

THE EFFECT OF SMALL AND MEDIUM BUSINESSES ON GROWTH PERFORMANCE FOR NATION BUILDING IN NIGERIA

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Abstract

This study investigated the effect of small and medium business for Nation building in Edo state Nigeria. In today's world, the contributions and potential of rural business as instrument for sustainable economic development cannot be overemphasized especially in the cases of developing nations. Over the years rural business has contributed greatly as a vehicle for sustainable development and also has led to many countries economic growth. The potential in rural businesses in most developing nations have been greatly explored and used for the achievement of sustainable growth. The same cannot be said for some developing countries like Nigeria. If rural business potentials are tapped and explored by developing countries, it will bring about development to the nations.. Nigeria State

still has enormous potential for economic growth and sustainable development, with vast areas of natural resources in agricultural lands and minerals, yet economic growth and sustainable development is slow. Presently in Nigeria, these rural businesses still grapple with challenges to carry out their activities, ranging from poor cash(capital), lack of basic infrastructural facilities (good roads, electricity, pipe borne water, health facilities), lack of access to credit, inadequate or lack of information and communication technology, rural to urban migration, etc. Thus, rural business in South-South Nigeria, is faced with poor business planning and technological density and geographical distance with agents of a productive chain.. The population of the study was 140 businesses in Edo state

Nigeria. The sample size 89 was obtained using the Freund and Williams sample size determinant of which questionnaire and oral interview was used for the data gathering. A test and re-test was used and thereafter the Crombach alpha correlation coefficient was applied to find the relation between the variables. The finding reveals that planning had a significant positive effect on technological sustainability of selected businesses in Edo state Nigeria (R=0.99, P=0.000). The study recommends that the government should provide adequate technology as it will increase the inflow of business opportunity in Nigeria. . There should be adequate asses to loan facility so as to address the practical problem of rural business management in the South Southern Nigeria. It will also go a long way in enlightening them on the potential of rural business management as well as the best strategies to be adopted for sustainable development.

Keywords: Organizing, Planning, technological sustainability, innovation

Introduction

In today's' world, the contributions and potential of rural business as instrument for sustainable economic development cannot be overemphasized especially in the cases of developing nations. Over the years rural business has contributed greatly as a vehicle for sustainable development and also has led to many countries economic growth. The potential in rural businesses in most develop nations have been greatly explored and used for the achievement of sustainable growth. The same cannot be said for some developing countries like Nigeria. If rural business potentials are tapped and explored by developing countries, it will bring about development to the nations. The instruments of rural business have been employed by most developed and some developing nations to bring about sustainable

development to their countries, Nigeria have not fared well in this regard.

Rural and remote areas in Nigeria have been undergoing structural changes in agricultural, forestry, fishing and other natural resource-based industries. Among other impacts, the end result has been a decrease in the number of jobs available to residents in the communities based around these industries. Consequently, many communities are shrinking as individuals and their families move away to seek employment (Apedaile, 2004, Deavers, 1992, Mochrie ., 2004, Nyseth , 2005). In light of these events, many communities, residents, governments and other interested parties are examining the potential of small business development and entrepreneurship as a way to restore jobs (Bryden ., 2000, Lowe ., 2000, Nyseth ., 2005).

There are many economic opportunities for small businesses in these rural and remote areas. Many individuals are capitalizing on an area's unique geography and culture to develop tourism operations, such as tours, accommodation, restaurants and other similar enterprises (Cox ., 2004, Lordkipanidze ., 2005). Others are drawing upon local products, such as food, crafts and other traditional items, to create niche markets for urban customers.. In other cases, some businesses have been able to move from urban settings to rural ones with the advances made in information technology, which can facilitate the communication and access to clients, suppliers and other groups based elsewhere in the region, country and even internationally (Dabson, 2003, Galloway ., 2005)

However, the very nature of these locations which creates these opportunities also can provide challenges for the owner and their business. As it is in greater detail, these locations are often some distance from their

markets and suppliers in urban areas. Some communities may be accessible only by secondary roads and gravel roads, while others are not accessible by road at all, relying instead on water and air transportation. The business people in these areas may often operate without a local bank and other standard business infrastructure such as telephone, running water, high speed Internet and electricity which can translate into higher operating costs and time commitments for owners and their businesses (Botterill et al., 2000, Stathopoulou, Psaltopoulos, and Skura., 2004), and a reduced ability to meet with customers, suppliers, business advisors, banks and other related organizations on a regular basis (Beer, 2004, Stathopoulou et al., 2004). There is often a limited local market given the lower population densities that exist in most rural areas which hampers a firm's ability to develop economies of scale and create long term business sustainability (Baldacchino, 2005, Beer, 2004, Polese et al., 2002).

Entrepreneurship is recognized as the primary engine of economic growth and a vital contributor to the overall performance of the Nigeria economy. In Nigeria, Small Medium Enterprises (SMEs) consist of three different enterprising categories: micro, small and medium enterprise. SMEs form establishments in three different sectors – agriculture, manufacturing and services. 449,004 SMEs (or 86.5% of total SMEs) formed the largest category in the services sector. The bulk of the SMEs are 80.4% for micro enterprises, followed by 17.6% for small enterprises and 2.1% for medium enterprises. Most of the SMEs are in the following sub-sector services: retail, restaurant, wholesale, transportation and communication, and professional services.

In regard to the rural entrepreneurship, its role has been accepted as the central force of economic growth in Nigeria. The

government, institutions and individuals seem to agree on the urgent need to promote rural enterprise as an enormous employment potential and instrument for improving the well-being of rural community. The issues on rural business performance and the role of government in supporting and developing a conducive business environment have been discussed and debated in several occasions. Due to the important role of rural entrepreneurship and the government initiatives in helping rural entrepreneurs to increase their business performance, it has been a subject of interest for various groups including the government, the practitioners and the researchers to look at the influence of government supports on rural business performance (Stathopoulou et al., 2004).

Government Institutions and Non-Governmental Organization (NGO) have continually insisted that government encouragement and intervention on small and medium enterprise (SMEs) located in the rural areas promotes rural business management and is a necessary instrument to accelerate rural business management development process for sustainable development. Furthermore, government institutions, private organizations and individuals' concord that the promotion of rural small and medium enterprise (SMEs) could be used as pivot for sustainable development of the economy. Dabson (2003), posited that the promotion of rural business in form of rural business possesses enormous potential for sustainable development. To politicians, it is seen as the key instrument for the prevention of rural unrest; farmers see it as instrument for improving farm earnings and profitable business possibility near their homes which provides autonomy, independence and reduced need for social support. All these groups have come to understand, however that small and medium enterprise and entrepreneurship stands as a vehicle to improve the quality of life for individuals,

families and communities, to sustain a healthy economy and to ensure sustainable development.

Rural businesses worldwide are perceived as being important for the income, growth and prosperity of individuals, the community and the nation (Katz and Green, 2012). Rural business has often played a vital role in building economic growth and sustainable community prosperity and development. The acceptance of rural business management as one of the central forces in sustainable development which enable businesses in rural areas to do well, according to Aganga cited in Adeloje (2012), Nigeria has an estimated population of seventeen million SMEs, representing over 80% of the total number of firms in Nigeria and employing over 31 million Nigerians or about 75% of the total workforce. Adeloje further noted that most businesses in rural areas are SMEs for which their contribution to the GDP in Nigeria are still relatively low and sustainability of rural business not guaranteed a result of some existing constraints in their environment (Adeloje, 2012).

Similarly, Johnson (2016) posits that the SMEs in rural areas are worst affected by the business practices employed and are the first to be hit by any external shock. This implies that most rural areas SMEs are weak in terms of business planning, business organization, directing, coordination and control of business, as well as how they can be sustained. In addition, rural businesses are characterized by their inability to absorb uncertainties and risks confronting them, which have direct impact on their performance and therefore weakens their ability to achieve sustainability, as such hampered development.

The management of rural business is very complex due to the fact that it is heavily dependent on natural resources, seasonality of the market, the perish ability of the products. . As noted, small scale business

are springboard for rapid industrial development. Akogu (2003) opined that in both developed and developing countries, the government has turned to small and medium scale enterprises and entrepreneurs as means for economic growth and sustainable development. Arogundade (2011) posits that most SMEs entrepreneurs in Nigeria need to improve their managerial skills because of inability to their put into practices the essential tools of management, resulting in their inability to respond to threatening environmental condition and that affects sustainable development. Rural businesses have traditionally provided food, natural resources and raw materials needed for our economy. These rural businesses are often far from larger urban centres where the concentrations of their markets exist (Siemens, 2010). The sustainability of rural businesses or enterprises rest on the proper use of management principal in investments on basic infrastructures, such as good roads network, banks, effective technology amongst others, which in most times could increase their cost of doing business. Given these types of needs that affect rural business viability, profits and growth, the sustainable development for rural SMEs becomes an issue (Polese and Shearmur, 2002). Since the nation's ability to generate a steady stream of business opportunities can only come about when its people take on entrepreneurial activities.

Business activities and innovative ingenuity in Nigeria have attracted the development of enterprise such as agriculture, agro-allied, solid minerals, transportation, information and communication technology, building, hospitality and tourism. Yet the rate of unemployment is high and poverty still looms in the mist of these business opportunities across Nigeria and Benue State in particular. Thus, Beer (2004) opined that the citizenry are unemployed not because they lack the qualification but because the system has been crippled

politically, economically, socio culturally and even religiously. The roles of micro small and medium enterprises contribute especially in rural business, in sustainability and sustainable development of any country are numerous, ranging from being a vehicle for achieving national objective of employment generation, enhancing entrepreneurship spirit among its citizenry and generating income. As submitted by Kombo, Justus, Murumba and Makworo (2011), it is known that in Kenya, agriculture and rural businesses, have contributed greatly to the growth and sustainability of Kenyan economy. What is needed in the Nigeria economy is an enabling environment to drive in the message of rural business and encouraging small and medium enterprise development in addition to an enabling environment that is dependent on policies promoting rural business/entrepreneurship. Thus, this study seeks to explore rural business management for sustainable development in north central Nigeria, with emphasis on SMEs situated in the rural areas.

Statement of the Problem

Nigeria State still has enormous potential for economic growth and sustainable development, with vast areas of natural resources in agricultural lands and minerals, yet economic growth and sustainable development is slow. Presently in Nigeria, these rural businesses still grapple with challenges to carry out their activities, ranging from poor cash(capital), lack of basic infrastructural facilities (good roads, electricity, pipe borne water, health facilities), lack of access to credit, inadequate or lack of information and communication technology, rural to urban migration, etc. Thus, rural business in South-South Nigeria, is faced with poor business planning and technological density and geographical distance with agents of a productive chain. Also regarding the problems that often hamper the management

of rural enterprise, most rural businesses do not have coordinated the culture of adding value to products. Their concern is to produce without worrying about whether there is market price or even more for whom to self; and the knowledge attached to these enterprise.

In light of these therefore, rural businesses (SMEs, and entrepreneurs) in South-South Nigeria are characterized by inability to absorb most challenges, uncertainties and risks confronting business organizations and this has direct impact on their performance and can weaken their ability for sustainable development and economic growth in their environment and the state. This can expose them to serious risks that could result in limiting their chances of survival. Thus, this study seeks to explore rural business management and sustainable development in South-South of Nigeria.

Objectives of the Study

The objective of this study is to determine the effect of organizing rural business investment on technological sustainability

Research Questions

What is the effect of organizing rural business investment on technological sustainability?

Research Hypotheses

Organizing rural business investment has a significant impact on technological sustainability.

Conceptual framework

Several researches suggest that the definition of "Rural areas" has suffered from several meanings and it means different things to different people (McDonagh, 1998). This has severally impacts on discussions and clarity between different organization and government policy. Walsh (2010) stated that, "the absence of an agreed definition of rural poses challenges in that

the way to which rural is defined has the potential to impact on the scope and focus of the people concerned with the development of rural areas". The rural areas constitute the vast bulk of the land mass of most countries with high tendencies for economic growth and sustainable development.

The rural context is complex and presents challenges to business owners (Siemens, 2010). Business in these areas tend to be small as defined by both revenues, numbers of employees and are service oriented (Crome et al., 2001; Mochrie and Galloway, 2004; Bone et al., 2002). The owners of business in rural areas often start their businesses to create employment for themselves and relatives (Trevo, 2004), to be one's own boss (Walke and Brown, 2004). These owners often acknowledge that their desire to stay within rural areas and create a particular lifestyle may be link to the important for businessmen to make profits and sustainable growth (Dabson, 2003 ;). In other words, these owners are looking to make do, often with limited access to resources required to compete successfully against larger and more endowed enterprises.

Rural business are normally faced with a particular condition that is generally not experienced by urban enterprises and which may limit effective and efficient business operation (Dabson, 2003;). It is important to consider the context in which a small business owner operates (Siemens, 2010), this context shapes both opportunities, constraints and suggests the range of possible responses and available resources to each business for use (Aldrich and Martinez, 2001;). The location of these businessmen in the rural area presents challenges of movement/transportation cost in term of meeting with customers, supplies, as collaborated by Stathopoulose, Psaltopoulos, and Skuras (2004) that the

owner's ability to meet with customers, supplies, advises, banks, and other related organizations is important. The size of these countries could also serve as constraint to market size, as well as rural communities face gaps in the availability and conduit of infrastructure required for businessmen operation. Over the years, rural business in form of small firms and entrepreneurship played an important role in economic growth and sustainable development, more so constitute the business environment for rural business in Nigeria.

Technological sustainability

A global trend with significant implications for sustainable development is the extraordinarily rapid development and application of information technology (IT), often referred to as the "IT revolution." One of OECD's most established reports is the annual "Information Technology Outlook." Recent issue finds that IT continues to play an increasingly important role in industrialized economies, despite the continuing period of economic downturn that was initiated in 2000 the International Telecommunications Union (2001). In addition to the IT reports, OECD also has a series of reports devoted to sustainable development issues (Kooimey, Kawamoto, Piette, Brown, and Nordman, (1999).

However, with a few exceptions, there is very little discussion of IT prospects in the sustainable development reports. OECD did recently produce a report on the impacts of IT on environmental sustainability (Mills, 1999), which examines issues very similar to those presented in the Digital Europe study.. The report focuses on direct environmental effects of IT production and use, as well as the more uncertain indirect, also known as rebound, effects. Overall, this report supplements the more thorough discussion provided by the Digital Europe study on environmental impacts of IT. The World Bank's efforts to advance IT

capabilities in the developing world are based on the following premise: a focus on IT development and innovation will help developing countries address the obstacles to sustainable development.

Sustainable Infrastructure Development

Infrastructures are those basic physical, social and institutional forms of capital, which enhance production, distribution, consumption activities and ultimately the quality of life. Essentially, it constitutes facilities such as basic services without which primary, secondary and tertiary productive activities cannot function. Infrastructures form the necessary ingredients for motivating people to be more productive and achieve relative self-reliance. In other words, infrastructural facilities are elements in the package of basic needs which a community would like to procure for better living (Adeleye, 2005). It is viewed as those facilities and services that are needful to improve on the quality of life of the people. Galloway (2004) put infrastructure to include the system of physical, human, and institutional forms of capital which enables rural residents to better perform their production, processing, and distribution activities, as well as help to improve the overall quality of life. In addition, infrastructure can be better understood as those specialized elements in the development process that bring about improvements in the socio-economic welfare of the masses. Moreover, they are catalysts of development and at the same time their presence can be an indicator of the level of development (Siemen, 2010).

Skura (2004) had assisted in categorizing the infrastructural facilities to include - economic such as credit, loan, production support; physical infrastructures such as roads, electricity, irrigation facilities; capacity building in terms of training, information dissemination; and support service namely, market services, and access

to basic social services. Cox (2004) had attempted the classification of the infrastructures into three namely, first: physical infrastructures consisting of roads, bridges, storage facilities, dams, irrigation, water facilities, and other forms of processing facilities. Second, social infrastructure such as health and medical facilities, educational facilities and third, institutional infrastructure which consists of cooperative societies, farmers' unions, financial institutions like banks, agricultural extension and training services. This classification is of immense importance because socio-economic status of people largely depends on the quality of infrastructural facilities provided with good maintenance culture.

Economic Growth in Nigeria

Before the advent of the 2015 election, Nigeria still ranked as one of the most developed economies in Africa with developed financial, communication and transport sectors and the highest stock exchange in Africa continent (Oyelola et al., 2015). Outside the petroleum sector, the Nigerian economic in highly volatile and lags the basic infrastructure, with several efforts to develop the other industrial sector have been failing (Economic Watch, 2010). With great population growth rate, the general macroeconomic outcome has been poor, resulting to high level of poverty (Wikipedia, 2010). GDP per capita as Nigeria expended 132% in the societies reaching a peak growth of 283% in the seventies. This was not sustained and it consequently shrinks by 66% in the Eighties. In the nineteen, diversification initiatives finally took effect and decade growth was restored to 10%. Due to inflation, per capital GDP today remains lower than in 1960 when Nigeria declared independence, with over 5% percent of the population living on has than US\$ 1per day (Oyelolaetal, 2013). In 2005 the GDP real growth was 6.90% composed of the

following sectors agriculture, 26.8%; industry, 48.8% and services, 24.4% compared to 2009 GDP of 3.80% composed of agriculture, 33.4%, industry, 34.1% series, 32.5% ..

The low growth rate deals with down sledding of the industrial sector in Nigeria, high leading interest rates which promoted savings and discomposed flow of credit and investments to real factors, large budget deficits financial by the banking sectors, with deficit/GDP ratio averaged 4.7% in the last decade (Oyelolaetal, 2013). They further asserted that the high level of deficit financiering meant that the bulk of credit available to the economy was diverted to funding government, thus crowding out the operate sector in the credit market. The most serious problem was inflation any pressure that devalued the currency and induced uncertainty that made small business owners/entrepreneurs to postpone investment decisions thus promoting the diversion of resources from productive to speculative activities with serious consequences for employment and growth (Bryden, 2000).

Theoretical Framework

Resource Based View Theory

According to the resource-based view theory, valuable, rare, inimitable, and non-substitutable resources of the business are relevant for sustainable competitive advantages . The success of a business in a competitive environment is dependent on the business resources. Resource-based view of a business mainly addresses the resources that contribute to firm competitive advantage and how these resources enable a business to achieve better performance for sustainability and keep competitive in its industry (Walsh, 2010). The assumption of resource heterogeneity and immobility resource-based theory suggests resources, which are rare, valuable, imitable, and non-substitutable, can contribute to better

business performance and sustained competitive advantage. Resource-based theory, is one of the most widely accepted theories in management and originally formalized in 1991, views the business as a bundle of resources and emphasizes that competing business possess heterogeneous resource bases . It explains the importance of developing resources and capabilities which are valuable, rare, inimitable and non-substitutable. The attainment of such advantages will enable the business to improve its short-term and long-term performance for sustainability . Although it is necessary for a business to possess valuable and inimitable resources and capabilities, business seeking a competitive advantage must also demonstrate the ability to alter them for full realization of their potential. Therefore, resources are the substance of business because sustainability of business is a match between the organization's resources and the environmental opportunities, risks it faces, investment, planning, organising, directing of organisational skills in order to achieve the objectives of the organization and sustainability. They are considered to be the very essence of competitive advantage because the business ability to gain and preserve its profitability depends on its ability to defend its advantageous position that is related to its resources and sustainability (Akogu, 2013).

Financial Growth Theory

Berger and Udell (1998) propose a financial growth theory for small businesses where the financial needs and financing options change as the business grows, becomes more experienced and less informational opaque. They further suggest that firms lie on a size/age/information continuum where the smaller/younger/more opaque firms lie near the left end of the continuum indicating that they must rely on initial insider finance, trade credit and/or angel finance. The growth cycle model predicts that as firm

grows, it will gain access to venture capital (VC) as a source of intermediate equity and mid-term loans as a source of intermediate debt. At the final stage of the growth paradigm, as the firm becomes older, more experienced and more informational transparent, it will likely gain access to public equity (PE) or long-term debt. Problems related to financing are dominant in the literature with regard to small firms. There are numerous empirical studies describing inadequate financing as the primary cause of MSMEs' failure (Coleman, 2000; Owualah, 2007). The capital structure of small firm differs significantly from larger firms because small firms rely more on informal financial market which limits the type of financing they can receive. The small firm's initial use of internal financing creates a unique situation in which capital structure decisions are made based on limited financing options. It is widely accepted that small firms have different optimal capital structures and are financed by various sources at different stages of their organizational lives (Berger and Udell, 1998).

Empirical Review

Johnson (2016) conducted a study on poverty issue and the entrepreneurial engagement of small scale enterprises in Nigeria. The study also attempts to empirically investigate the entrepreneurial engagement of small scale enterprises in relation to poverty in Nigeria, and the relationship between unemployment and poverty. The research sample comprised of 326 determined using Taro Yamane method based on the study's universe of 1754. Data for this study were collected from selected 100 SMEs that have existed for at least five years in manufacturing, service, food processing, textile and agricultural industries in Nigeria before the period of this survey. In data collection, this study used cluster sampling techniques, and used simple random sampling techniques to

select its required sample for the universe. Data collected were analyzed using descriptive statistics, regression and correlation analysis (SPSS version 17.0). The findings indicate a strong positive correlation ($r = 0.746$) between entrepreneurship through SMEs and poverty level, and a significant positive correlation ($r = 0.640$) between unemployment and poverty in Nigeria. The study concludes that the increasing entrepreneurial activities and the concomitant increase in the level of the variables (poverty and unemployment) in Nigeria are indicators of abnormalities in entrepreneurial practices which demand a very urgent attention of economic experts. The study therefore recommends that the entrepreneurial practices of SME owner-managers should be diagnosed and addressed because, many of them are driven by the necessity of entrepreneurship rather than the passion in it; and that the government should support SMEs adequately for jobs creation

Adeoye (2015) conducted a study on effect of entrepreneurship on economy growth and development In Nigeria. It also examines the effect of entrepreneurship in fostering economic growth and development. The methodology adopted was the narrative-textual case study (NTCS) method, which is preferred because of the absence of sequential data related to entrepreneurship and sustainable economic growth in Nigeria. However, interviews were also conducted. We used simple percentages, graph and chart in analyzing and interpreting the collated secondary data. We found that Nigeria's economy has continued to grow over the last decade- with the real GDP growth rate hovering around 7%. It was also found that entrepreneurship can enhance economic growth and development primarily by generating employment and foster the growth of micro, small and medium enterprises in Nigeria. We recommend that there should be proper

policy coordination and policy stability; reforms in the educational curriculum to prepare students for self-reliance; and fixing the power sector-Nigeria's basic infrastructure. When we have flourishing micro, small and medium enterprises (MSMEs), gainful employment will be created, wealth created will be distributed evenly and economy is developed

Research Design

The research design used for the study was a survey. The survey has applied in consideration of Udo and Joseph (1999) assertion that where all members of a targeted population cannot be reached, a survey design makes it possible for inference on the population to be drawn using the sample. The population of study is 140 while the sample size 243 using the Freund and Williams formula which is given as:

$$n = \frac{Z^2NPQ}{Ne^2 + Z^2PQ}$$

Where:

- n = Sample size
- N = population
- P = probability of success (80%)
- Q = probability of failure (20%)
- Z = Standard Error of the mean (95% at 1.96)

e = Level of significance (5% or 0.05)

In calculating for p and q, a pilot survey was carried out with 50 respondents at two point interval. The test and re-test method was used, and 40 copies of the questionnaire were returned as against 10 copies of questionnaire unreturned. Therefore, p=0.8, q= 0.2

$$n = \frac{(1.96)^2 (140) (0.8) (0.2)}{140 (0.05)^2 + (1.96)^2 (0.8) (0.2)} = 89$$

Decision Rule

If the p-value of the standardised Beta coefficient is less than 0.05 (5% level of significance), the null hypothesis is rejected, and the alternate hypothesis accepted. On the other hand, if the p-value is greater than 0.05 (5% level of significance), the null hypothesis is accepted, and the alternate hypothesis rejected.(Agbadudu,2004)

Result Presentation and Analysis

Population of the Study

The population of this study, which by definition is the totality of observations with which we are concerned, irrespective of its being finite or infinite (Walpole 1974) included the staff of the selected rural businesses in Edo state Nigeria

Table 1 POPULATION OF THE STUDY

	EDO STATE OF SOUTH SOUTH NIGERIA	NO OF STAFF	TOTAL
1	Fishery	5	
2	Rice milling	17	
3	Garri processing	9	
4	Cassava/yam milling	13	
5	Corn milling	11	
6	Black smilting	17	
7	Optometing	15	
8	Ameh yam milling	8	
9	Shachom piggery	25	
10	Progress multipurpose ltd fishery	20	140
11	Daniel Hair Dressing	7	
12	Joyce Piggery	6	

13	Ageende fishery	12	
14	IjeomaAmaefuleOptomerty	5	

As it can be seen in Table above the planning and technological development for the small and medium businesses are vehemently adored in the business with a mean score of 4.25. After that, the use of channels as system integrators distributor’s planning and the innovation help to reach new business space in various towns and rural area follows with a mean score of 3.70.

Companies use planning relationship for technological developments also have a mean score (3.70). The existence of growth through partnership and alliances of the businesses was placed fourth priority as external financial support allow the companies to operate in rural areas was least in the scale of preference with a mean score of 3.60.

Table 2 Responses on planning

Organizing Items	SA	A	UD	DA	SD	TS	STD	M	R
businesses use organizing relationship for technological developments	40	20	20	10	10	370	12.28	3.70	2 nd
External financial support allow the business to operate in rural and urban areas	25	35	20	15	5	360	11.18	3.60	5 th
The use of channels as system integrators distributors networks and the technological development to reach new business space in rural and urban areas	40	25	10	15	10	370	12.75	3.70	2 nd
Research and development for organizing	40	55	0	0	5	425	25.74	4.25	1 st
There is always growth through partnership and alliances of the businesses	35	25	20	10	10	365	10.61	3.65	4 th

Source: Field Survey2019

Note: SA = Strongly Agreed; A=Agreed; SD=Strongly Disagreed; DA=Disagreed; UD=Undecided; TS=Total Score; STD-Standard Deviation; M=Mean and R=Rank

Test of Hypothesis

Decision Rule: If the p-value of standardized Beta coefficient is less than 0.05 (5% level of significance), the null hypothesis is rejected, and the alternate hypothesis accepted. On the other hand, if the p-value is greater than 0.05 (5% level of significance), the null hypothesis is accepted, and the alternate hypothesis rejected.

H₁: Organizing rural business investment has a significant impact on technological sustainability.

Research Questions

What is the effect of organizing rural business investment on technological sustainability?

As can be seen in Table above, organizing rural business investment has a significant impact on technological sustainability in

Nigeria. Hence, the null hypothesis that Organizing rural business investment has no significant impact on technological sustainability .in Nigeria is rejected on the

ground that the p-value of standardized beta coefficient for planning in the sig. column is significant (less than 0.05), and the alternate hypothesis is accepted.

Table 3: Hypothesis: Organizing has significant positive effect on technological sustainability in Nigeria.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Beta	Beta		
(Constant)	-3.082	1.214		-2.539	.085
Organizing	1.154	.052	.997	22.011	.000

Source: SPSS 22.0 Data Output

In providing a statistically verifiable answer to the research question on the effect of organizing has on technological sustainability .in Nigeria the 0.00 which is the p-value of organizing in sig. column illustrates that organizing has to a high extent affected technological sustainability of businesses in Nigeria.

From the regression outcome in Table 3, the value of adjusted R squared is 0.997. This means that there was a fluctuation of 99.7 organizing of selected businesses as a result of innovation and technological capability. This shows that 99.7% changes in businesses organizing was attributed to innovation and technological capability. The correlation coefficient expressed as R (0.85) shows there is a strong positive relationship between organizing and innovation and technological capability.

Innovation and Technological sustainability

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956 ^a	.915	.886	5.09222

Source: SPSS 22.0 Data Output

The value of significance (p-value) of the data in Table 3. Is less than 5%, which means that the data are suitable to draw a conclusion on the population parameters.

Furthermore, the F-statistic of 32.146 is statistically significant (2% level of significance).

Table 5: Coefficients of Innovation and Technological Capacity
Dependent Variable: Customer patronage

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Beta	Beta		
(Constant)	-3.761	4.770		-.789	.488
Innovation and Technological Capability	1.200	.212	.956	5.670	.011

Source: SPSS 22.0 Data Output

Table 5 shows that there is a positive and significant relationship between organizing and innovation and technological capability. The coefficient of the constant means that organizing of small and medium business would be 2.144 while innovation and technological capability is being constant. The innovation and technological capability coefficient of 0.998 reveals that a percentage increase in innovation and technological capability would result in 0.998 factor upsurge in organizing of small and medium business.

Discussion of Findings

The result of organizing exerting positive effect on technological sustainability traced to benefit of organizing in business achievement of its goal. This confirms the result of Adeoye (2015) who conducted a study on effect of entrepreneurship on economy growth and development in Nigeria that greatly enhances technological sustainability.

Summary of Findings

Organizing had significant positive effect on technological sustainability of business in Edo state in Nigeria (R=0.99, P=0.000).

Conclusion

That organising had a significant positive effect on technological sustainability of the selected businesses in Edo state, Nigeria had some implications. It implied that the provision of external financial support, uses of channel, internet helps in reaching new business space, entering mode and market development should be properly strengthened also improvement of research development and partnership and alliances with other businesses improve the technological development selected businesses in Edo state , Nigeria.

Recommendations

1. The government should provide adequate technology as it will increase the inflow of business opportunity in Nigeria
2. The general public should be encourage by providing major source of loan facility in creating awareness on rural business management and sustainable development in Edo state Nigeria so as to address the practical problem of rural business management in the South Southern Nigeria. It will also go a long way in enlightening them on the potential of rural business management as well as the best strategies to be adopted for sustainable development.

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