

# Infopreneurship: Values and Implications on Employment Sustainability of SMEs in Rivers State Nigeria

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**Abstract:** - Unemployment has become a norm in the contemporary economic stories of developing nations across the globe and some forms of entrepreneurial efforts are evolving to close the gap. It therefore becomes necessary to study the relationship between infopreneurship and employment generation and sustainability in Rivers State Nigeria. This study adopted a cross-sectional research design covering a population of all the registered small scale business owners and managers in Port Harcourt, which amounts to a total of six hundred and twenty (620) small scale businesses. The Multi-Stage sampling approach was employed: convenient sampling technique and simple random sampling technique to derive a sample size of 500 operators of internet businesses within the coverage area. Structured questionnaire was used to obtain primary data after it has been validated and tested for reliability using the Cronbach alpha to establish a reliability index of 0.76. Data gathered from the sampled respondents were analyzed using the Spearman rank order correlation coefficient which is presented with the aid of Statistical package for Social Sciences (SPSS) version 20.0. The study concluded that youth unemployment problems in Rivers State can be solved to a large extent by engaging in infopreneurship businesses. It also recommended that small and medium enterprises especially those engaged in related infopreneurship business should consider the tested dimensions of infopreneurship as critical tool for employment sustainability in Rivers State.

**Keywords:** Infopreneurship, Knowledge Creation, Value creations, Information Availability, Authenticity

## I. INTRODUCTION

Information is power! And everyone wants information. As such, making information available to end users is key to national development and a major function of an infopreneur. Infopreneurship business seems to be an untapped business that is capable of solving unemployment challenges amongst youths in Rivers State and Nigeria as a whole. Over the years, youth empowerment has become a slogan of most government and stakeholders in Nigeria. Various state governments and the federal government of Nigeria have most often embarked on different youth empowerment programmes to curb the menace of youth restiveness in Nigeria occasioned by unemployment to a very large extent. This, they have done through the introduction of entrepreneurship businesses which is location bound and not

purely the sales of information using the internet. Despite the various entrepreneurship businesses, unemployment has continued to steer the Nigeria youths on the face which could be as a result of the absence of infopreneurship. The cost of renting a business premises could deter those who chose to be self-employed via entrepreneurship and this might be one reason some are not gainfully employed. Several discuss on the problem of unemployment have been central on the absence of relevant skills. Some have blamed it on low performance of graduates of higher education institutions in the labour market while others have maintained that the inability of youths to acquire employable skill is the reason for this. In the light of the above, [1] have expressed dismay over the alarming crime rate in Rivers State due to large proportion of youths that are not meaningfully engaged. They cannot employ themselves talk more of becoming an employer of labour. Meanwhile, the likes of Mark Zuckerberg the founder of facebook is worth over \$85 billion and an employer of labour via the sales of information over the internet. Majority of Nigerian youths are yet to embrace infopreneurship opportunity, rather, they roam the streets in search of non-existing white collar job. Previous studies of scholars like [2] and [3] have examined youth empowerment and employment generation through entrepreneurial development in Nigeria. This study is driven by the real absence of relevant literature that addressed infopreneurship implications and employment generation/sustainability in Rivers State. Thus, the dearth of empirical studies in this area and the reality of youth unemployment which has culminated to youth restiveness, militancy, cultism, election rigging, kidnapping and other social vices necessitated this study. Infopreneurship implications have to do with possible closeness or significant tie between infopreneurship and employment generation and sustainability especially in the area of sale of information. They are those attributes or dimensions that can facilitate employment generation if applied properly such as knowledge creation, value creation, availability of information and authenticity of information. Other aspect of infopreneurship includes: creativity, determination, self starting, innovativeness instead of imitating, confidence on one's self, desire for achievement, competitive, identification of needs and meeting such needs.

This study is basically concerned with identifying the implications of infopreneurship on employment generation and sustainability having observed that over the past decades, global economic and social trends have had significant implications for economic reforms and social opportunities in various countries occasioned by the advent and effective utilization of information and communication technologies (ICT's) such as mobile communication devices, personal digital assistants and laptops that are wirelessly connected to the internet has unarguably changed the way people interact and which have adversely resulted in the creation of new knowledge, products, jobs and services.[4] The astronomical rise in the number of persons using internet in Nigeria makes infopreneurship business a lucrative and promising business to venture into. Scholars are in agreement that the federal government of Nigeria and government at the state level have made good attempt to introduce and empower unemployed youths to become self-employed (entrepreneurs) either by granting loan or providing training that will enable them become self-employed.[5]. There is a juicy world of internet entrepreneurship where we learn internet business that can be done online to unleash internet wealth. This type of business is not location bound. They are hidden and never talked about. Some of these includes blogging, self-publishing and book monetization; bulk SMS and mobile marketing business; affiliate marketing and multi-level marketing; video monetization business; digital marketing; software vending; freelancing business; business grant systems; talent monetization; crypto currency and currency trading business; online real estate property business; online mobile recharge and bill payment; business system; web developer and a host of other infopreneurial businesses which arose as a result of the advent of internet and information and communication technologies.

Infopreneurship entails taking advantage of business opportunities in the production of information products and services and information management.(Nweze, (2018). Information as we are aware, is dynamic, expensive and is continually being reconfigured and repackaged because enterprises and individuals are prepared to pay for information that will enable them solve their problems, increase their profit margins and remain ahead of their competitors: hence, a wide variety of individuals have seized the opportunity of turning information provision into a successful commercial venture. It is a widespread practice of developing, selling and reselling information products and services. The entrepreneur moves the economic system out of the static equilibrium by creating new products or production methods thereby rendering others obsolete. This is the process of "creative destruction" (creating uncertainty) which Schumpeter saw as the driving force behind economic development. The entrepreneur is not necessarily the one who invents new combinations but the one who identifies how these new combinations can be applied in production. This line of reasoning implies that a business owner is considered an entrepreneur only if he/she is carrying out new

combinations in practice. Schumpeter's theory of entrepreneurship is relevant to explaining and predicting the relationship between infopreneurship and employment generation as well as eradication of youth restiveness. The theory identifies and describes the infopreneur as an innovative person who is capable of creating value by servicing people's information needs to make profit and solving people's problem in a given system and time. He sees infopreneurship as an individual who is able to provide solutions and meet the needs of people in an information and communication technology (ICT) driven society. Thus, innovative and creative youths in Rivers State can be self-employed, generate regular income, productively engaged and enjoy financial security by creatively creating ICT-solution businesses such as sales of information products to end-user through the internet. As mentioned earlier, Schumpeter's theory of entrepreneurship is further supported by Diffusion of Innovation Theory (DOI) developed by E.M Rogers in 1962. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses or spreads through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior, or product. Adoption means that a person does something differently than what they had previously (i.e purchase or use a new product, acquire and perform a new behavior etc.) The key adoption is that the person must perceive the idea, behavior, or product as new or innovative. It is through this that diffusion is possible. Adoption of a new idea, behavior, or product (i.e. innovation) does not happen simultaneously in a social system; rather it is a process whereby some people are more apt to adopt the innovation than others. The stages, by which a person adopts an innovation, and whereby diffusion is accomplished, include awareness of the need for an innovation, decision to adopt (or reject) the innovation, initial use of the innovation to test it, and continued use of the innovation. There are five main factors that influence adoption of an innovation and each of these factors is a play to a different extent in the five adopter categories as follows: *Relative Advantage*: The degree to which an innovation is seen as better than the idea, program, or product it replaces. *Compatibility*: How consistent the innovation is with the values, experiences, and needs of the potential adopters - *Complexity*: How difficult the innovation is to understand and or use. *Triability*: The extent to which the innovation can be tested or experimented with before a commitment to adopt is made. *Observability*: The extent to which the innovation provides tangible results. Relating the Diffusion Innovation Theory (DOI) to infopreneurship study of this nature, we are aware that the infopreneur is innovative. He/she works hard to identify information needs of the individual and does everything possible to ensure that these needs are met. Also, going by the Diffusion of Innovation, infopreneurs will need to acquire, refine and share new ideas; valuable and authentic information which people will perceive as beneficial for them to adopt such innovation. In addition, other attributes of an infopreneur that can enable profitable employment

sustainability and business independence are: self-starter, creative, determinant, risk-taker, technological savvy and confident. As such, if Nigerian youths can imbibe these attributes, more jobs will be created and unemployment reduced as they engage in productive activities. People will adapt to a new idea, behavior, or product when it is well communicated and understood just as face book and whatsapp is being adopted in our society today. There are two main types or categories of infopreneur. The first is those who create their own content also known as (content creators) and those who promote other peoples' content that is the (affiliate marketers). Content creators are those infopreneurs who either create their own information products or services as a result of their own knowledge or by researching and gathering information. They can as well, be experts in different fields for example, nutritionist who can write an eBook about healthy smoothies for people on the move. The selling part comes in when an infopreneur offers information products in a variety of formats including books, e-book, special reports, audio formats, videos, work books, booklets, and virtually any method in which one can deliver information. This method is practiced by entrepreneurs cum infopreneurs and successful results are obtained. The reason for successful infopreneurship be it selling information or sharing information for free, is that it is a great way to market an individual's ideas, products or services. Information sharing is like presenting a business card. It opens up doors to new business opportunities. With more media exposure, it can easily increase popularity to one's business. An article published on an article submission site, gets republished several times to various websites which increases visitor traffic within a twinkle of an eye. It is on record that most infopreneurs have their own website which is a centre for their business. By publishing information on the net, they leave a link behind for interested readers to follow through and land up on the infopreneurs sites. According to [6]), an infopreneur may have written on a specific topic such as the best ingredients to use in cooking a particular dish. An interested reader who finds the information useful would then click on the link left by the author to visit his website where there would be more related information on that particular topic. Content creators have a higher income potential because they are mainly involved in creativity which is a hall mark for infopreneurship. In agreement, [7] who maintained that there are two kinds of infopreneurs i.e, those that sell information they have amassed on their own either through schooling and other means of knowledge discovery and those that help in selling other peoples information. The latter earns commission from selling information that they know nothing about and may be considered more of an 'information trafficker'. He/she recommends products and services and if such recommended products or services are bought, he/she earns commission. However, both the content creators and affiliate marketers make use of the World Wide Web, creating web sites and blogs to act as their store while others sell their information in other media such as audio tapes, audio CDs, CD-ROMs, videos, talk shows, and conferences. Both the

content creators and the affiliate marketers use different data base management system in sourcing and selling of information.[8]. The world in the 21<sup>st</sup> century is witnessing a wave of entrepreneurship happening with more and more people looking for self-empowerment and business ownership and the digital age has made us to live in a society that requires faster decisions in order to respond to our changing priorities. In support of this view, [9] noted that the growth and development of any society lies in the ability of its citizenry to identify and exploit an existing but unnoticed investment opportunities in a way very novel to the expected market. Therefore, harnessing various entrepreneurial opportunities for national development is not just the way forward but a sure foundation for sustainable development. According to him, graduates as information professionals can harness the many opportunities in information business in a profit oriented manner. With appropriate skills, they will be at the vanguard of infopreneurship and reaping the many financial benefits it presents. In the past, people who desire to get factual information have to walk a long distance to get to the library in order to retrieve the exact information they want. With the advent of the world-wide-web however, there is an ocean flow of information on the internet to an extent that people who often surf the net go through a number of hurdles in order to ascertain the reliability of certain information content. For instance, serious academicians are being careful of using information sources from the internet compared to getting certain information in a university library. This is because the former is likely to generate some thoughts over its veracity as the possibility of infusing some personal, political, or religious bias cannot be ruled out. The rapid growth of the internet and the vast business opportunities that come with it have made many successful infopreneurs in Nigeria according to [10].

#### *Knowledge Creation*

Knowledge is a known fact. This study conceptualizes knowledge as information at one's disposal that directs his/her action. Knowledge is adding value to information. It is transforming information to have more use for it to enhance effective and improved productivity. It is an essential asset which is more important to the infopreneur more than other factors of production. Knowledge has to do with facts or ideas acquired by study, investigation, observation, or experience. While information is processed data that is transformed to information upon which action can be taken. Information denotes the organized data about someone or something obtained from various sources such as newspaper, internet, television, discussion, etc Knowledge is the awareness or understanding on the subject acquired from education or experience of a person. Information is nothing but the refined form of data, which is helpful to understand the meaning. On the other hand, knowledge is the relevant and objective information that helps in drawing conclusions. It is also a valuable asset to the organization since organizational knowledge complements individual knowledge. Hence, many organizations invest in knowledge

capture. As observed by [11] in today's fast-paced economy, an organization's knowledge base is quickly becoming its only sustainable competitive advantage. For this reason, it must be protected, cultivated, and shared among organizational members. Before now, companies could succeed based on individual knowledge of a handful of strategically positioned workers. To gain competitive advantage he maintained, will require making individual knowledge available within the organization and transforming it into organizational knowledge. Knowledge creation on the other is concerned with making information available. It is the extraction of tacit knowledge i.e knowledge that is possessed by an individual. Such knowledge cannot be transferred with technology (machine) unless it has been extracted and transformed to explicit knowledge. Historically, knowledge capture has stressed the individual's role in gathering information and creating new knowledge. Though, existing literatures are not in agreement on the role of the individual in knowledge acquisition. Knowledge creation is a product of creativity. It is another major function of the infopreneur. It is impossible to create knowledge without a creative mindset. Creativity on the other hand is being imaginative. It is the act of creating; especially the act of making, inventing, or producing an original work of art. It is having the quality of something created rather than imitated. Creativity is essential for the survival of any business be it infopreneurship or entrepreneurship businesses. Generating a salable knowledge that will attract buyers is a function of creativity. Knowledge creation is the development of new knowledge and know-how – innovations that did not have a previous existence within the company or individual.

#### *Value Creation*

Value connotes something that is intrinsically desirable or sought after. In the business of selling of information, it is imperative that whatever information that is created should be worthwhile and desirable. It should be such that will meet the needs of the people. Saleable information must be valuable. It takes the infopreneur to generate information that will add value to people's life. Value creation is one of the key functions of both entrepreneurs and infopreneurs as they are characterized with adding value to people's life and solving problems while making money. Value creation requires innovativeness in addition to knowledge creation and information management without which, generation of saleable ideas would be impossible. As opined by [12], if you feel like you've got the drive, determination and experience necessary to establish yourself as a credible source of useful information, you may want to consider pursuing self-employment as an infopreneur. After all, bloggers are considered infopreneurs as well because they make money from distributing information. So long as you've got internet access, you can produce and widely distribute content at virtually no cost. You've got little to lose and plenty to gain. He proceeded stating that for one to be successful and enjoy success, he/she will need to come up with something that is unique. On monthly bases, bloggers churn out about 73.9

million posts on WordPress and there are literally millions of eBooks doing the rounds on Amazon. To be outstanding in the crowd, you'll need to do market research and establish a built-in online following for the content you produce. As mentioned earlier in the operational definition of terms, innovation is the ability to do something in a new way that will create value. It does not necessarily mean that you must produce something new to be innovative but you can offer a better idea that could improve your business as well as create value. Innovation is highly necessary for the continued survival and growth of infopreneurship. It is major infopreneurship strategies that will enable the infopreneur remain in business. Employment generation through infopreneurship require innovativeness. You can't be doing something in the same way over the years and expect to get a different result. As such, the ability to create employment demands developing and exploring new technologies and new ways of doing things. It requires creating dynamic information products or improving one's existing way of rendering services. Indeed, value creation requires innovativeness as well as effective and efficient information management which will enable the creation of useful ideas and information that will be beneficial to an individual and which will spur one to demand for such information.

#### *Availability*

Selling information over the internet require a website and an automated order process. It is not time bound when you can sell your information products. It does not require human intervention or 8-5 store hours as is needed for physical products. Selling information on the internet guarantees steady availability of such information product since digital duplication is effortless. The stress of back orders is not experienced with digital devices. In addition to steady stock availability, infopreneurship helps make a direct positive impact in peoples' lives. By sharing your unique experience and knowledge, you can help people reach their goals, learn something new, save time and money or solve a problem. For the purpose of generating sustainable and profitable income through infopreneurship, the infopreneur must ensure steady availability of the information products. He/she cannot be successful in infopreneurial businesses if the product is scarce. Even in the conventional entrepreneurial activities, entrepreneurs ensure that their products are readily available. They are determined to go the extra mile to ensure that they succeed. In the same vein, the infopreneur is often determined to make information products available. [13]. As we are aware, determination has to do with ones resolve to do a thing or achieve a goal. It is taking a firm position on particular issue i.e firmness of purpose, being courageous. It is one characteristic that keeps the infopreneur going. In life generally, determination helps to achieve life's goal (success). It is synonymous with resolution. Venturing into infopreneurship business requires determination. That is, a strong conviction to make information available at all times for profitable and sustainable income generation.



*Authenticity*

As no developmental effort can strive without useful information, infopreneurship businesses demands giving out authentic information. It entails information management. i.e. processing of data and pieces of information. It has to do with the production of worthy information that will be useful to invest in and not false information. It is equally concerned with the production of valuable information which could lead to identifying a product, service or idea that will form the bases for entry into a particular business. Authenticity is a driver that will enable successful infopreneurship activities. It can be likened to integrity which is firm adherence to acceptable code of conduct especially, moral or artistic values. No business will succeed without authenticity be it infopreneurial or entrepreneurship. Authenticity is required in every segment of the infopreneurial activities. From the time of knowledge creation, information management and value creation, authenticity is necessary. In the knowledge management cycle, the refinement stage is the time to make improvement on the information acquired. It is the stage of adding value. As posited by [14], the use of these social media is not the only thing increasing in today’s workplaces, unclear information and the amount of communication flowing are also on the increase. This increase in the amount of information is a direct result of the rapid exchanges of messages made possible by the different information and communication technologies available in our society. However, it could be if senders show some awareness of the potential problems that this leanness could create, as well as take extra care to be clear and unambiguous in what they mean and in what they expect from message recipient. According to Burgess, Jackson and Edward in [15], many messages fail to give the recipients enough information to act upon, and ambiguous, poorly written message can lead to misunderstanding that can cause tension within the workplace or to a potential user of such information. They posited, stating that this may lead to incorrect instructions being carried out, which can have serious implications for an organization if the wrong information is used to make decisions. In line with the above statement, infopreneurs must be careful in what media they adopt in information sourcing and dissemination. How authentic is the site and the source?

Is it secured and reliable is the question they must always answer before disseminating such information.

II. METHODS

The population of the study comprise of all the registered small and medium scale operators of internet business owners and managers in Rivers State, which amounts to a total of six hundred and twenty (620) This figure comprise of young male and female citizens of Rivers State who are graduates and are between the ages of 25 to 45 years (youths) who are engaged in related infopreneurship businesses such as operating internet business, cybercafé business, automation of records management systems, data analysis, content analysis and development, data services like database development and support, freelance teaching etc in the twenty-three local government area of Rivers State. Due to the informal nature of the sector, not all the populations were considered since there were other unregistered related infopreneurship businesses within the study area. However, for the purpose of accessibility, those registered small and medium scale enterprises operating any of the businesses outlined above in different communities in the headquarters of the twenty-three local government areas in Rivers state constitute the accessible population of this study which is the unit of analysis i.e. (respondents). The cross-sectional research design was adopted for this study. This design is deemed appropriate because of the newness of the study. More so, it involved testing of hypotheses based on data that was generated from various parts of the study area. Multi-Stage Sampling approach was employed. In the first stage, ten (10) local government areas were chosen using the convenient sampling technique to establish an easy reach to a homogenous cross section of SME’s in the ten LGA’s. The second stage was done using the simple random technique to derive 500 operators of internet businesses within the coverage area. Therefore, the sample size of the total population derived is 500. A 4-point Likert scale questionnaire was employed in the collection of primary data. To ascertain the reliability of the instrument, Cronbach alpha test was done for internal consistency. The result of the test yielded a reliability coefficient of 0.76 as shown in table 1 below.

Table 1: Cronbach alpha reliability test results

Variables	Dimensions/Measures	No of Items	Alpha
Infopreneurship Implications	Knowledge creation	10	.722
	Value creation	10	.823
	Availability of information	10	.752
	Authenticity of information	8	.824
Employment Sustainability	Profitability	8	.773
	Business Independence	7	.762
	Technological savvy	12	.754
Technology		7	.784

\*\* Source: SPSS Output, 2019.

*Method of Data Analysis*

The Statistical Package for Social Sciences (SPSS) Version 20.0 was used for data presentation and analysis. In addition to this, arithmetic mean and rank order, charts and frequency tables were used to conduct univariate analysis i.e., analysis of each sub-variable. The hypotheses test i.e., the bivariate analysis was carried out with the use of Spearman’s Rank Order Correlation Coefficient statistics (rho). The Spearman’s (rho) correlation was used to analyze the relationships that exist between the dependent and independent variables as well as the moderating data variables at  $P < 0.05$  (two-tailed

test). In the same vein, partial correlation was used to analyze the extent to which technology moderate the relationship between infopreneurship and employment generation/sustainability of youths in Rivers State. More so, column and pie charts were used to depict sampled local government and questionnaire distribution rate and other presentations. Decision Rule: Using a level of significance of 0.05 (confidence interval of 95%) when a calculated significant value is ( $\leq$ ) less than 0.05 the null hypothesis is rejected. On the other hand, if it is ( $\geq$ ) greater than 0.05, the null hypothesis is accepted.

**Table 2:** Correlation between knowledge creation and profitability

Accessed Variables	Knowledge creation	Coefficient	Decision
Profitability	Rho (p) Sig. (2-tailed)	0.764	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

**Table 3:** Correlation between knowledge creation and business independence

Accessed Variables	Knowledge creation	Coefficient	Decision
Business Independence	Rho (p) Sig. (2-tailed)	0.464	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

**Source:** Field Survey, (2019)

Table 2 and 3 above show correlations coefficient rho value of 0.764 and 0.464 respectively using a 2 tailed test  $p = 0.000$  at 0.05 level of significance. Since the significance value of 0.764 is more than ( $\leq$ ) 0.05 alpha levels, the null hypotheses that there is no significant relationship between knowledge creation and profitability is rejected and the alternate accepted. This implies that there is a positive strong

and significant relationship between knowledge creation and profitability of small scale infopreneurial businesses in Rivers State. However, the test presented in table 3 show a less strong correlation coefficient 0.464, therefore the null hypothesis is accepted as stated. The implication of this finding therefore, is that there is no strong relationship between business independence and knowledge creation.

**Table 4:** Correlation between value creation and profitability

Accessed Variables	Value creation	Coefficient	Decision
Profitability	Rho (p) Sig. (2-tailed)	0.784	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

**Table 5:** Correlation between value creation and business independence

Accessed Variables	Value creation	Coefficient	Decision
Business independence	Rho (p) Sig. (2-tailed)	0.642	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at 0.05 level (2-tailed)

**Source:** Field Survey, (2019)

Data analysis in tables 4 and 5 above showed that value creation significantly relate to profitability of SME’s in Rivers State. This assertion is premised on the fact that the test presented a correlation coefficient of 0.784 indicating a strong

relationship between value creation and profitability and also the extent to which value creation relates to business independence manifested a correlation coefficient of 0.642. By implication, it means that the more value the infopreneur

is able to create, the more profit the business will yield. In other words, providing valuable information that will better people's life will bring about increase in profit since most

people will seek to have such valuable information and are willing to pay for it.

**Table 6:** Correlation between availability of information and profitability

Accessed Variables	Availability of information	Coefficient	Decision
Profitability	Rho (p) Sig. (2-tailed)	0.674	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

**Table 7:** Correlation - availability of information and business independence

Accessed Variables	Availability of information	Coefficient	Decision
Business independence	Rho (p) Sig. (2-tailed)	0.532	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

Source: Field Survey, (2019)

The correlation between availability of information and profitability of infopreneurial was tested in tables 6 and 7. Correlation coefficients of 0.674 and 0.532 were derived from the tests of hypotheses. This means that significant

relationship exist between availability of information and the measures of profitability and business independence in the studied local government councils in Rivers State.

**Table 8:** Correlation between information Authenticity and profitability

Accessed Variables	Authenticity of information	Coefficient	Decision
Profitability	Rho (p) Sig. (2-tailed)	0.698	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

**Table 9:** Correlation between information authenticity and business independence

Accessed Variables	Authenticity of information	Coefficient	Decision
Business independence	Rho (p) Sig. (2-tailed)	0.764	Significant
	Number of samples	.000 495	

\*\*Correlation is significant at the 0.05 level (2-tailed)

Source: Field Survey, (2019)

The correlation between authenticity of available information and profitability was tested in table 8 above showed a correlation coefficient value of 0.698 using a 2 tailed test  $t_{9} = 0.000$  at 0.05 level of significance meaning, it is positively correlated, thus, the null hypotheses is rejected and alternate hypothesis accepted. There is therefore a significant relationship between authenticity of available information and profitability. This result implies that success and profitability

of infopreneurial businesses is dependent on production of authentic and valuable information availability. Table 9 also revealed a strong correlation coefficient between authenticity of available information and business independence. The result of the analysis indicates a correlation coefficient value of 0.764. This result implies that infopreneur's ability to maintain business independence is a function of available authentic and valuable information.

**Table 10:** Correlation of technology as a moderating factor to infopreneurship implications/employment sustainability in Rivers State

Control Variable		Infopreneurship	Implications Employment	Technology	Sustainability
-none- <sup>a</sup>	Infopreneurship Implications	Correlation	1.000	.845	<b>.742</b>
		Significance (2-tailed)	.	.000	.000
		Df		495	495
	Employment Sustainability	Correlation	0	1.000	.562
		Significance (2-tailed)	<b>.845**</b>	.	.000
		Df	.000		495
Technology	Infopreneurship Implications	Correlation	.495	.562	.1000
		Significance (2-tailed)	<b>..742**</b>	.000	.
		Df	.000	.000	0
	Technology	Correlation	.495	.495	<b>.845</b>
		Significance (2-tailed)	1.000	.716	.000
		Df	.	.000	495
Technology	Employment Sustainability	Correlation	0	.495	.562
		Significance (2-tailed)	<b>.716**</b>	1000	.000
		Df	.000		495
	Infopreneurship Implications	Correlation	.495	.	.
		Significance (2-tailed)	1.000		.
		Df	.	.423	0
Employment Sustainability	Correlation	.495	.000	.000	
	Significance (2-tailed)	0	.245	.462	
	Df	1.000	495	<b>.495</b>	

<sup>a\*\*</sup>Correlation is significant at the 0.05 level (2-tailed)

Source: SPSS Output

The correlation of technology as a moderating factor to infopreneurship implications/employment sustainability in Rivers State was tested in table 4.19. The result reveals r value of 0.845 at a significant level of 0.00. Implies that a positive relationship. It also means that there is a strong positive association at (0.742) which is a high score. In the same vein, the significant value of 0.00 which is less than the alpha level of 0.05 indicates the equivalent increase between infopreneurship implications and employment sustainability is moderated by the influence of technology. In other words, the extent to which infopreneurship implications positively influences employment sustainability is moderated by technology. As such, the profitability and sustainability as well as business independence of any infopreneurial business is a function of technology.

*Results and Discussion of Findings*

The findings of this as derived from the tests of research questions and tests of hypotheses revealed: Hypothesis 1 showed that knowledge creation enables the provision of salable information and employment generation. It enhances problem solving and is essential for the survival and profitability of infopreneurship business. The test reveals also that the ability to capture and codify knowledge guarantees sustainable income generation and profitability of infopreneurship businesses. It is easy to generate employment in the field of infopreneurship but sustaining it requires the skills of knowledge codification and capture. The study found also that both content and affiliate marketers need the skill to codify and capture knowledge for their survival and sustainability.

For knowledge creation and business independence of small and medium infopreneurship businesses, test of hypothesis two revealed that knowledge creation encourages business independence due to its ability to reduce cost of business operation. The profitability inherent in knowledge creation fosters business independence. Creation of new knowledge fosters employment sustainability and business independence. It also encourages the production of new ideas and enables business expansion and independence. Creation of new knowledge enables problem solving and affords the infopreneur the ability to devise means of doing something worthwhile that leads to business independence. This means that knowledge creation is significantly related to business independence. Value creation increases the profitability of Small and Medium infopreneurship business. As observed in the analysis in research question three and its corresponding test of hypothesis, this study found that provision of intrinsically desirable information product connotes value creation which in-turn leads to profitability. More so, the provision of salable information leads to profitability implying that value creation and sustainability of SME’s in Rivers State has a positive significant relationship. On value creation and business independence, the study found that adding value to people’s life promotes business independence. It also helps the infopreneur to take lead in business arena and enhances business independence. More so, the ability of the infopreneur to create new product ideas leads to business independence and success achievement. The study found also that making information product available is key to profitability of infopreneurial businesses. In addition, availability of information products enhances infopreneurial business success and sustainability. In the face of rising



business competition, the infopreneur cannot excel if he/she does not have any useful information that can attract followers as indicated by the respondents. Information is the product of the infopreneur. As such, in assessing the extent to which availability of useful information product promotes business independence, the study found that one can achieve business independence if he/she is able to steadily provide useful information that will be beneficial to users. The result further showed that in the business of information selling, unavailability of information threatens business independence. In addition, making valuable information available is key instrument to infopreneurial business independence. Helping people reach their goals while making valuable information product available enables business independence as found in this study. Since sharing one's knowledge and experience enables business independence, the absence of valuable information can ruin an infopreneurship business. The test of hypothesis revealed that the infopreneur's ability to maintain business independence and profitability is hinged on production of authentic and valuable information. It found also that spreading of fake and unauthentic information is detrimental to the infopreneur and the society at large. In testing the extent to which technology influence employment generation and sustainability in small and medium infopreneurship enterprises, this study found that the profitability and sustainability as well as business independence of any infopreneurial business is a function of technology. It noted that in the 21<sup>st</sup> century which is characterized by technology and a knowledge society, inability to use existing technology results in the collapse of any infopreneurial business. It found also that engaging in infopreneurship business without knowledge of computer and other information and communication technology is a wasted investment since all infopreneurial activities is technology base. Being technological savvy therefore, increases employment generation and sustainability while illiteracy in technological use especially information and communication technologies results in abandonment and waste of resources used in acquiring such technology.

### III. CONCLUSION

Based on the review of literature, analyses and discussion of findings, the study concluded that youth unemployment problems in Rivers State can be solved to a large extent by engaging in infopreneurship businesses. There is a significant close tie between infopreneurship and employment generation and sustainability since infopreneurship has its source from entrepreneurship. The study also concludes that performing infopreneurship activities such as knowledge/value creation in form of freelance writing/teaching, knowledge management consultancy, content analysis and development, blogging services etc can enable employment generation and sustainability but this cannot be achieved in the absence of the knowledge of technology meaning that, technology is an influencer to infopreneurship.

### IV. RECOMMENDATION

In line with the findings and conclusions, the following recommendations were made:

1. Small and medium enterprises especially those engaged in related infopreneurship business should take knowledge creation as a critical tool for employment sustainability in Rivers State.
2. Value creation is an important ingredient for successful infopreneurship. Therefore, any information created should have the potential of adding business value.
3. The essence of infopreneurship is to enhance information availability. Therefore, the study recommends that information should be readily available to all end users.
4. The source of information should be authentic and resourceful
5. Appropriate technology should be deployed to enhance the growth of infopreneurship in Rivers State.

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