

Reimagining Career Development through Infopreneurship: A Systematic Literature Review

Hanis Diyana Kamarudin., Nur Amiera Idayu Ronzi, and Nur Hazirah Suhaimi

Faculty of Information Science UiTM Selangor Branch, Puncak Perdana Campus, 40150 Shah Alam, Selangor, Malaysia

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ABSTRACT

The landscape of traditional employment structures is undergoing a transformation due to the advancements in technology. Consequently, there is a surge in the number of individuals who are using digital technologies and information to create value. This trend has given rise to information entrepreneurship, which offers a unique career path for those seeking alternative options in the dynamic job market. The objective of this systematic literature review (SLR) is to explore entrepreneurship as a career choice in developing nations. The study examines the challenges, benefits, and opportunities associated with information entrepreneurship in the present job market. The research papers were carefully selected by applying strict inclusion and exclusion criteria to ensure the review's comprehensiveness. The primary aim of this SLR is to enhance the current understanding of infopreneurial career paths in the contemporary job market by critically analyzing the chosen literature. It intends to provide in-depth insights into the complex aspects of these career paths, which can be highly valuable to policymakers, researchers, and the general public.

Keywords: Infoprenuer, information entrepreneurship, career option, employment market

INTRODUCTION

The concept of infopreneurship highlights the value of information as a highly sought-after commodity in modern times. With the advent of the digital revolution, information has become more accessible than ever before, and individuals with expertise in various fields are in a favorable position to capitalize on this trend. Infopreneurs leverage their knowledge to meet the growing demand for information-based products and services, ranging from developing content and online marketing to providing virtual education and data analysis. The digital age has revolutionized the way people share and consume information, offering infopreneurs a chance to engage with a global audience through the Internet, their primary medium. Infopreneurs can connect with individuals worldwide seeking solutions to their problems or information on specific topics, offering professional advice, sharing insightful knowledge, or providing specialized services. As a result of online infopreneurship, geographical barriers are no longer a constraint, providing access to an extensive market.

Robert and Charles (2010) noted that before the advent of ICT, a group of individuals engaged in infopreneurship through various methods of organizing and delivering information products, such as printed reports sent via mail. However, infopreneurship needed a more precise identity at that time. With the emergence of Infopreneurs in the digital age during the latter half of the 20th century, infopreneurship became a distinct concept, closely tied to the rapid expansion of the internet, digital technology, and information. As the internet and digital revolution grew, information entrepreneurship expanded, with business owners utilizing digital channels to create, market, and sell information-based products to a global audience. Infopreneurship is a form of entrepreneurship that focuses on monetizing one's information and expertise. An individual who establishes a business based on a product or service that requires specialized knowledge is known as an Infopreneur (Arowosola et al., 2022). Thus, the trend has shifted from traditional entrepreneurship to Infopreneurship.

Becoming an infopreneur is currently a viable career option in the emerging market. Infopreneurship has the potential to create job opportunities and promote sustainability, particularly in the information sales industry

(Nyehe & Nwinyokugi, 2020). Infopreneurship involves self-starting, inventiveness, self-assurance, drive for success, competitiveness, need for identification and fulfillment, and originality (Nyehe & Nwinyokugi, 2020). This career option allows individuals to utilize their skills to curate, create, and offer information-based solutions, including digital product development, content creation, and consultation services, in response to the rapidly changing global industry and labor expectations.

Therefore, this research aims to conduct a systematic review of infopreneurship as a career option in the current employment market by addressing the following four research questions:

RQ1: What opportunities are available for infopreneurship in the current employment market?

RQ2: What are the benefits of infopreneurship in the current employment market?

RQ3: What are the challenges of infopreneurship in the current employment market?

METHODOLOGY

Understanding the research process and the selected methodological approach is paramount in ensuring the reliability and validity of any study. Given that, this section delves into the nuanced aspects of this study methodology, shedding light on the structured and systematic process that the researchers employed to address the specific research questions. By elucidating the researchers' methodological decisions for this study, it offers a comprehensive overview of its execution. Specifically, this paper aims to conduct an extensive review of information entrepreneurship, or Infopreneurship, as an employment or career option in the current emerging market.

Data Collection

The researchers adopted a careful and systematic approach to conducting a literature review to ensure the study was comprehensive. The researchers collected the data by searching various online academic databases using keywords relevant to the study's topic. The researchers also utilized Boolean searching techniques such as AND, OR, and NOT and applied inclusion and exclusion criteria to filter out the results.

Selection of Article Database

The researchers obtained articles from a specific set of preferred online databases to maintain a manageable number of articles. For this study, the researchers chose two primary online databases - Google Scholar, IEEE Xplore Digital Library to ensure that they had comprehensive and well-rounded coverage of journal articles and conference papers on information entrepreneurship. The researchers selected these databases to include a diverse array of top-notch scholarly literature, ensuring that the research findings were well-founded and up to date. The articles' selection timeframe was from 2015 to 2023 to capture the latest and most relevant literature concerning information entrepreneurship, as outlined in Table 1.

Search Terms

The following list contains the search keywords used by the researchers to find relevant articles on their preferred online database. These keywords were carefully chosen to address the research questions of the study. It's important to note that each online database has a specific search platform, so the researchers tailored their search techniques accordingly. The search was conducted in October 2023, and Boolean search strings were used alongside the keywords to refine the search results effectively.

- Infopreneurship OR information entrepreneurship OR;
- Entrepreneurial Education OR Skills AND;
- Library AND Information Science

Selection of Papers: Inclusion and Exclusion Criteria

After conducting the initial search for articles, it is necessary to evaluate the identified articles further to ensure that they meet the criteria outlined in this study. This selection process is crucial in eliminating irrelevant articles and helps identify the most appropriate papers for inclusion in the literature review. During this process, researchers assess the relevance and suitability of the articles, and they refer to predetermined criteria, which are explicitly outlined as inclusion criteria for this study (as shown in Table 1 below). Articles that do not meet the requirements are not examined further, while articles that pass the screening process are obtained in full text and are subject to review during the analysis phase.

Table 1: Inclusion Criteria

Inclusion Criteria	Motivation
Published between 2015-2023	The articles selected for inclusion must have been published between the years 2015 and 2023. This time frame has been chosen to ensure that the information contained within the articles is relevant to current issues, trends, and developments in the field of information entrepreneurship. It is imperative that the selected articles meet this requirement to ensure the quality and accuracy of the study's findings.
Focus on Information Entrepreneurship or Infopreneurship	Articles relate to information entrepreneurship
Written in English	Only articles in English have been chosen.
Journal Articles and Conference Papers	Journal articles and conference papers are authored by the field experts and scholars

Data Analysis

The researcher has chosen thematic analysis as the data analysis technique. Thematic analysis involves the identification of patterns or themes in qualitative data (Maguire & Delahunt, 2017). Qualitative data refers to any non-numerical and immeasurable information (Eriksson & Kovalainen, 2011). It is also commonly composed of textual, visual, verbal, or audio material, allowing for interpretation and description without focusing on measurements. As the data for this study is in the form of textual and literary information, thematic analysis is a suitable approach for the researchers to analyse the data in the selected articles thoroughly.

Furthermore, the selection of thematic analysis for this study was driven by the objective of gaining comprehensive insights into information entrepreneurs, along with the research question formulated. The researchers utilised thematic analysis to identify similarities and relate the themes discovered in the extracted data. As Crosley (2021) emphasised, thematic analysis studies patterns to reveal meaning. In other words, it involves scrutinising the patterns and themes in the researcher's data set to determine their underlying meaning.

FINDINGS

This section presents the findings of the literature review, which involved searching two databases for relevant articles related to the research questions. Initially, a total of 732 articles were retrieved from Google Scholar and two from IEEE Xplore Digital Library. However, a rigorous screening and filtering process was implemented to ensure that only suitable and relevant articles were included. The researchers focused on the articles' titles, abstracts, findings, and discussion sections, resulting in a meticulous selection process. Ultimately, 24 articles from Google Scholar and 1 article from IEEE Xplore Digital Library were deemed suitable for further analysis as they aligned with the research questions and met the inclusion criteria. Table 2 displays the number of papers retrieved from each online database. The predetermined search terms resulted in a total of 734 research papers. After applying inclusion and exclusion criteria, only 25 articles were selected for analysis, as

shown in Table 3. Some research articles may contain several key themes related to similar or different research questions, as observed during the review and data extraction process.

Table 2: Search Results for Systematic Literature Review of Infopreneurship Domain

Database	Search String	No of Research Papers
Google Scholar	"infopreneur*" OR "information entrepreneur*" OR "entrepreneur* education OR skill" AND library AND information science	732
IEEE Xplore	"infopreneur*" OR "information entrepreneur*" AND library AND information science	2

Table 3: Selected Papers for The Systematic Literature Review of Infopreneurship Domain

Database	Hits	Selected papers
Google Scholar	732	24
IEEE Xplore	2	1
Total	734	25

The Opportunities of Infopreneurship in The Current Employment Market

The first research question of this study, "What are the opportunities of infopreneurship in the current employment market?" aimed to identify available career options for individuals in the field of infopreneurship. The study identified a total of 30 career opportunities in infopreneurship, also known as information entrepreneurship, as presented in Table 4 below. The findings revealed that information consultancy services business was the most dominant opportunity available in infopreneurship, as mentioned in 11 articles (44%). The second most prevalent infopreneurship opportunity was the computer services business, highlighted in 8 articles (32%). Other opportunities for infopreneurship included information brokerage services, internet business services, desktop/electronic publishing businesses, freelancing, bibliographical services, online teaching, webinars, workshops, etc. These opportunities were mentioned in 7 articles (28%). Lastly, five articles (20%) stated that indexing and abstracting services, business, and data management services were also viable career opportunities in the field of infopreneurship.

Table 4: Analysis on the Opportunities of Infopreneurship in The Current Employment Market

No	Opportunities	#Papers	References
1.	Indexing and abstracting services business	5	(Akidi & Udoh, 2021), (Alagiri & Visalatchi, 2020), (Don-Solomon & Tاتفeng, 2019), (Arowosola et al., 2022), (El-Kalash et al., 2016)
2.	Computer services business	8	(Akidi & Udoh, 2021), (Saiful Farik Mat Yatin et al., 2019), (Oloniruha et al., 2023), (Stanley & Oghenetega, 2021), (Alagiri & Visalatchi, 2020), (Don-Solomon & Tاتفeng, 2019), (Buwerimwe & Dewah, 2020), (Friday & Sawyer-George, 2023)
3.	Sales of library equipment	2	(Akidi & Udoh, 2021), (Stanley & Oghenetega, 2021)
4.	Information consultancy services busi-	11	(Akidi & Udoh, 2021), (Don-Solomon & Tاتفeng, 2019), (El-Kalash et al., 2016), (Dangani & Moruf, 2015), (Mohammed et al., 2022), (Olon-

	ness		iruha et al., 2023), (Adetayo & Hamzat, 2021), (Buwerimwe & Dewah, 2020), (Alagiri & Visalatchi, 2020), (Friday & Sawyer-George, 2023), (Arowosola et al., 2022)
5.	Desktop/electronic publishing business	7	(Akidi & Udoh, 2021), (Alagiri & Visalatchi, 2020), (Don-Solomon & Tاتفeng, 2019), (Stanley & Oghenetega, 2021), (Oloniruha et al., 2023), (Arowosola et al., 2022), (Adetayo et al., 2022)
6.	Book/newspaper vendor business	6	(Akidi & Udoh, 2021), (Don-Solomon & Tاتفeng, 2019), (Oloniruha et al., 2023), (Friday & Sawyer-George, 2023), (Arowosola et al., 2022), (Stanley & Oghenetega, 2021)
7.	Database design business	4	(Akidi & Udoh, 2021), (Mohammed et al., 2022), (Don-Solomon & Tاتفeng, 2019), (Oloniruha et al., 2023)
8.	Internet business services	7	(Stanley & Oghenetega, 2021), (Akidi & Udoh, 2021), (Mohammed et al., 2022), (Saiful Farik Mat Yatin et al., 2019), (Friday & Sawyer-George, 2023), (Don-Solomon & Tاتفeng, 2019), (Oloniruha et al., 2023)
9.	Website development business services	4	(Akidi & Udoh, 2021), (Mohammed et al., 2022), (El-Kalash et al., 2016), (Buwerimwe & Dewah, 2020)
10.	Graphic design services business	4	(Akidi & Udoh, 2021), (Saiful Farik Mat Yatin et al., 2019), (Oloniruha et al., 2023), (El-Kalash et al., 2016)
11.	Security devices installation/maintenance business	1	(Akidi & Udoh, 2021)
12.	Software/computer programming business	2	(Akidi & Udoh, 2021), (Mohammed et al., 2022)
13.	Sales of computer accessories business	1	(Akidi & Udoh, 2021)
14.	Information brokerage services business	7	(Mohammed et al., 2022), (Don-Solomon & Tاتفeng, 2019), (Stanley & Oghenetega, 2021), (Friday & Sawyer-George, 2023), (Alagiri & Visalatchi, 2020), (Akidi & Udoh, 2021), (Arowosola et al., 2022)
15.	Internet blogging business	4	(Akidi & Udoh, 2021), (Mohammed et al., 2022), (Alagiri & Visalatchi, 2020), (El-Kalash et al., 2016)
16.	Library software dealership	1	(Stanley & Oghenetega, 2021)
17.	Compilation of directories and bibliographies	2	(Stanley & Oghenetega, 2021), (Alagiri & Visalatchi, 2020)
18.	Freelancing	6	(Stanley & Oghenetega, 2021), (Adewoyin et al., 2021), (Oloniruha et al., 2023), (Alagiri & Visalatchi, 2020), (Saiful Farik Mat Yatin et al.,

			2019), (Mohammed et al., 2022)
19.	Library automation	1	(Oloniruha et al., 2023)
20.	Data management services	5	(Adetayo & Hamzat, 2021), (El-Kalash et al., 2016), (Alagiri & Visalatchi, 2020), (Oloniruha et al., 2023), (Don-Solomon & Tاتفeng, 2019)
21.	Online teaching, webinars, workshops, etc.	6	(Adetayo & Hamzat, 2021), (Adetayo et al., 2022), (Mahmood & Hussin, 2018), (El-Kalash et al., 2016), (Don-Solomon & Tاتفeng, 2019), (Alagiri & Visalatchi, 2020)
22.	Advertising and Marketing	4	(Saiful Farik Mat Yatin et al., 2019), (Mohammed et al., 2022), (El-Kalash et al., 2016), (Adetayo & Hamzat, 2021)
23.	System/Software developers	3	(Saiful Farik Mat Yatin et al., 2019), (Alagiri & Visalatchi, 2020), (El-Kalash et al., 2016)
24.	Record management automation	3	(El-Kalash et al., 2016), (Adetayo & Hamzat, 2021), (Buwerimwe & Dewah, 2020)
25.	Content analysis and development	4	(El-Kalash et al., 2016), (Adetayo & Hamzat, 2021), (Oloniruha et al., 2023), (Alagiri & Visalatchi, 2020)
26.	Bibliotherapy	1	(Alagiri & Visalatchi, 2020)
27.	Bibliographical services	6	(Alagiri & Visalatchi, 2020), (Don-Solomon & Tاتفeng, 2019), (Arowosola et al., 2022), (Buwerimwe & Dewah, 2020), (Akidi & Udoh, 2021), (Humaira & Purwaningtyas, 2023)
28.	Journalist	1	(Mahmood & Hussin, 2018)
29.	Creative Writing	1	(Oloniruha et al., 2023)
30.	Information Architect	1	(Dangani & Moruf, 2015)

The Benefits of Infopreneurship in The Current Employment Market

The focus of research question two was to explore the advantages of infopreneurship in today's job market. The analysis revealed that engaging in infopreneurship can provide individuals with a total of 25 benefits, as shown in Table 5. The two most significant benefits were identified as reducing unemployment rates and promoting economic development and sustainability, highlighted in 10 articles (40%). Employment opportunities were also noted as a benefit by seven articles (28%), while independence and national development were mentioned by six articles (24%). Additionally, five articles (20%) emphasized the benefits of standing out and self-employment, which are easily achievable through infopreneurship. Finally, researchers noted that income generation is another significant benefit of infopreneurship, mentioned in four articles (16%).

Table 5: Analysis on The Benefits of Infopreneurship in The Current Employment Market

No	Benefits	#Papers	References
1.	Greater self-confidence	1	(Adetayo & Hamzat, 2021)

2.	Gain knowledge/ knowledge development	3	(Adetayo & Hamzat, 2021), (Friday & Sawyer-George, 2023), (Oloniruha et al., 2023)
3.	Have a sense of fulfillment	2	(Adetayo & Hamzat, 2021), (Friday & Sawyer-George, 2023),
4.	Financial independence/Financial freedom	3	(Adetayo & Hamzat, 2021), (Friday & Sawyer-George, 2023), (Akidi & Udoh)
5.	Generate extra income/Income generation	4	(Friday & Sawyer-George, 2023), (Aregbesola et al., 2019), (Buwerimwe & Dewah, 2020), (Kazungu, 2021)
6.	High demand and recession proof	1	(Himma Dewiyana et al., 2021)
7.	Low startup capital	3	(Himma Dewiyana et al., 2021), (Lose & Khuzwayo, 2022), (Kazungu, 2021)
8.	High profit margin	2	(Himma Dewiyana et al., 2021), (Kazungu, 2021)
9.	Flexibility	2	(Himma Dewiyana et al., 2021), (Kazungu, 2021)
10.	Easy to differentiate and stand out.	5	(Himma Dewiyana et al., 2021), (Buwerimwe & Dewah, 2020) (Oloniruha et al., 2023) (Adetayo & Hamzat, 2021) (Humaira & Purwaningtyas, 2023)
11.	Self-employment	5	(Akidi & Udoh, 2021), (Ali, 2021), (Oloniruha et al., 2023), (Stanley & Oghenetega, 2021), (Adewoyin et al., 2021)
12.	Independence	6	(Akidi & Udoh, 2021), (Oloniruha et al., 2023), (Ali, 2021), (Mohammed et al., 2022), (Stanley & Oghenetega, 2021), (Adewoyin et al., 2021)
13.	Reduce unemployment rate	10	(Aregbesola et al., 2019), (Saiful Farik Mat Yatin et al., 2019), (El-Kalash et al., 2016), (Mohammed et al., 2022), (Akidi & Udoh, 2021), (Aregbesola et al., 2019), (Oloniruha et al., 2023), (Adetayo & Hamzat, 2021), (Stanley & Oghenetega, 2021), (Arowosola et al., 2022)
14.	Economic development and growth	10	(Aregbesola et al., 2019) (El-Kalash et al., 2016), (Saiful Farik Mat Yatin et al., 2019), (Ali, 2021), (Mohammed et al., 2022), (Oloniruha et al., 2023), (Stanley & Oghenetega, 2021), (Arowosola et al., 2022), (Akidi &

			Udoh, 2021), (Lose & Khuzwayo, 2022)
15.	Overcome national challenges	1	(Aregbesola et al., 2019)
16.	Employment opportunity	7	(Oloniruha et al., 2023), (Don-Solomon & Tاتفeng, 2019), (El-Kalash et al., 2016), (El-Kalash et al., 2016), (Saiful Farik Mat Yatin et al., 2019), (Ali, 2021), (Akidi & Udoh, 2021), (Mohammed et al., 2022)
17.	Enhance other countless new products and services	2	(El-Kalash et al., 2016), (Oloniruha et al., 2023)
18.	National development	6	(Aregbesola et al., 2019), (El-Kalash et al., 2016), (Arowosola et al., 2022), (Saiful Farik Mat Yatin et al., 2019), (Ali, 2021), (El-Kalash et al., 2016)
19.	Encourage competitiveness in the business world/	2	(Oloniruha et al., 2023), (El-Kalash et al., 2016)
20.	Reduce dependency on government and the private sector for employment opportunities (White collar jobs)	2	(Akidi & Udoh, 2021), (Stanley & Oghe-netega, 2021)
21.	Enhance per-capita income	2	(Aregbesola et al., 2019), (Saiful Farik Mat Yatin et al., 2019)
22.	Survival	2	(Oloniruha et al., 2023), (Friday & Sawyer-George, 2023)
23.	Fulfill customer's technical demands and society (E.g: response to demand, meet identified need)	2	(Adetayo et al., 2022), (Arowosola et al., 2022)
24.	Adoption of favorable pricing practices	2	(Buwerimwe & Dewah, 2020), (Akidi & Udoh, 2021)
25.	Improves customer services and improves product and services	2	(Buwerimwe & Dewah, 2020), (Akidi & Udoh, 2021)

The Challenges of Infopreneurship in The Current Employment Market

The third finding pertains to Research Question 3, which seeks to uncover the challenges of infopreneurship in the current job market. This question aims to identify the obstacles faced by individuals who pursue information entrepreneurship as a career choice. Through a thorough analysis of the selected papers, it was discovered that a total of 25 challenges were successfully identified and documented in Table 6. The most significant barrier for Infopreneurs in the current employment market is the lack of essential skills or expertise (48%), as highlighted in 12 articles. Another crucial point, with a percentage of 40% of the total articles, is the inability to secure necessary funds or capital, which was mentioned in 10 articles. Additionally, the lack of infrastructure or business infrastructure (32%) was cited in 8 articles. Furthermore, several challenges, including diffi-

culties in developing business proposals, unfavorable government policies, and the poor attitude of society members, were highlighted in 5 articles and shared the same percentage of 20%. Lastly, Table 6 also reveals that Infopreneurs must be aware of other barriers to Information Entrepreneurship as a career option, such as a lack of entrepreneurship inclination, identity, and quality administration, with a percentage of (16%), as reported in 4 articles.

Table 6: Analysis on The Challenges of Infopreneurship in The Current Employment Market

No.	Challenges	#Papers	References
1.	Lack of entrepreneurship inclination	4	(Ali, 2021), (Mohammed et al., 2022), (Stanley & Oghenetega, 2021), (Wema, 2021)
2.	Difficulties in developing business proposal.	5	(Ali, 2021), (Oloniruha et al., 2023), (Akidi & Udoh, 2021), (Arowosola et al., 2022), (Stanley & Oghenetega, 2021)
3.	Lack of adequate funds/capital	10	(Mohammed et al., 2022), (Dangani & Moruf, 2015), (Ali, 2021), (Friday & Sawyer-George, 2023), (Akidi & Udoh, 2021), (Stanley & Oghenetega, 2021), (Oloniruha et al., 2023), (Ramugondo, 2021), (Wema, 2021), (Buwerimwe & Dewah, 2020)
4.	Legal requirement and compliance	2	(Ali, 2021), (Akidi & Udoh, 2021)
5.	Lack of adequate planning	2	(Ali, 2021), (Oloniruha et al., 2023)
6.	Unfavourable government policies/	5	(Oloniruha et al., 2023), (Friday & Sawyer-George, 2023), (Ramugondo, 2021), (Stanley & Oghenetega, 2021), (Akidi & Udoh, 2021)
7.	Poor infrastructure/ Lack of business infrastructure	8	(Oloniruha et al., 2023), (Friday & Sawyer-George, 2023), (Akidi & Udoh, 2021), (Oluyemisi & Osebequen, 2023), (Mohammed et al., 2022), (Buwerimwe & Dewah, 2020), (Ramugondo, 2021), (Don-Solomon & Tاتفeng, 2019)
8.	Lack of adequate/requisite skills/expertise	12	(Mohammed et al., 2022), (Oloniruha et al., 2023), (Oluyemisi & Osebequen, 2023), (Friday & Sawyer-George, 2023), (Akidi & Udoh, 2021), (Don-Solomon & Tاتفeng, 2019), (Ramugondo, 2021), (Wema, 2021), (Buwerimwe & Dewah, 2020), (Saiful Farik Mat Yatin et al., 2019), (Arowosola et al., 2022), (Kazungu, 2021)
9.	Poor attitude of the members of the society	5	(Oloniruha et al., 2023), (Stanley & Oghenetega, 2021), (Wema, 2021), (Dangani & Moruf, 2015), (Akidi & Udoh, 2021)
10.	Lack of identity	4	(Friday & Sawyer-George, 2023), (Ramugondo, 2021), (Don-Solomon & Tاتفeng, 2019), (Akidi & Udoh, 2021)

11.	Illegal activities	3	(Friday & Sawyer-George, 2023), (Aregbesola et al., 2019), (Ramugondo, 2021)
12.	Lack of structure to several public and private organizations	3	(Aregbesola et al., 2019), (Adetayo et al., 2022), (Arowosola et al., 2022)
13.	Lack of mentors/counselors/role models in infopreneurship	2	(Akidi & Udoh, 2021), (Wema, 2021)
14.	Lack of standard pricing for information services	1	(Akidi & Udoh, 2021)
15.	High cost of doing business	3	(Akidi & Udoh, 2021), (Don-Solomon & Tاتفeng, 2019), (Buwerimwe & Dewah, 2020)
16.	Lack of willingness to undertake risk in business	3	(Akidi & Udoh, 2021), (Wema, 2021), (Arowosola et al., 2022)
17.	Lack of quality administration	4	(Aregbesola et al., 2019), (Adetayo et al., 2022), (Mohammed et al., 2022), (Friday & Sawyer-George, 2023)
18.	Fear of competition	3	(Mohammed et al., 2022), (Wema, 2021), (Stanley & Oghenetega, 2021),
19.	Overdependence on white collar jobs	1	(Don-Solomon & Tاتفeng, 2019)
20.	Privacy	1	(Ramugondo, 2021)
21.	Economic Meltdown	1	(Stanley & Oghenetega, 2021)
22.	Insufficient entrepreneur opportunities in the market	1	(Wema, 2021)
23.	Lack of social media team to handle customer inquiries	1	(Buwerimwe & Dewah, 2020)
24.	Unprofitable for lifelong economic reliability	1	(Lose & Khuzwayo, 2022)
25.	Lack integration of disciplines	2	(Kazungu, 2021), (Dangani & Moruf, 2015)

DISCUSSION

The researchers conducted a systematic literature review to explore infopreneurship as a career option in the current job market and to contribute to academic research in the field of information entrepreneurship. This study led to the development of three research questions: What are the opportunities for infopreneurship in the current job market? What are the benefits of infopreneurship in the current job market? And what are the challenges of infopreneurship in the current job market? Through a detailed review of previous literature, the researchers gained a deeper understanding of infopreneurship as a viable career option for information professionals. While there are many opportunities and benefits, there are also challenges that individuals must navigate. The findings related to each research question are discussed in more detail in the following paragraph.

The research findings for Research Question 1, "What are the opportunities of infopreneurship in the current employment market?" reveal the top five dominant opportunities available for individuals who want to venture

into infopreneurship. It's important to note that there are various information-related business and service opportunities that can be explored within the career landscape of intrapreneurship. Information consultancy services business is one of the diverse kinds of information services (Don-Solomon & Tاتفeng, 2019; El-Kalash et al., 2016; Akidi & Udoh, 2021; Dangani & Moruf, 2015; Alagiri & Visalatchi, 2020; Mohammed et al., 2022). This business covers various activities such as data analysis, project writing, literature/online search (Akidi & Udoh, 2021), patent searching (Dangani & Moruf, 2015), research aid services (Friday & Sawyer-George, 2023), and translation services (Alagiri & Visalatchi, 2020; Arowosola et al., 2022). In fact, there are more specific information-based consultancy services focused on information systems (Mohammed et al., 2022), publishing projects and knowledge management (Oloniruha et al., 2023; El-Kalash et al., 2016), records management (Adetayo & Hamzat, 2021; Buwerimwe & Dewah, 2020), and others within the broader information consultancy services business.

Computer services businesses are a lucrative opportunity within infopreneurship. These businesses offer services such as photocopying, printing (Friday & Sawyer-George, 2023; Stanley & Oghenetega, 2021), typesetting, laminating, scanning (Akidi & Udoh, 2021), binding (Stanley & Oghenetega, 2021; Alagiri & Visalatchi, 2020; Akidi & Udoh, 2021), computer repairs and maintenance (Stanley & Oghenetega), and software/hardware installation (Akidi & Udoh, 2021). These areas of opportunity can be considered by information professionals or individuals who are facing unemployment.

Apart from that, information brokerage services business, internet business services as well as desktop/electronic publishing business also brought up as the infopreneurship opportunities that can be leveraged. As for the internet business services, the option of business career that can be looked forward to be exploited are cyber cafe business (Akidi & Udoh, 2021; Mohammed et al., 2022; Saiful Farik Mat Yatin et al., 2019) and also mobile phone activators (Oloniruha et al., 2023), while for the desktop/electronic publishing are vlogging, podcasting and e-book author (Adetayo et al., 2022), along with web newsletters (Don-Solomon & Tاتفeng, 2019), book publishing (Stanley & Oghenetega, 2021) and so on and so forth.

Moreover, the study's findings also uncover the fourth place of prominent infopreneurship opportunities, which are freelancing, bibliographical services, online teaching, webinars, workshops, etc. In terms of freelancing, book reviewing and followed by proofreader copy editor (Stanley & Oghenetega, 2021; Adewoyin et al., 2021; Oloniruha et al., 2023; Alagiri & Visalatchi, 2020), social media influencers (Mohammed et al., 2022) and online business (Saiful Farik Mat Yatin et al., 2019) were the exemplifications on freelancing areas that the individuals can explore. Then, under the broad areas of biographical services, there are selective dissemination of information (Don-Solomon & Tاتفeng, 2019), current awareness services (Alagiri & Visalatchi, 2020; Don-Solomon & Tاتفeng, 2019), electronic document delivery (Alagiri & Visalatchi, 2020; Arowosola et al., 2022), cataloguing and classification (Buwerimwe & Dewah, 2020; Akidi & Udoh, 2021; Don-Solomon & Tاتفeng, 2019; Arowosola et al., 2022), citation analysis (Alagiri & Visalatchi, 2020) and last but not least information repackaging (Don-Solomon & Tاتفeng, 2019; Humaira & Pur-waningtyas, 2023) which can be benefited by the information professionals for self-employment and at the same time generate income and gain financial freedom. Not forgetting the opportunities in regard to online teaching, webinars, workshops, etc., Adetayo and Hamzat (2021), Mahmood and Hussin (2018), and Adetayo et al. (2022) stated that the information professional could involve in giving coaching and consultation through that medium of webinars (Alagiri & Visalatchi, 2020), workshops and conferences (Don-Solomon & Tاتفeng, 2019). The information professional also can venture into freelance teaching (El-Kalash et al., 2016) and providing training videos (Adetayo et al., 2022).

Additionally, the indexing and abstracting services business and data management services are the fifth dominant opportunity for infopreneurship as a career option in the current employment market. According to Adetayo and Hamzat (2021), data management services can even be classified into several other services, which include database creation and management services, also cited by (El-Kalash et al., 2016), cloud services and data analysis services that are similarly high-lighted by (Oloniruha et al., 2023). Identically, big data analytics (Alagiri & Visalatchi, 2020), as well as online database services (Don-Solomon & Tاتفeng, 2019), are the additional services that also fall under the scope of data management services, which indirectly open up many angles for individuals to explore the diversity of career within the domain of information entrepreneurship.

Furthermore, by Research Question 2, “What are the benefits of infopreneurship in the current employment market?” This paper posits that among the advantages embraced by Infopreneuers opting for a career in information entrepreneurship is the capacity to actively contribute to diminishing the unemployment rate. Simultaneously, it facilitates economic development growth and sustainability (Aregbesola et al., 2019; El-Kalash et al., 2016; Saiful et al. et al., 2019; Ali, 2021; Mohammed et al., 2022; Oloniruha et al., 2023; Stanley & Oghe-netega, 2021; Arowosola et al., 2022). According to Lose & Khuzwayo, (2022), engaged in infopreneurship serve as pivotal contributors to economic advancement and prosperity, orchestrating transformative business models that harness the power of information and knowledge, propelling development and growth to unprecedented heights. Secondly, Infopreneur promotes employment opportunities as they use a variety of methods built into their business strategies to create job possibilities (Oloniruha et al., 2023; Don-Solomon & Tاتفeng, 2019; El-Kalash et al., 2016; Saiful Farik Mat Yatin et al., 2019; Ali, 2021; Akidi & Udoh, 2021; Mohammed et al., 2022).

Infopreneuership also perks in fostering independence, contributes significantly to national development, allows for easy differentiation and standing out, encourages self-employment, and enables income generation. Next, the benefits obtained by Infopreneuers against prominent easy differentiation and standing out are in terms of being able to access different audiences (Buwerimwe & Dewah, 2020), have the opportunity to showcase talents and skills (Oloniruha et al., 2023), able to gain recognition (Adetayo & Hamzat, 2021), then build a professional profile (Humaira & Purwaningtyas, 2023), and competences to penetrate the global market (Himma Dewiyana et al., 2021). Thus, Information Entrepreneurship fosters independence among infopreneurs as it promotes self-reliance, as found in 6 articles.

Besides the opportunities and benefits, this literature review also presented the challenges of Infopreneuership in the current employment market. The top-rank challenge requires adequate or requisite skills or expertise (Mohammed et al., 2022; Ramugondo, 2021). Referring to the selected articles, among the issues experienced by infoprenuer related to the lack of adequate or requisite skills or expertise included lack of ICT skills or shortage of skills (Oloniruha et al., 2023; Oluyemisi & Osebequen, 2023), inadequate business skills such as inadequate financial management skills, innovative skills and inappropriate entrepreneurship skills (Wema, 2021; Buwerimwe & Dewah, 2020). In addition, lack of business and technical skills also leads to low marketing skills and strategy (Arowosola et al., 2022), lack of technical know-how poses for online advertising (Buwerimwe & Dewah, 2020; Oluyemisi & Osebequen, 2023) and lack of extensive knowledge and experience as cited by Kazungu (2021).

Moving to the top two rank obstacles are need for adequate funds or capital (Mo-hammed et al., 2022; Dangani & Moruf, 2015). The example of a lack of adequate funds or capital typically involves a lack of soft loans for infopreneuership (Akidi & Udoh, 2021), insufficient financial support to start business ventures (Wema, 2021), and limited resources (Buwerimwe & Dewah, 2020). The lack of infrastructure or business infrastructure (Oloniruha et al., 2023) is the third-highest challenge experienced by Infopreneurs. Moreover, ranking prominently in the hierarchy of obstacles, lack of infrastructure or business infrastructure deficiencies stand out as the primary duo, as cited by (Oloniruha et al., 2023; Friday & Sawyer-George, 2023). Therefore, lack of adequate electricity and bandwidth (Mohammed et al., 2022; Buwerimwe & Dewah, 2020), low quality of sub-standard equipment for information business practices (Akidi & Udoh, 2021), poor internet connectivity (Don-Solomon & Tاتفeng, 2019) and lack of social amenities (Oloniruha et al., 2023) are part of lack of infrastructure or business infrastructure challenges had to go through by the info-prenuer.

In addition, navigating business or entrepreneurship requires those individuals, especially founders, to possess a meticulously crafted business plan. The indispensability of a well-structured business proposal becomes paramount, serving as a linchpin for ensuring the seamless continuity of the business endeavour. However, the rating also revealed that Infopreneur needs help developing business proposals (Ali, 2021). The primary hurdle lies in the incapacity to discern and capitalize on available business prospects (Akidi & Udoh, 2021; Arowosola et al., 2022). Besides that, sharing the same hierarchy is a challenge in going through unfavourable government policies (Oloniruha et al., 2023). This can be driven by a need for more appropriate government regulation (Friday & Sawyer-George, 2023) and a lack of government support (Akidi & Udoh, 2021). Next, the lack of involvement of infopreneurs in the job market can be caused by the poor attitude of the members of the society (Oloniruha et al., 2023). According to Wema (2021) and Dangani and Moruf (2015), a lack of network-

ing and collaboration among Library Information Science professionals for business cooperation and poor attitude of information users in using the services of infopreneurs (Akidi & Udoh, 2021) seem to affect the attitude of the members of the society. Information professionals' sharing of resources, knowledge, and skills may be unrestricted with efficient networking and collaboration. Due to this, society may need more access to extensive and varied knowledge. When working alone, infopreneurs could find it challenging to deliver high-quality services, which could negatively affect how satisfied information users are.

Lastly, the top five barriers faced by the infopreneurs are lack of entrepreneurship inclination (Ali, 2021), lack of identity (Friday & Sawyer-George, 2023) and lack of quality administration (Aregbesola et al., 2019; Adetayo et al., 2022; Mohammed et al., 2022). The positive change sparked by the entrepreneurial spirit promotes economic growth, innovation, and the general well-being of people and societies. However, the lack of identity may deter them from entering new markets or growing their businesses and reduce their business's potential for development, as it could destroy the spirit of entrepreneurship, where both of them impact their careers as infopreneurs. According to Amakiri & M.O (2019), inadequate awareness of business opportunities in the information sector and inadequate knowledge of the information world (Akidi & Udoh, 2021) caused a lack of identity among infopreneurs. Furthermore, good administration skills are essential to information entrepreneurs as they guarantee excellence, dependability, and efficiency in various business operations. However, a lack of administration quality makes infopreneurs non-innovative and weak-minded in implementing continuous improvement. Corruption is among the issues under lack of quality administration, as cited by Friday & Sawyer-George (2023), which infopreneurs who follow moral principles could encounter unfair competition from those who take unethical shortcuts to achieve their goals. Thus, cultivating an environment that supports sustainable entrepreneurship and economic development necessitates the implementation of ethical business practices, transparency, and adherence to legal requirements.

CONCLUSION

In conclusion, after addressing the opportunities, benefits, and challenges of infopreneurship as a career option in the employment market, this study identified that the top opportunities for infopreneurship are in information consultancy and computer services businesses. Both opportunities promote knowledge monetization as the infopreneurs can make a successful business out of their knowledge by using it to give clients insightful analysis and strategic guidance. Secondly, choosing this career has positive aspects, diminishing the unemployment rate and serving as a catalyst for robust economic development, sustained growth, and long-term sustainability. Despite that, through challenges of infopreneurship, this study showed that the infopreneur majority are struggling with a lack of adequate or requisite skills or expertise, which, in this Industrial Revolution 4.0, adequate or requisite skills or expertise plays a vital role in coping with global competitiveness, technological advancement and automation and digitization. Instead of depending only on conventional career arrangements, it offers insights into generating one's chances. Hence, this study is essential in addressing employment challenges and can help people understand how to take proactive measures to deal with obstacles in the job market.

However, the overview results in this study are only based on 25 research articles found from two databases after applying the include and exclude criteria as this review is based on developing countries such as South Africa and Nigeria. This study is also based on analysis articles from two databases, Google Scholar and IEEE Explore, and comes out with small data extraction. The likelihood of different outcomes arises with the introduction of additional inclusion and exclusion criteria and the incorporation of more than two academic databases. Despite that, the quantity of papers thoroughly examined is sufficient for a comprehensive exploration of the opportunities, advantages, and challenges associated with infopreneurship in the present job market. Nevertheless, there are limitations in this study, such as not paying attention to human resources and workforce development and ethics and compliance related to infopreneurship in utilizing the technology advancement related to the infopreneurship. The rapid technological change results in a skills gap, where the workforce may need more skills for an emerging job.

Moreover, ethical issues are closely connected with infopreneurship as it involves bias and privacy of information brought up by AI (artificial intelligence) and automation. Therefore, for future research, there are recommendations to use more journal articles and conference papers from various databases as a resource. Re-

searchers could also use publications other than journal articles and conference papers. Journal articles and conference papers are used due to their quality and credibility. Further exploration of information entrepreneurship as a career option in developed countries is also encouraged to identify the gap related to the infopreneur between the two economic statuses in these countries. Thus, there is a need for more empirical study under the infopreneurship domain, as the publications under this domain are limited only to literature reviews.

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