular focus on Olukayode Market, Akure Metropolis. The findings supported by previous research studies such as

Okorie et al. (2014), Wiradinata (2014) and Abdulgani et al. (2016) that unemployment and the financial benefits enable the youths to engage in technopreneurship effectively. This is inextricably linked to entrepreneurship because it prepares entrepreneurs for the Fourth Industrial Revolution (IR 4.0), which emphasises the use of technology in the workplace. This was most likely what influenced some youths to ‘cash in’ on the opportunity of technopreneurship engagement in the sales of mobile phone business and other related businesses. Education stakeholders are also aware of the importance of ICT if they wanted to pursue technopreneurship, as it is intricately related to ICT. Furthermore, it was observed that there was a positive and significant effect of youth motivational factors on technopreneurship engagement in Nigeria. As a result, the study discovered that youth believes they were motivated to engage in technopreneurship and use it in a manner that will be beneficial to them.

Research Question 2: What impact does technopreneurship education have on youth engagement in Olukayode Market, Akure Metropolis

Table 3. Analysis of the Significant Impact of Technopreneurship Education on Youth Engagement in Olukayode Market, Akure Metropolis

Youth Engagement	Technopreneurship Education		F-Value	P-Value
	Formal Education	Informal Education		
The volume of Technological Sales	2.21	1.57	1.887	0.161
Level of Brand Awareness	2.29	1.49	1.101	0.340
Product Brand Qualities	1.93	1.62	1.251	0.294
Customers Loyalty	2.14	1.68	0.192	0.826
Installation, Service and Repairs	2.21	1.57	0.320	0.727

Key: 4 – Strongly Agree, 3 - Agree, 2 - Disagree, 1 – Strongly Disagree.

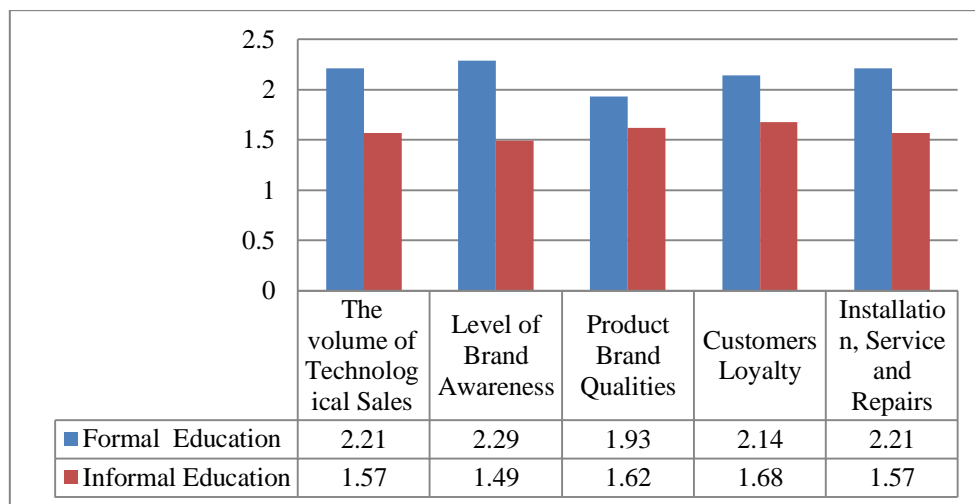


Figure 2. Technopreneurship Education and Youth Engagement

Table 3 and figure 2 shows the significant impact of the respondents sampled on technopreneurship education and youth engagement in Akure. According to the findings, the mean relationship, F-value, and P-value of technopreneurship education (Formal education and Informal education) and youth engagement activities (Volume of technological sales) are significant because the greater the F-value (1.887) over the P-value (0.161), the variables are significant. This assumes that all of the variables' combined effects are interrelated. Furthermore, the significant impact of F-value and P-value between technopreneurship education (Formal education and Informal education) and youth engagement activities (Level of Brand Awareness and product brand qualities) indicates that both variables are interconnected, with values of (F=1.101; 1.251 and P=0.340; 0.294).

There was, however, a low significant impact between technopreneurship education (Formal and Informal education) and youth engagement activities (Customers Loyalty and Installation, Service and Repairs), with F-values (0.192 and 0.320) and P-values (0.826 and 0.727) respectively. This indicates that not all the youth engagement activities are related with technopreneurship education, as reported from customers loyalty and installation, service, and repairs, which were part of the youth engagement activities adopted and reveal a negligible impact with formal and informal education. The finding alluded to Okorie and Okorie's (2022) position, that Africa is experiencing profound economic growth and their youths are unemployed but many Africans are not reaping the benefits of the growth thus, technopreneurship education is the only way to reduce unemployment and increase economic growth. This was informed by Mulema et al (2021) finding that rising youth unemployment is caused by the government that lacks a development plan for the youths. Though, the role educational institutions play in the lives of youths cannot be underestimated.

As a result, it is well known that entrepreneurship courses can significantly increase youth technopreneurial engagement.

Research Question 3: How does socio-economic status of technopreneurs influence the youth engagement in Olukayode Market, Akure Metropolis

Table 4. Mean Analysis of the Socio-Economic Status of Technopreneurs toward Youth Engagement in Olukayode Market, Akure Metropolis

S/N	Socio-Economic Factors	4	3	2	1	Mean
1	Educational attainment	42(27.6)	50(32.9)	45(29.6)	15(9.9)	2.22
2	Family Income Status	47(30.9)	80(52.6)	17(11.2)	8(5.3)	1.91
3	Family Perception	32(21.1)	51(33.6)	62(40.8)	7(4.6)	2.29
4	Social Stratification	51(33.6)	69(45.4)	23(15.1)	9(5.9)	1.93
5	Occupational Prestige	42(27.6)	52(34.2)	53(34.9)	5(3.3)	2.14

Key: 4 – Strongly Agree, 3 - Agree, 2 - Disagree, 1 – Strongly Disagree. **Note:** Figures in parentheses are row percentages. The targeted mean value (2.00)

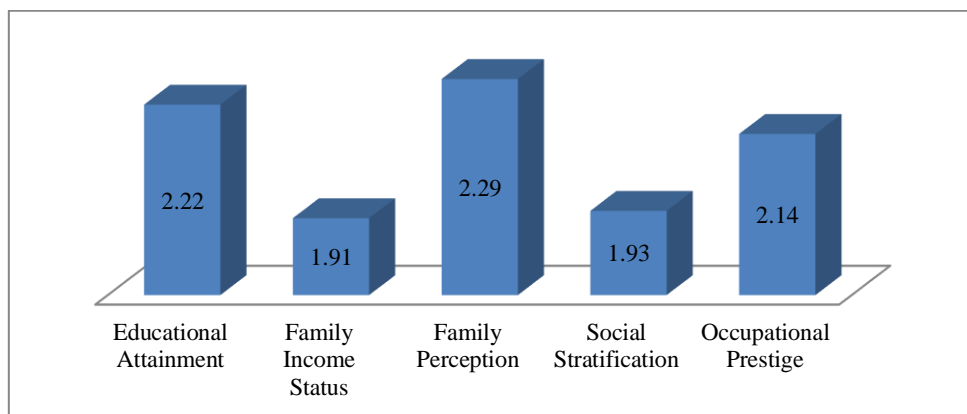


Figure 3. Socio-Economic Status of Youth

Table 4 and figure 3 displays the respondents’ frequencies, percentages, and mean value based on how each factor influenced their attitude toward youth technopreneurial engagement in Olukayode Market, Akure Metropolis. The mean revealed that educational attainment, family perception, and occupational prestige were rated higher because they agreed that these factors have a significant influence on technopreneurial engagement, with mean values of (2.22; 2.29; and 2.14). It was also discovered that the respondents have low family income and social stratifications, resulting in low mean performance and a high frequency and percentage of respondents. This depicts the socioeconomic status of youths to technological engagement in the mobile phone business, with a mean value of (1.91 and 1.93). Based on this statistical finding, it was affirmed that socio-economic status of youth has significant influence on technopreneurial engagement. The finding

supported the conclusion of Koe, et al, (2021) that despite the strength of the telecommunications industry, the socioeconomic status of youth in technopreneurial engagement specifically in the area of mobile phone business was high in the country. The submission of Twumasi, Jiang and Acheampong (2019) also supported the efforts made to include youth technopreneurs, as their engagement would help create jobs and improve their socioeconomic status.

Research Question 4: How does technopreneurial service predict youth engagement in Olukayode Market, Akure Metropolis

Table 5. Analysis of Technopreneurial Services and Youth Engagement in Olukayode Market, Akure Metropolis

S/N	Technopreneurial Services	Youth Engagement		N	Standard Deviation	Mean
		1, f(%)	2 f(%)			
1	Repairs and Maintenance	36(29.51)	03(10)	39	.409	1.21
2	Sales of Technological Accessories	43(35.25)	12(40)	55	.417	1.22
3	Computers	32(26.23)	11(36.67)	43	.374	1.16
4	Software Engineers	11(09.02)	04(13.33)	15	.414	1.20
	Total	122(100)	30(100)	152	100	

Key: 1 – Male, 2 - Female

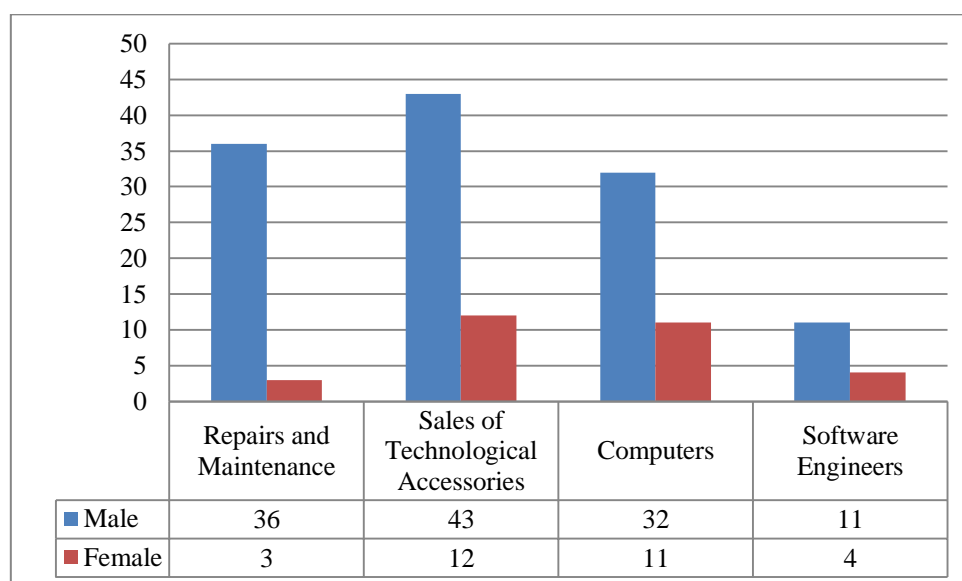


Figure 4. Frequency of Gender Technopreneurial Services Engagement

Table 5 and figure 4 show the frequencies, percentage, standard deviation and mean value of technopreneurship service and youth engagement characteristics. The statistical findings explore how technopreneurship services predict the youth

engagement according to the genders in Olukayode Market, Akure Metropolis. The frequency of technopreneurship service revealed that 36(29.51%) were male and 03(10%) were female that took part in the repairs and maintenance services, the sales of technological accessories of 43(35.25%) were male and 12(40%) were female respectively. The frequency of youths that engage in computer services are 32(26.23%) were male and 11(36.67%) were female while the software engineering services are 11(09.02%) were male and 04(13.33%) were female. Based on the mean statistics, it was inferred that men and women focus more on computer services than other technological services as predicted by their mean statistics. Wiradinata (2014) supported that men are endowed with adequate information technology (IT) skills and real-world experience in establishing IT ventures than women and they are more likely to succeed in IT-related entrepreneurship business than women. Thus, the findings affirmed that the type of technopreneurial services determine their gender engagement in the study area.

4. Conclusion and Recommendations

The study concluded that information communication technology plays a significant role in enhancing the youth's technopreneurship skills in the country. The male youths were more involved in technopreneurship than female youths. This indicated the factors that motivate the youths to engage in technopreneurship business, which include the ability of a business to support their education and make them self-employed in the face of a high unemployment rate. However, it thus concluded that there is a lack of start-up funds to launch their technological business. Therefore, technopreneurship represents a paradigm shift among Nigerian youths who were previously reliant on government or corporate organisations for job placement. It's also concluded that technopreneurship business necessitates youth innovation and creativity which diverts attention away from the country's youth crime and insecurity problems. Technopreneurship has more benefits for Nigeria in terms of poverty reduction, gainful employment, and dealing with insecurity.

Based on the findings, the study, therefore, recommended that the government's role in developing technopreneurs should also be emphasised. The government should be the driving force behind the country's technopreneurship development. Building a marketable environment and establishing strategic and directive policies to promote technopreneurship. Educational institutions and the government should also implement strategies such as providing a technopreneurship curriculum, upgrading the existing technological facilities, creating a conducive business environment, providing technopreneurship funding, and developing competitive technopreneurship hub for the youths to necessitate additional efforts from educational institutions. Nigerian government should encourage and fulfil their social role of providing start-up funds to deserving youths as a means of addressing

employment challenges. It should constantly instil the entrepreneurial spirit in young people through entrepreneurship empowerment programmes to make them self-sufficient. This will bring the government closer to the people it governs.

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