



PROMOTING ECONOMIC DEVELOPMENT THROUGH ENTREPRENEURSHIP COMMUNICATION

Bieni Victor Emenike

Department of Mass Communication

Faculty of Arts

University of Nigeria (UNN), Nsukka,

Phone: 08165818835; Email: victorbieni@gmail.com

ABSTRACT

This study explores the role of communication strategies in fostering entrepreneurship and driving economic growth in South Eastern Nigeria. The primary objectives are to assess the impact of effective communication strategies on entrepreneurship and identify barriers hindering the use of communication channels, and evaluate the effect of context-specific communication frameworks on enhancing visibility and market expansion. Anchored on Human Capital Theory, the research employs a descriptive research design with a mixed-methods approach, utilizing both qualitative and quantitative data. Primary data was collected through structured surveys and interviews with entrepreneurs, business owners, communication experts, and policymakers, while secondary data was sourced from academic databases and government publications. The sample size of 304 respondents was determined using the Taro Yermani formula. Data analysis was performed using descriptive statistics, linear regression analysis, and t-test statistics with the aid of SPSS and Excel. The study found that communication strategies are perceived as critical to entrepreneurship success, more so than entrepreneurship itself, and that significant barriers such as infrastructure challenges, digital literacy gaps, and high costs hinder effective communication in underserved areas. The study recommends that entrepreneurs prioritize tailored communication strategies, invest in improving infrastructure and digital literacy, and that entrepreneurial training programs address existing communication and digital literacy gaps to enhance economic development.

Keywords: Communication strategies, entrepreneurship, economic development, Human Capital Theory, digital literacy, infrastructure challenges.

Introduction

Entrepreneurship is universally acknowledged as a critical engine for economic development, driving innovation, creating jobs, and fostering wealth generation. It addresses inefficiencies in economic systems by offering scalable

solutions to pressing societal needs and catalyzing growth through novel approaches (Gupta & Patel, 2023). Effective communication plays a pivotal role in amplifying the impact of entrepreneurship by enhancing access to information, improving business collaboration, and facilitating



market entry. This study examines how entrepreneurial communication strategies influence economic development, particularly in shaping entrepreneurial ecosystems and fostering sustainable growth. In developing economies, the transformative impact of entrepreneurship has garnered heightened attention. Recent scholars, such as Birchall (2023) and Demirgüç-Kunt et al. (2022), argue that well-communicated entrepreneurial initiatives can contribute significantly to structural economic transformation by enabling small and medium enterprises (SMEs) to thrive and reducing unemployment. This study builds upon contemporary literature to explore the dynamic relationship between entrepreneurial communication practices and economic development, with a focus on emerging economies.

Economic development depends on nurturing innovation and creativity within societies, with entrepreneurship serving as a cornerstone of this process. Historically, entrepreneurship has been closely linked to industrial growth, job creation, and regional development (Smith & Johnson, 2023). Gupta and Patel (2023) assert that entrepreneurship acts as a transformative force in transitioning economies by fostering industrial diversification and introducing cutting-edge technologies. Communication, as a strategic tool, underpins this transformation by facilitating knowledge dissemination and fostering networks that enhance entrepreneurial success.

The interplay between entrepreneurship and economic development has been extensively studied. Brown et al. (2022) highlight the necessity of creating an enabling environment for entrepreneurship through strategic communication and effective policymaking. Initiatives such as promoting access to information, reducing bureaucratic bottlenecks, and fostering multi-stakeholder collaborations have proven particularly impactful, especially in resource-constrained environments like developing countries.

Effective entrepreneurial communication also promotes inclusivity by engaging marginalized groups and encouraging their participation in economic activities. Studies by Birchall (2023) and ICA (2023) indicate that inclusive communication strategies help bridge economic disparities, driving sustainable growth. Moreover, Gupta and Patel (2023) emphasize that communication strengthens global entrepreneurial ecosystems by facilitating the exchange of best practices and innovations across borders.

Statement of the Problem

The problem addressed in this study lies in the underutilization of effective communication strategies in fostering entrepreneurship as a key driver of economic development in Nigeria. Despite the growing recognition of communication's role in promoting entrepreneurship, particularly through digital tools and AI integration (Okoro & Onwuka, 2023; Adebayo & Smith, 2023), there remains a lack of comprehensive frameworks that tailor communication