



Gbadebo Olubunmi Adejumo

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

Creativity, Innovation and Entrepreneurship: An Analysis
of New Firm Formation



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Gbadebo Olubunmi Adejumo

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In most countries, regions and sectors, the majority of business owner/managers are male (from 65% to 75%). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business. Although there are no official statistics relating businesses to the gender of their owner/manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship. Women entrepreneurs do not operate in isolation. They work under the same macro, regulatory and institutional framework as their male counterparts. However, it is necessary to dig deeper in order to understand the gender biases embedded in society which limit women's mobility, interactions, active economic participation and access to business development services. The business environment for women also reflects the complex interplay of different factors that ultimately result in the disadvantaged status of women in society. Women in Nigeria remain far behind men in enjoying basic human rights, let alone participating with men on an equal footing in economic activities.

It may therefore be worthwhile to examine the macro picture in which the women operate before we start focusing on women entrepreneurs in Nigeria. Nigeria is today amongst the poorest, least literate and least gender sensitive country. One third of people in Nigeria live in absolute poverty and the country has some 200 million illiterate adults and approximately 80 million malnourished children. Women form the majority of these.

There have been various studies on the determinants of entrepreneurship. Part of the romanticism of entrepreneurship is the thought that entrepreneurs are creative, innovative, go-getters, risk takers, driven. All of that implies a high self-esteem and motivation. In reality, having a clear understanding of creativity, innovation and entrepreneurship allows managers of institutions and corporations, as well as individual, manage each area differently to get the best results. This book presents innovative practices of leaders in business creativity and innovation not followers. The good thing about them is that they are all women. The lesson to be learnt in this book include the fact that all problems are opportunities, and the larger the problem, the grander the opportunity. Readers will discover the reason why it is necessary to get people out of their comfort zone in order to encourage creative problem-solving.



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