



EMPOWERING WOMEN ENTREPRENEURS OF ZARIA LOCAL GOVERNMENT THROUGH INNOVATIVE TECHNOLOGY

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Abstract

The drive for financial freedom has driven many women in Africa and Nigeria in particular to become entrepreneurs. Women Entrepreneurs keep increasing in Nigeria as they are also found to contribute significantly to the economy of the country. Information and communication technologies are very important business tools for women entrepreneur in Nigeria, more so, in Zaria Local Government Area, Kaduna State, where majority of the women are "house wives" who are not allowed to go out of their homes to source for livelihood as it is believed that it is the sole responsibility of the husbands to cater for the house. The quest for better living conditions has awakened the entrepreneurial spirit of these women hence; they could better their welfare, provide jobs and contribute significantly to their immediate environment. The study analysed the role of innovation technology on Women Entrepreneur in Zaria Local Government using an evocative investigation to analyse the in-dept interview based on a semi-structured questionnaire with open-ended questions. The target populations were women entrepreneur in Zaria Local Government Area of Kaduna State and they were identified randomly based on criteria such as business ownership and demographic profile, using random sampling method to avoid biased selection ensuring all entities has equal chance of being selected. It was discovered that the women entrepreneur under study are very innovative and open to learning and adopting new ideas, skills and technology that would enhance their business and further improve their welfare. The study therefore recommends that government at all levels should put in place structures that would enable women learn the skills of innovation and technology to enhance their entrepreneurial skills and better their living conditions.

Keywords: Women, Entrepreneur, Innovation, Technology, Empowerment.

JEL Classification: L26, M13, O31

1. Introduction

The empowerment of women entrepreneurs is crucial for achieving inclusive economic growth and sustainable development. In recent years, the potential of innovative technology in enhancing women's entrepreneurship has gained significant attention. This research paper focuses on the empowerment of women entrepreneurs in Zaria Local Government, Nigeria, through the application of innovation technology.

However, women entrepreneurs in Zaria face numerous challenges such as limited access to resources, market barriers, and technological constraints. These challenges hinder their ability to start and scale businesses, limiting their economic potential and contribution to local development.

In response to these challenges, innovative technologies have emerged as powerful tools for empowering women entrepreneurs. These technologies encompass a wide range of digital solutions, including e-commerce platforms, mobile applications, digital marketing, and financial

technology. These tools have the potential to enhance women's access to markets, facilitate networking and collaboration, and improve business management practices.

Several initiatives and interventions have been implemented in Zaria Local Government to leverage innovation technology for women's empowerment. Government agencies, such as the Zaria Local Government Women Empowerment and Entrepreneurship Development Agency (ZLWEEA), have launched programs to provide training, mentorship, and financial support specifically targeting women entrepreneurs. Furthermore, partnerships with technology companies, NGOs, and academia have facilitated the provision of capacity-building workshops, access to digital tools, and networking opportunities for women entrepreneurs in Zaria.

The significance of this research lies in its exploration of the impact of innovation technology on the empowerment of women entrepreneurs in Zaria Local Government. By investigating the experiences and outcomes of women entrepreneurs who have adopted and utilized innovation technology, this study aims to assess the effectiveness of these tools in overcoming barriers, improving business performance, and fostering gender equality in entrepreneurship.

The research will employ a mixed-methods approach, combining quantitative analysis of data related to women's entrepreneurial activities and performance with qualitative methods such as interviews and focus group discussions. By collecting data from women entrepreneurs, technology providers, and relevant stakeholders, a comprehensive understanding of the opportunities, challenges, and outcomes associated with the use of innovation technology can be obtained.

The findings of this research will contribute to the existing literature on women's entrepreneurship and innovation technology, particularly in the Nigerian context. It will offer insights into the specific benefits, challenges, and strategies for leveraging innovation technology to empower women entrepreneurs in Zaria Local Government. The

research outcomes can inform policymakers, development agencies, and relevant stakeholders in designing and implementing effective programs and policies that promote gender-inclusive entrepreneurship and sustainable economic development.

Despite growing acknowledgement of the critical role that women entrepreneurs play in economic growth and development, women entrepreneurs in Zaria Local Government encounter a number of obstacles that impede their advancement. These difficulties include a lack of access to new technology and resources, a lack of digital skills, a lack of personalized business assistance, and insufficient networking opportunities. As a consequence, there is an urgent need to empower and elevate these female entrepreneurs via the development and implementation of novel technical solutions that may address these unique constraints. "The goal of this project is to investigate and develop effective strategies for leveraging the power of technology to improve the capacity, visibility, and overall success of women entrepreneurs in Zaria Local Government, thereby contributing to local economic advancement and gender equality.

One of the ways to reduce gender parity is to involve women actively in all aspects of economic, socio and political activities that affects the lives and properties of citizens. In the economic aspect, women entrepreneurs are making huge and positive impacts to the economy. The number of women involved in entrepreneurship in Nigeria has been found to be more than men, yet the country ranks 139th on the Gender Gap Index for 2020. Women entrepreneurs are untapped resources in Nigeria. This paper therefore, seek to analyze the role of Innovation Technology on Women Entrepreneur in Zaria Local Government

Hypothesis

Hi – There is a significant relationship between innovation technology and women Entrepreneurship in Zaria Local Government

2. Literature Review

2.1 Conceptual Issues

Women Entrepreneurs in Zaria Local Government

Zaria Local Government in Kaduna State, Nigeria, is home to a diversified and thriving population of female entrepreneurs that contribute significantly to the local economy. These women have gone into a variety of fields, so contributing to economic growth, job creation, and community development. Their path, however, is not without hurdles, and knowing their experiences is critical for encouraging empowerment and long-term progress.

Majority of the women are “house wives” who are not allowed to go out of their homes to source for livelihood as it is believed that it is the sole responsibility of the husbands to cater for the house. The quest for better living conditions has awakened the entrepreneurial spirit of these women hence; they could better their welfare, provide jobs and contribute significantly to their immediate environment. They sell in very little quantity household items, such as snacks, that can be prepared with their kitchen tools, sell of services such hair making, henna design (local tattoo), local insect to give nice fragrance to the body and homes and repair of female body who is being prepared for marriage and other occasions. All these services they render in their homes without going out, hence they make very little income that could barely sustain them as there are not equipped with the skills of innovation technology that could help them reach a wider range of people who could be made aware of their skills hence bringing about awareness and more patronage.

Entrepreneurship and Innovation

The process of spotting possibilities, taking measured risks, and producing value by developing and managing new companies is referred to as entrepreneurship. Entrepreneurs are people who pool resources such as cash, labor, and technology to develop and sell goods or services. They often demonstrate characteristics like as originality, resilience, and a desire to question the existing quo.

The practice of introducing anything new, whether it's a product, service, method, or business model, is known as innovation. It entails devising unique

solutions to issues, improving current offers, or meeting emerging requirements. Technological innovation (creating new technologies), process innovation (increasing operational efficiency), and business model innovation (altering how value is produced and collected) are all examples of innovation.

Entrepreneurship and innovation are linked in a variety of ways:

Entrepreneurs are frequently the driving force behind innovation, identifying market gaps or unmet requirements and developing innovative solutions to fulfill them.

Risk-taking is an essential component of both entrepreneurship and creativity. Entrepreneurs take calculated risks to bring new ideas to market, and innovation often implies uncertainty about the new idea's success.

Market Disruption: Innovative ideas may disrupt current markets and sectors, allowing for the growth of entrepreneurial businesses. Disruptive innovations have the potential to disrupt existing competitors and alter the competitive environment.

Adaptation: In order to remain competitive and relevant, entrepreneurs must constantly innovate. It is critical for long-term success to adapt to shifting market circumstances and client preferences.

Economic development: Entrepreneurial enterprises that bring novel goods or services help to drive economic development by creating employment, earning income, and advancing technology.

Collaboration and transdisciplinary approaches to innovation are often beneficial. Entrepreneurs work with experts, investors, and partners to bring new ideas to life.

To summarize, entrepreneurship and innovation are dynamic forces that propel growth, generate possibilities, and influence industries and societies' futures. They are vital for promoting economic development, raising living standards, and resolving our world's ever-changing concerns.

2.2 Theoretical Literature

Psychological Theory of Entrepreneurship

The key components that instill the entrepreneurial spirit in an individual, according to psychological theory of entrepreneurship, are attributes, motivations, and

personalities. Personal factors that constitute entrepreneurship are emphasized in the theory. Personality qualities, the demand for accomplishment, and the locus of control have all been proven to be related to entrepreneurial aptitude. According to the psychological theory that focuses on personality traits, entrepreneurs have distinct beliefs and attitudes regarding work and life. Psychological characteristics distinguish entrepreneurs from non-entrepreneurs, and successful entrepreneurs from failed entrepreneurs.

The psychological theories are:

- i. **Personality trait:** Personality traits, according to the personality trait theory (2004), are stable attributes that a person exhibits in most settings. Personality characteristics are the individual's persistent inborn talents or potentials that naturally make him or her entrepreneur. Vision, enthusiasm, optimism, flexibility, open-mindedness, and adaptability are some of the characteristics of an entrepreneur.
- ii. **Need for achievement:** McClelland (1961) proposed the necessity for accomplishment theory. According to the notion, humans have a desire to succeed, accomplish, excel, or achieve. Entrepreneurs are often motivated by a desire to accomplish and succeed. According to this hypothesis, individuals want to do something to feel good about them.
- iii. **Locus of control:** Julian Rotter pioneered the concept of locus of control in the 1950s. Locus of Control is defined by Rotter (1966) as an individual's perspective of the underlying fundamental causes of occurrences in his or her life. A notion regarding whether the effects of our activities are dependent on what we do (internal control orientation) or on circumstances outside our own control (external control orientation) is referred to as locus of control orientation. The success of an entrepreneur stems from his or her own qualities as well as outside assistance. According to this notion, there is a level at

which one feels he or she has influence over one's fate. The locus of control might be internal or external.

- iv. **Psychodynamic model:** Kets de Vries developed this model. The concept is focused with how individuals become self-employed and successful as a result of their difficult upbringing. Children who have had a difficult upbringing are more likely to be mistreated, have poor self-esteem, and lack confidence. As a result, a person growing up in such a setting has reserved feelings towards people in power.
- v. **Risk taking propensity:** This idea debates the willingness to take danger. People who embrace risk and take chances are more likely to be self-employed than those who do not take risks.

2.3 Theoretical Framework

Technology Acceptance model

One of the most important theories of technology adoption is the Technology adoption Model (TAM; Davis, 1989), which states that two key elements influence an individual's desire to utilize new technology: perceived ease of use and perceived utility. An older adult who views digital games as too difficult to learn or a waste of time will be less likely to adopt this technology, whereas an older adult who views digital games as providing needed mental stimulation and being simple to learn will be more likely to want to learn how to use digital games. While TAM has been critiqued on many grounds, it is a helpful overall framework that is compatible with a lot of studies examining the elements that impact older individuals' health.

Perceived usefulness and perceived ease of use are two factors that determine an entrepreneurial success using technology. Perceived usefulness is the extent to which an entrepreneur believes using technology would boost her business while perceived ease of use is the extent to which an entrepreneur feels using technology would be stress free and this has to a great level depends on the character of an entrepreneur towards self-efficacy.

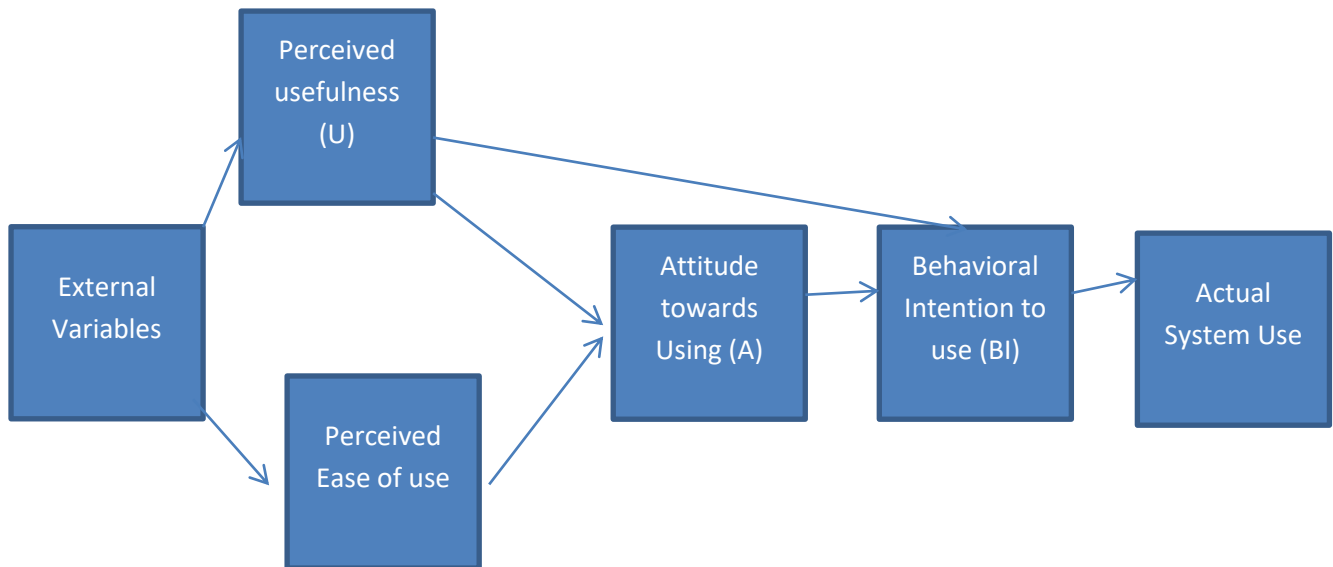


Fig 1: The Technology Acceptance Model

Adapted from Prema Subramaniam and Jesmin Islam (2014)

2.4 Empirical Review

Mahfuzah Mohaidin; Nur Syahela Hussien and Masyarah Zulhaida Masmuzidin (2022), According to their work A Review on the Impact of Social Media Towards Entrepreneurship Development in Malaysia, social media is a form of interactive business communication platform that has presented an alternative way for entrepreneurs to present and promote their products at all hours of the day efficiently and at no cost. Entrepreneurs in Malaysia employed social media such as Facebook, Instagram, and YouTube, among others. However, the survey revealed that traditional modes of marketing were prevalent in the majority of Malaysian communities. The research gave some ideas for local entrepreneurs and online merchants on how to use social media as a business platform more successfully, cost effectively, and competitively in the global market.

Fuzirah Hashima Norizan Abdul Razaka, Zaini Amira (2011), investigated the impact analysis of the '1nita' project, a Malaysian government effort that offers a platform for female entrepreneurs to create great enterprises using information technology and the internet. This research collected both qualitative and quantitative data. The results show that the 1nita portal had a positive influence on some, but not all, companies. According to the report, exposure to

technology-based learning will help women entrepreneurs become more competitive on a worldwide scale.

Joy U. Egwu and Ugwunna Ugwuala (2019), evaluated the contributions of women entrepreneurs in employment creation and economic growth in Nigeria. The research was based on neoliberal ideology. A questionnaire was sent to 399 responders. The questionnaire asked if women entrepreneurs' business groups contribute to Nigeria's economic growth, whether women entrepreneurs generate employment, and whether women entrepreneurs make financial contributions to the Nigerian economy. There was no significant relationship between the creation of jobs by women entrepreneurs and economic development ($X^2=7.815$), no significant relationship between women entrepreneurs' business organizations and economic development ($X^2=7.815$), and no significant relationship between women entrepreneurs' financial contributions to economic development in Nigeria ($X^2=7.815$). It was suggested that women entrepreneurs be supported with proper training and instruction to encourage them. Financial assistance should be made accessible to them in order for them to boost their economic activity.

Mahwish Zafar*, Wajahat Shafiq, Shazia Kousar, Humaira Qudsia Yousaf, Nadia Nasir (2017), The

link between social media and entrepreneurial development in Pakistan, especially in Lahore, was investigated. The research highlights many concerns concerning the use of social media in third-world countries, where technology and literacy are lagging behind the rest of the globe. The study was carried out to compare the development of entrepreneurs who use social media to promote their goods and services to those who do not. The influence of social media on entrepreneurial success was investigated using regression analysis. The survey definitely revealed that Lahore firms on social media are more popular among the population than those that do not use the internet for promoting purposes.

Prema Subramaniam and Jesmin Islam (2014), studied how women entrepreneurs in Singapore have established an innovative organisational culture and how they have utilised technology to build their firms. The research used a qualitative method to investigate the attitudes of twelve female entrepreneurs who own and manage small and medium-sized firms (SMEs) regarding innovation and the use of technology in their businesses. A semi-structured questionnaire with open-ended questions was used to conduct in-depth interviews. The women entrepreneurs were chosen based on factors such as company ownership and demographics. According to the findings, the women entrepreneurs questioned were extremely imaginative and receptive to embracing new ideas and technologies to develop and expand their businesses. In a highly competitive industry, women entrepreneurs recognize the value of technology for company success. The research revealed that their company's development is dependent on ongoing innovation and better human capital.

Sam B.A. Tende (2016), Taraba State was used as a case study to investigate the Impact of Women Entrepreneurs on National Development. To analyze the data and test the hypothesis, descriptive and ANOVA f-statistics were used. The study's findings demonstrated that women entrepreneurs who grab chances have superior control over their enterprises' affairs, implying that women entrepreneurs' financial management is affected by their abilities. The resources accessible to female entrepreneurs have an impact on the profitability of their businesses. This

means that for women entrepreneurs to create lucrative companies, they must have access to constant and infinite resources. The research also discovered that women's entrepreneurship expertise affects their access to excellent marketing networks. Because networks influence the success of female entrepreneurs, their access to continuing education is essential. Learning is critical to their growth and development. As a result, women entrepreneurs are recommended to have the expertise required to gain access to excellent networks. Women entrepreneurs must cultivate inner power and determination in order to appropriately channel and govern their money.

Chinonye Okafor, Chima Mordi (2010), The influence of environmental variables on Women Entrepreneurship Development (WED) in Lagos State, Nigeria, was investigated. Data was gathered using both primary and secondary sources. The findings demonstrated that government policy, as an environmental factor, has a negative link with the growth of women entrepreneurs, which influences other aspects. To support women's engagement in economic growth, the government should implement laws that improve women entrepreneurs' access to needed capital and other resources.

3. Methodology

3.1 Research Design

The study used Survey research design. Survey refers to a particular type of research design where the collection and use of data from a given population give researchers opportunity to gain greater understanding about individual or group perspective relative to a particular concept or topic of interest (Jessica, 2021). The design was considered appropriate for this study because the researchers collected data from the sample with a view to describing the entire population. The target population is women entrepreneurs in Zaria Local Government Area of Kaduna State identified randomly based on criteria such as business ownership, types of business and demographic profile. The semi-structured questionnaires were administered to 150 women. The questionnaire focused on whether innovation technology can improve their business growth in particular and that of their immediate society in general.

3.2 Instrumentation

The study used Questionnaire with title: Empowering Women Entrepreneurs of Zaria Local Government through Innovative Technology as the research instrument to achieve the objectives of the study. This method was chosen because of its relative advantages to explore both educated and uneducated members of the population. Closed ended questionnaire was used. In this, also, the respondents were provided with options to choose from Likert scale options employed. The choices range from strongly agree to strongly disagree so the researcher can get a holistic view of the

respondents. The likert scales included a mid-point such as agree or disagree for those who are neutral on the subject matter.

3.3 Method of Data Analysis

The study used both descriptive and inferential statistics for analysis. Under descriptive analysis, the study employed frequency distribution table containing frequencies and percentages. Whereas, for the inferential cross tabulation, Chi-square and Correlation analysis were used

4. Result and Discussions

Table 1: Classification of Respondents According to Nature and Type of Business learnt.

Option	Respondents	Percentage (%)
Agriculture	40	27
Trading	70	46
Restaurants	40	27
Total	150	100

Source: Questionnaire Administered, 2022

Table 1 shows that respondents in agriculture are 40 which represents 27% while in trading is 70 respondents which represent 46% and restaurants are having 40 respondents which also represent 27%.

Table 2: Source of funding

Option	Respondents	Percentage (%)
Banks	45	30
Friends/Relative	23	15
Personal Saving	82	55
Total	150	100

Source: Questionnaire Administered, 2023

Table 2 reveals that, respondents with banks as their source of capital are 45 representing 30% personal savings are 82 representing 55% and friends/relatives are 23representing 15%.Therefore, funding source for

business seems to have come more from personal savings followed by banks and then friends and relative.

Table 3: Training in Management Skills and Technical Experience acquired

Option	Respondents	Percentage (%)
Acquired	63	42
Not acquired	87	58
Total	150	100

Source: Questionnaire Administered, 2023

According to table 4, those that acquired Training in Management Skills and Technical Experience are 63 respondents which represents 42% while those that did not acquire training in Management Skills and Technical Experience are 87 respondents which

represent 58%. But the fact is that many Nigeria entrepreneurs have not acquired formal educational and training in management skills could be an indicator of different attitude of entrepreneurs toward the indicator of such skills in their business. It could

also be due to the fact that many of them come from poor background and could not have afforded undergoing any formal training in Management Skills and Technical Experience. Many of them began business at an early age to earn a living.

Table 4: Impact of innovation/skills on their businesses

Option	Respondents	Percentage (%)
Positive	97	65
Negative	20	13
Undecided	33	22
Total	150	100

Source: Questionnaire Administered, 2023

According to this table 5, 97 respondents which represent 65% showed that innovation/skills have a positive impact on their enterprises. Only 20 respondents representing 13% of the respondents showed that innovation/skills have a negative impact on their business while 33 respondents representing 22% did not respond.

Table 5: Effects of innovation/skills on entrepreneurship growth

Option	S. Agree 4	Agree 3	Disagree 2	S. Disagree 1	Mean	Decision
innovation/skills through new ideas leads to business expansion.	60	75	10	5	3.27	Agreed
innovation/skills equip women entrepreneurs new ideas needed for identifying business opportunities	40	85	15	10	3.03	Agreed

Source: Questionnaire Administered, 2023

Table 5 was used to answer the research questions. The mean values of 3.27 and 3.03 both implied that innovation/skills through new ideas leads to business expansion and equip women entrepreneurs new ideas needed for identifying business opportunities. This is in line with the results obtained in tables 3 and 4.

Table 6: Use of Social media platforms in their business

Option	Respondents	Percentage (%)
Use social media to advertise their products	84	56
Do not use social media to advertise their products	66	44
Total	150	100

Source: Questionnaire Administered, 2023

According table 6, 84 respondents which represent 56% Use social media to advertise their products. Whereas 66 respondents representing 44% do not use social media to advertise their products

Table 7: Impact ICT/social media on their business

Option	Respondents	Percentage (%)
business expansion	50	33
Increase in profit	65	43
Business contraction	15	10
Loss	20	14
Total	150	100

Source: Questionnaire Administered, 2023

Table 7 shows that 50 respondents representing 33%, ICT/social media leads to business expansion, 65 respondents representing 43% show that ICT/social media lead to Increase in profit. However, the table shows that 15 respondents representing 10% indicate that, ICT/social media leads to business contraction while 20 respondents representing 14% show that, ICT/social media leads to loss in their business.

4.1 Hypothesis Testing

The study set one hypothesis:

H1 – There is a significant relationship between innovation technology and women Entrepreneurship in Zaria Local Government

4.2 Cross Tabulation and Chi Square Analysis

Table 8: Use of social media/ICT and business expansion

		business expansion		Total
		Yes	No	
Use of social media	Always	65	34	99
	not always	35	16	51
Total		100	50	150

Source: Questionnaire Administered, 2023 computed using IBM SPSS Statistics.

Table 8 presents the cross tabulation between the use of social media/ICT and business expansion. Out of the 99 women entrepreneurs who always use social media/ICT to advertise their business, 65 of them indicated that, the use of social media leads to business

expansion. Even from 51 women entrepreneurs that do not always use social media and ICT, 35 of them revealed that, it leads to business expansion. This result implied social media/ICT plays a vital role in business expansion.

Table 9: Chi-Square-Use of social media/ICT and business expansion

	Value	Degree of freedom	Prob.
Pearson Chi-Square	5.134	1	.015
No of observations	150		

Source: Questionnaire Administered, 2023 computed using IBM SPSS Statistics.

Table 9 presents the Chi-square test result for the use of social media/ICT and business expansion. The value of the Pearson Chi-Square (5.134) with

probability value of 0,015 shows that, use of social media/ICT has a significant impact on business expansion.

Table 10: Use of social media/ICT and increase in profit

		increase in profit		Total
		Yes	No	
Use of social media/ICT	Always	77	22	99
	not always	31	20	51
Total		108	42	150

Source: Questionnaire Administered, 2023 computed using IBM SPSS Statistics.

Table 10 presents the cross tabulation between the use of social media/ICT and increase in profit. Out of the 99 women entrepreneurs who always use social media/ICT to advertise their business, 77 of them indicated that, the use of social media leads to increase

in profit. Even from 51 women entrepreneurs that do not always use social media and ICT, 31 of them revealed that, it leads to increase in profit. This result implied that, social media/ICT plays a vital role in increasing the profit of their businesses.

Table 11: Chi-Square-Use of social media/ICT and increase in profit

	Value	Degree of freedom	Prob.
Pearson Chi-Square	4.822	1	.028
No of observations	150		

Source: Questionnaire Administered, 2023

Table 11 presents the Chi-square test result for the use of social media/ICT and increase in profit. The value of the Pearson Chi-Square (4.822) with probability

value of 0.028 shows that, use of social media/ICT has a positive and significant impact on profit.

Table 12: Use of social media/ICT and business contraction

		business contraction		Total
		yes	No	
Use of social media/ICT	Always	15	84	99
	not always	0	51	51
Total		15	135	150

Table 8 presents the cross tabulation between the use of social media/ICT and business contraction. Out of the 99 women entrepreneurs who always use social media/ICT to advertise their business, only 15 of them indicated that, the use of social media leads to business

contraction. The 51 women entrepreneurs that do not always use social media and ICT, none of them revealed that, it leads to business contraction. This result implied social media/ICT does not lead business contraction.

Table 13: Chi-Square- Use of social media/ICT and business contraction

	Value	Degree of freedom	Prob.
Pearson Chi-Square	1.579	1	0.23
No of observations	150		

Source: Questionnaire Administered, 2023 computed using IBM SPSS Statistics.

Table 9 presents the Chi-square test result for the use of social media/ICT and **business contraction**. The value of the Pearson Chi-Square (1.579) with

probability value of 0.23 shows that, use of social media/ICT has no significant impact on business contraction.

Table 14: Use of social media/ICT and loss

		Loss		Total
		Yes	No	
Use of social media/ICT	Always	21	78	99
	not always	0	51	51
Total		21	129	150

Source: Questionnaire Administered, 2023

Table 14 presents the cross tabulation between the use of social media/ICT and loss in business. Out of the 99 women entrepreneurs who always use social media/ICT to advertise their business, 78 of them indicated that, the use of social media does not lead to

loss. Of the 51 women entrepreneurs that do not always use social media and ICT, none of them revealed that, it leads to business loss.

4.3 Correlation analysis

Table 15: pairwise Pearson Correlation

Pearson Correlation	Use of social media	business expansion	increase in profit
Use of social media/ICT	1	0.64	0.579
business expansion	0.62	1	0.62
increase in profit	0.579	0.62	1

Table 15 presents the pairwise Pearson correlations for the Use of social media, business expansion and increase in profit. The table shows that the use of ICT as an indicator of innovative technology has a significant positive relationship with both business expansion and increase in profit. Based on the correlation coefficient of 0.64 for the relationship between the use of social media/ICT and business expansion and 0.579 for the relationship between the use of social media/ICT and increase in profit. Thus, according to the results, the alternative hypothesis that there is a significant relationship between innovation technology and women Entrepreneurship in Zaria Local Government cannot be rejected.

4.4 Discussion and Findings

The outcomes of this research demonstrate the significance of skills, knowledge, competence, and resources in the performance of Nigerian women entrepreneurs. Women entrepreneurs in Nigeria who want to develop and succeed must be aware of their own performance and the elements that influence it.

Good networks are an important factor influencing the performance of female entrepreneurs. According to the conclusions of this study, knowledge influences women entrepreneurs' access to excellent networks, and because networks influence women entrepreneurs' performance, access to continuous learning is crucial and vital for their growth and development.

5. Conclusion and Recommendations

The study's results indicate that the resources accessible to female entrepreneurs influence the profitability of their company initiatives. This means that for women entrepreneurs to create lucrative companies, they must have access to constant and infinite resources. In conclusion, essential variables such as resources, knowledge, and capability have been identified as playing an important role in the success and performance of women entrepreneurs; thus, the importance of these variables in the growth and development of women entrepreneurs in Nigeria should not be underestimated. As a consequence of

the study's results, the following suggestions are made:

i. Based on these results, we urge that legislation and policies be developed that permit or encourage a culture of productive and easy usage of social media. Social media should be free of any characteristics that make it difficult to use, since using social media for commercial reasons will be a key to success in future.

ii. The study's results also reinforced the notion that competent female entrepreneurs have financial control; hence, female entrepreneurs should cultivate inner strength and a strong desire to appropriately channel and regulate their income.

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