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IMPORTANCE OF ELECTRONICS IN FOSTERING COMMUNICATION IN ENTREPRENEURSHIP FOR ECONOMIC DEVELOPMENT IN NIGERIA

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ABSTRACT

Electronics has made it possible that entrepreneurship can technologically be promoted through electronic-based communication. The paper was a discussion on the importance of electronics in fostering communication in entrepreneurship needed to fight unemployment for economic development in Nigeria. Issues discussed in the paper were: application of electronics in communication, issue of economic development in Nigeria, necessity of entrepreneurship in Nigeria, utilization of electronics for communication in entrepreneurship. The paper explained that: there is poor economic development associated with massive unemployment in Nigeria, and entrepreneurship is greatly needed to boost economic development in the nation. The paper also explicated that application of electronic-based communication can boost entrepreneurship for economic development because it can be utilized to: store and retrieve information, increase work productivity, foster acquisition of entrepreneurial education, enhance security in business enterprise. In the paper, recommendations and conclusion centered on encouraging the utilization of electronics in promoting communication in entrepreneurship useful for economic development in Nigeria.

Keywords: electronics, communication, unemployment, entrepreneurship, economic development, Nigeria

Introduction

Unemployment is among the problems that face Nigeria as a developing nation. It is a disturbing situation because it leads to retardation of economic development. Economic development pertains to generation of income to ensure decent and comfortable living.

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A way to foster economic development in this period of unemployment is embarking on economic empowerment of people through engaging in entrepreneurship. Effiom (2017) stated that operationally, entrepreneurship is to explore and exploit investment opportunities, establish and manage a successful business enterprise based on educational skills a person or persons willingly and ably acquired.

Fostering entrepreneurial activities requires effective communication. Communication is generating, transmitting and receiving of information and knowledge (Chukwuebuka-Nwosu & Okpoko, 2024). Usually, activities in human society are fostered through meaningful communication. In this modern era characterized by science and technology, communication for entrepreneurial skill development can be enhanced using electronics. Electronics pertains to use and passage of electrical charges (ie electricity) in semiconductor material; it involves the use of computer and telecommunication devices (Amechi, Chukwulobe & Nwosu, 2016).

Statement of Problem

An unfortunate situation in Nigeria is that many people, mostly tertiary institution young graduates, are unemployed in income-yielding jobs. The unemployment issue is a socio-economic problem that indicates poor utilization of human capital and such negatively affects economic development. To ensure economic development in era of unemployment, there is need to encourage entrepreneurship.

Entrepreneurship is a business activity that needs effective communication. In this 21st century, a technological means needed to promote communication useful in entrepreneurship is the use of electronics such as telecommunication systems (like telephone, radio and television), computer and the Internet. The problem of this paper is to discuss how electronics can promote communication for enhancement of entrepreneurship needed for economic development in the nation.

Purpose of the Study

The general purpose of this study is a discussion on how electronics can be useful for communication in entrepreneurship needed in Nigeria for economic development. Specifically, discussions of this study will focus on:

- Application of electronics in communication
- Issue of economic development in Nigeria
- Necessity of entrepreneurship in Nigeria
- Utilization of electronics for communication in entrepreneurship

Theoretical Framework

This study is hinged on the theory propounded in 1962 by Marshall McLuhan known as Technology Determinism. The theory of technology determinism as regards

media technology is concerned with how human society is influenced by the nature of technology existing. The theory states that media technology determines how various people in a society think, feel, act, and how society acts when there is change from one technological age to another (McLuhan, 1962).

Technology determinism theory focus on the idea that emergence and presence of technology causes social change. The theory emphasizes that development of the social structure and cultural values is determined by technological advancement. For instance, in this modern era characterized by existence of electronic technology, communication is mostly electronically carried using electronic devices like mobile phone and the Internet. The presence of electronics has resulted that, in this 21st century, letter writing on a paper has reduced while there is high increase in communication using electronic devices.
As regards to this study, the theory of technology determinism implies that:

- The presence of electronics in this modern era can have effect on the style of communication needed in entrepreneurship.
- Entrepreneurs should be knowledgeable and skillful enough in the use of electronics for business communication

Application of Electronics in Communication

Electronics is a scientific term that pertains to utilization of electricity. Nwosu (2016) explained that electronics is a branch of current electricity that is concerned with vacuum and gas filled devices as well as semiconductors; in this modern era, electronics is majorly concerned with semiconductor (a material that has its ability to conduct electricity lying between that of conductor and insulator) and flow of electrical charge through it. Electronics is so valuable that it has positively influenced activities in modern human society as can be seen in the use of electrical devices like telephone, television, radio, calculator, computer, audio amplifier, digital clock, photocopier, video machine and memory card that are beneficial in the society.

Electronics can be employed in the act and process of communication. Communication is inevitable for meaningful activities in human endeavour. Orji in Chukwuebuka-Nwosu and Okpoko (2024) pointed out that communication is an act that enable people use noise, signal, touch, etc manifest their thought and feeling or exchange information. Communication is a process by which human beings use symbols, codes, and languages understandable by the parties involved in the process in expression of goals, needs, desires, sentiments, and emotions (Nkereuwem, in Chukwuebuka-Nwosu, 2023). Communication is the exchange of ideas, opinions, feelings between a source and a receiver (Akakwandu, 2012).

Communication that makes use of electronic technology can be termed electronic-based

communication; and it is a technology that is popular and valuable in this modern period. Inyiama cited in Nwosu, Ezeilo and Onwughalu (2015) acknowledged that electronic technology has revolutionized communication such that important development in electronic communication has affected the manner education, business, administration, and government is handled in the third millennium.

An aspect of communication that involves the use of electronics is telecommunication. Telecommunication is a kind of communication whereby electromagnetic wave is used in dissemination of information over long distance using devices like radio receiver, television, telephone and satellite. Nwosu and Chukwuebuka-Nwosu cited in Amechi, Chukwulobe and Nwosu (2016) pointed out that telecommunication is advantageous for it breaks the physical barriers of distance and then allow sending of information to large audience irrespective of space and time.

Another aspect of electronic-based communication is the use of computer to process (empowered by program installed in it) data and information with high speed to produce an accurate output result. The utilization of computer for data and information processing makes works less difficult and stressful. Ezeife and Amechi (2021) acknowledged that computer has interesting features that prompted its great use as an electronic product with technological value.

Integration of computer and telecommunication brought about emergence of Information Technology (IT). A popular product of IT is the "International Network" (Internet) that has enabled communication from any part of the world. Ibenta cited in Nwosu, Ezeilo and Onwughalu (2015) observed that the once very rigid and unbreakable boundaries of national and regional market have been turned into global electronic village on the eve of twenty-first century as a result of existence of computers and telecommunication. Inyiama cited in Amechi, Chukwulobe and Nwosu (2016) averred that Internet has brought about that people can electronically communicate with one another with ease from any part of the globe and its use facilitates socio-economic activities.

It can be understood that electronic-based communication is associated with Information and Communication Technology (ICT). Information and Communication Technology is a scientific way and process of gathering, storing, processing and transmitting data and information in different ways, mainly in electronic forms, for the good of man (Chukwuebuka-Nwosu, 2023). Based on its value, electronic-based communication can be utilized in area of economic development in Nigeria.

Issue of Economic Development in Nigeria

Expectations of the masses in a nation mainly centered on experiencing of development. Ezeilo, Chukwulobe and Jaja (2013) asserted that historical story of mankind is a continual effort to achieve better living condition and so nations aspire for development. A prominent aspect of development is economic development. It is concerned with poverty reduction and increase in income such that people in a nation can experience good living condition. Such development involves provision of life basic needs life like food, clothing, shelter and health.

Unfortunately, Nigeria is a nation where a lot of people are not in good living condition and are not engaged in jobs to earn income for a living. In the past, Nigeria has engaged in developmental strategies in an effort to ensure economic development, of which one of them was vision 20:2020 aimed at placing Nigeria, by the year 2020, among the top 20 nations of the world with leading economies. Otu, Charles and Akpabio in Ezeilo, Chukwulobe and Jaja (2013) pointed out that the purposes of the vision 20: 2020, among other things, include enhancing wealth creation and fostering appreciable social and economic development in a friendly environment. Was the vision actualized? No; the economic situation in Nigeria is still in a mess! Akpoghomech, Ibageri and Adibe (2016) observed that the high rate of corruption in Nigeria has made the country to experience underdevelopment, impoverishment of its citizens, increased social disorder such as increased crime rate, sharp practices in the work place, absence of social amenities such as portable water, electricity, and good roads.

There is no doubt that Nigeria still has poor economy as evidenced by the populace still experiencing economic hardship, especially in this era of oil subsidy removal by the Federal Government. So, it is a matter of urgency for the populace to embark on economic development. Fighting economic hardship to ensure economic development demands economic empowerment. Economic empowerment pertains to ensuring that people are equipped to have means of generating income to experience and enjoy good standard of living. A means for people to be in a position of generating income for their economic wellbeing is embarking on entrepreneurship. Entrepreneurship is among the socio-economic activities which a powerful embrace on a value system that fosters science and technology in Nigeria, to make people creative and innovative, will promote (Nwosu, Nnabuenyi & Igwe, 2015).

Necessity of Entrepreneurship in Nigeria

It is an undesirable situation that large number of people in Nigeria, mainly the youths who graduated from higher institutions, are unemployed in civil and public services. The unemployment situation is a serious emotional and socio-economic problem in Nigeria for it has

subjected a lot of the populace to suffering and participation in immoralities like robbery, fraud, kidnapping and murder that retard economic development. Onyishi (2015) asserted that unemployment could lead to frustration which could subsequently lead to suicide if the situation persists and could cause a graduate who is idle engage in armed robbery or prostitution as a result of idle mind.

To overcome the painful effect of unemployment for manifestation of economic development, promotion of entrepreneurship is necessary in Nigeria. Nwosu, Nnabuenyi and Igwe (2015) opined that time has come for Nigerians to build strong orientation towards entrepreneurship by focusing on being job creators than being job seekers. Abubakar in Ezeife and Amechi (2021) acknowledged that entrepreneurship is a means to remedy poverty and painful unemployment state in the nation.

What is entrepreneurship all about? Simply stated, entrepreneurship deals with creation of self-employed job for provision of goods or services that will yield income to the provider known as the entrepreneur. According to Nwosu, Nnabuenyi and Igwe (2015), entrepreneurship borders on self-reliance for it is establishment of business in which one works as self-employed person for the purpose of making a living and solving people's needs. Entrepreneurship is an avenue for people to avoid idleness that usually leads to devilish acts but engage in jobs that yields income needed to solve various needs (Okoli & Nwosu, 2021). To foster entrepreneurship for economic development in this era greatly influenced by advancement in technology, the use of electronics can be of great value.

Utilization of Electronics for Communication in Entrepreneurship

In this 21st century, characterize with some advancement in science and technology, revolution of activities in human society has occurred by the utilization of electronics. Electronics can be useful in economic development by its application in communication that can boost entrepreneurship. It is well known that communication is concerned with generation or exchange of information. The use of electronics makes it possible to have information associated with entrepreneurship that can: be stored and retrieved, increase productivity, offer educational value and provide security.

Entrepreneurship, as part of human activity, operates with information. With the use of computer, as an electronic device with high memory capacity, information can be stored in the device, and later be retrieved for effective and efficient operations in the business enterprise. The storage potential of electronics can be observed in information technology, where creation of website in the Internet can enable storage of information that can boost entrepreneurship in a business organization. Nwosu (2016) pointed out that with a secured website, documentation can be made in the Internet such that destroyed

or lost important document in an organization can be retrieved for continuous operations in the organization.

Effective and efficient entrepreneurship requires high productivity. Productivity is the output resulting from a given resource input at a given time (Nwachukwu, in Ezeife & Amechi, 2021)). Productivity is high when there is economy of time and energy by performing a task in a short time with less energy (Nwosu, 2016). The use of electronics to process and transmit information can foster productivity in business enterprise. Computer is an electronic device that can process information at a fast speed and gives out accurate and reliable result, thereby enhancing productivity.

Utilization of computer in electronic-based communication can reduce stress and difficulty in works showing that the electronic device can be useful in technological and socio-economic development (Chukwuebuka-Nwosu & Okpoko, 2024). Ekemezie in Nwosu, Nnabuenyi and Igwe (2015) pointed out that the aim of using computer system is to increase productivity and solve problem very fast. Also, electronics, through the use of the Internet as the largest computer network in the world for global communication, has facilities (such as online phoning, e-mail, zoom) for fast and cheap means of increasing productivity by dismantling distance and boundaries in communication.

Electronics has educative value for it can act as a means for communication that will bring about acquisition of knowledge and skills needed in entrepreneurship. Okoli and Nwosu (2021) explained that electronic devices such as radio, television, phone, video machine can be used for intellectual empowerment in entrepreneurship. An entrepreneurial activity/programme can be broadcasted in radio and television or be videotaped and watched in a video machine for obtaining knowledge and skills in entrepreneurship. With the use of telephone, educative information useful for entrepreneurship can be communicated. Educative computer software containing information that pertains to entrepreneurship can be slotted into the computer to obtain certain knowledge and skills on entrepreneurship (Nwosu, 2016). Entrepreneurial knowledge and skills can also be obtained through browsing on the Internet.

Communication with the use of electronics can offer security value by protecting human and material resources concerned with entrepreneurship. It is possible to build an electronic system that can send security information to notify the presence of an unauthorized person/thief in a business enterprise. Internet, as an electronic communication system, can be employed for safeguarding of resources in entrepreneurship. Ezeife and Amechi (2021) acknowledged that Internet, as a communication medium, can serve as a means for security needed for protection of

resources connected with entrepreneurship by enabling communication without travelling, thereby reducing or avoiding travelling hazards. Electronic-based communication can offer security value for economic development by empowering people become entrepreneurs, thereby avoiding idleness and social vices that lead to insecurity. With electronics, the youths can become entrepreneurs working as operators of electronic-based system, computer programmers, electronic engineers/technologists, consultants in electronic-based activities, vendors of electronic products, and personnel resource in electronic-based organizations (Nwosu, Nnabuenyi & Igwe, 2015).

Recommendations

To appreciate and utilize the potentials of electronics in promotion of communication in entrepreneurship for economic development in Nigerian, it is recommended that:

- The media should broadcast programmes that will enlighten the masses on how entrepreneurship can be enhanced using electronic-based communication.
- The populace should have high ethical values so as to avoid illegal and immoral communication that can retard entrepreneurship and economic development.
- The Government, organizations and well-to-do individuals should give financial and moral support to entrepreneurs that are in dire need of electronic facilities in their business enterprise.
- Entrepreneurs should endeavour to have positive perception in utilization of electronics for communication that can boost entrepreneurship.
- Academic staff and school administrators should encourage adequate exposure of students - who are mostly youths - on the importance of electronics in enhancing entrepreneurship.
- People studying electronic-based disciplines should be serious in the study and diligently apply the education acquired for entrepreneurship.

Conclusion

It is unfortunate and painful that Nigeria as a developing nation is experiencing a socio-economic problem of massive unemployment, especially among youths that are graduates. Unemployment leads to emotional instability and immorality that can retard economic development. Nigeria should not allow unemployment to prevent her from achieving economic development. To ensure economic development in era of massive unemployment, it is very expedient to develop the spirit of job-creation and self-reliance by engaging in entrepreneurship.

In this modern era, boosting communication in entrepreneurship for economic development in Nigeria can technologically be done using electronics such as computer, telecommunication systems and Internet. Electronics is valuable in promoting communication in entrepreneurship because

it can: enable information storage and retrieval, increase productivity in business enterprise, serve as a medium for acquisition of entrepreneurial education and provide means for fostering security.

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