



# EFFECTIVE INFOPRENEURSHIP POSTURING AND THE GOVERNMENT'S HAND OF PARTNERSHIP IN BAYELSA STATE

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## ABSTRACT

*This study examines infopreneurship posturing and government's hand of partnership in Bayelsa State. This study's primary goal was to look at the relationship between successful infopreneurship and the government in Bayelsa State. The research design for the study was a descriptive survey. Fifty small-scale company owners in Bayelsa State that offer information services including internet access, e-data analysis, typesetting, etc. made up the study's sample. We used a straightforward random sampling procedure to determine the sample size. This study used a structured questionnaire as its data-gathering tool. Descriptive and inferential statistics, including means and percentages for each study topic, were used to compile and analyse the data. The Chi-Square method was also employed to assess the hypotheses. The study came to the conclusion that infopreneurial posturing – such as knowledge creation and information profiteering – significantly increases youth employment sustainability and profitability in Bayelsa State. The study made several recommendations, including that government and non-governmental organisations set up infopreneurship skills development centres in various Bayelsa State locations to raise youth awareness of the concept and eventually encourage them to develop infopreneurship behaviours.*

**KEYWORDS:** *Infopreneurship, Infopreneur, Information Profiteering, Knowledge Sharing, Innovativeness, Government Partnership.*

## INTRODUCTION

The Internet, in particular, is one of the information and communication technologies (ICTs) stimulating worker productivity, creativity and economic progress (OECD, 2010e; 2011g; 2011h). Additionally, ICTs uses are essential for "greening" the society as well as other economic sectors, opening up new opportunities for green growth (OECD, 2010d; 2011a). "Smart" constructions, "smart" transport systems, and "smart" electrical grids are some of the most prominent uses of this green ICT technology for increasing resource efficiency. For instance, "smart" grids can increase resource efficiency in energy generation and distribution (OECD, 2010d). Effective infopreneurs are required world wide web grow ubiquitously along side the economy becoming more intelligent and environmentally friendly. ICT know-how is also becoming more important for guaranteeing social inclusion, for enabling, enhancing the creation with usage of the web- and ICT-based products and solutions. Since every activity in the organisation revolves around information, the infopreneurs' enormous role is minimised in some organisations without first reference to the fact that, just as information serves as the operational nerve centre of the business, they are also figuratively connected to it. The phrases "information" and "entrepreneur" comprise the term "infopreneurship" (Njabulo & Gugulethu, 2015).

David and Dube (2014) outlined as areas that infopreneurs can explore: installing programmes and hardware; promoting data products; repackaging knowledge; managing records; Internet service carriers; e-abstracting and listing; online presenting; reviewing and amending; online presenting; and designing websites. Technology has been the main force behind infopreneurship in recent years. Infopreneurship serves a variety of functions in both education and society.



In their, Idiegbeyan-Ose, et. al. (2019) made the point that information is essential to the success of every economic sector. The theory that was put forward by Toyo and Ejedafiru (2015) facilitates the point, by arguing that company operations are associated with the creation of professional, graduate, and student personal habits in pursuit of profitability objectives.

Skrob (2009) listed the following ten advantages of infopreneurship: It accelerates the provision of services, which replaces physical labour; it offers easy profit and significant benefit potential; it has a low entrance cost; it offers specialised services; it avails new things that attract new customers; it creates chances for publicity and cross-promotion; it creates the possibility of business dealings; it may be distributed via vocal exchanges and little to no link with customers.

In Nigeria, the proportion of people utilising the internet has skyrocketed, making infopreneurship a profitable and exciting business to pursue. Academics generally agree that both the federal and state governments in Nigeria have done a good job of introducing and permitting young people without jobs to become independent contractors (or entrepreneurs) through the provision of instructional materials or loans (Banjo, 2019). We can discover online business strategies to unleash financial potential in the lucrative realm of internet enterprise. This kind of business is not restricted by geography. They remain unseen and unspoken.

The emergence of the internet and information and communication technologies has given rise to a variety of infopreneurial businesses, such as online real estate assets, writing, self-publishing, and book monetization; bulk SMS and mobile marketing; affiliate marketing and multi-level marketing; video monetization business; digital marketing; software vending; freelance business; business grant systems; talent monetization; web developer; and a host of other infopreneurial businesses (Banjo, 2019).

Governments are now attempting to foster innovation in high-risk startups—newly established businesses that are seen to be more adaptable and agile in the short term for creating original answers to demand possibilities (Guzman & Stern, 2015). Howbeit, because technology development cycles might span several decades, the infopreneurship area has need for a more broadly outlook, even though rapidity and agility may be vital in sectors with short development cycles (Markard, Raven, & Truffer, 2012). In light of this, the goal of this study is to investigate how Bayelsa State's administration can effectively collaborate with infopreneurship.

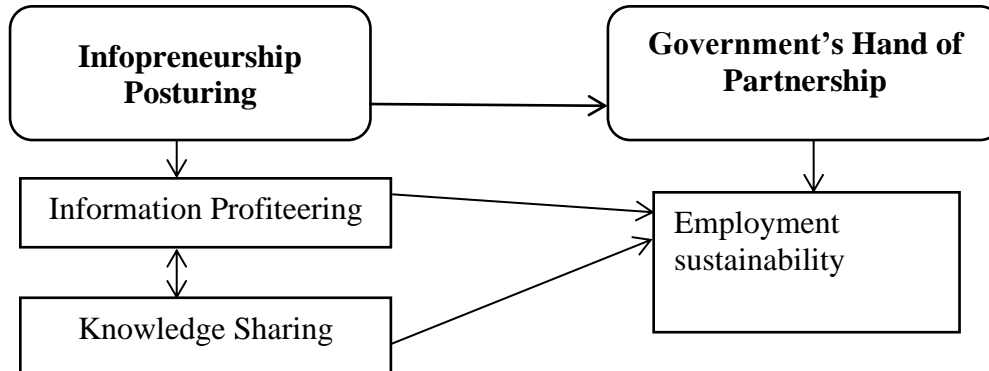
## **STATEMENT OF THE PROBLEM**

Our society is information-driven, both at home and at work. Despite the massive amount of information that permeates Bayelsa State's socioeconomic life, many young people in the region have not taken advantage of the enormous possibilities for information entrepreneurship that exist both inside and outside of the state. According to Otamiri et al. (2018), a large number of people are "digitally uneducated, so they do not even know about the entrepreneurial prospects existing in the information sector in the global economy." In support of the aforementioned claim, the researcher also pointed out that the bulk of young people's socioeconomic lives are devoid of an informational stance, or at least difficult to track.

This research work was also made necessary by the degree of professional advancement negligence among young people, particularly in Bayelsa State. Ucheh (2017) had bemoaned the youths' increasing disinterest in pursuing higher education and careers. The region's continued status as being educationally and professionally backward suggests that young people there are not making much progress in their careers (Michael, 2018). This study was required due to the unsatisfactory scenario, the lack of empirical research on successful infopreneurial posing, and the government's lack of cooperation in Bayelsa State.

### Conceptual Framework

The following conceptual framework served as the foundation for the investigation:



**Fig. 1: Conceptual Framework of the affiliation amid Infopreneurship and government's hand of partnership.**

Source: Researchers' Desk, 2024.

### OBJECTIVES OF THE STUDY

The focal objective of the study is to examine the link between effective infopreneurship and the government's hand in partnership in Bayelsa State.

The specific objectives of the study are to:

1. Determine the extent of the relationship between information profiteering and employment sustainability in Bayelsa State.
2. Examine the extent of the relationship between knowledge creation and employment sustainability in Bayelsa State.

### RESEARCH QUESTIONS

1. To what extent does information profiteering significantly relate to employment sustainability?
2. To what extent does knowledge creation significantly relate to employment sustainability?

### HYPOTHESES

The following null hypotheses guided the study:

**H<sub>01</sub>:** There is no significant relationship between information profiteering and employment sustainability.

**H<sub>02</sub>:** There is no significant relationship between knowledge creation and employment sustainability.

### LITERATURE REVIEW

#### Infopreneurs and Infopreneurship

The phrases "information" and "entrepreneurship" are where the term "infopreneurship" originated and is derived from today. An individual who gathers, creates, and markets information as a commercial endeavour is frequently referred to as an infopreneur. A businessperson who consciously considers both new and old information for profit is known as an infopreneur. Infopreneurs in this way search, analyse, elucidate, evaluate, arrange, and create databases in a business sector and deliver them to customers. Additionally, according to David and Dube (2014), an infopreneur is a businessperson who sees chances to create innovative information-based organisations by determining the needs of people and offering specific information online to suit those requirements.

Akpelu (2019) distinguishes between two categories of infopreneurs and their respective activities. The first group consists of people who sell the knowledge they have personally gathered and those who assist in selling the knowledge of others. The second source of income comes from the sale of information that is not their own.



The majority of infopreneurs frequently have a website that serves as the front door to their company. Igwe (2017) asserts that an infopreneur might have amassed knowledge on a specific topic, such as the luxury of life. Someone might come across this topic and click on the link to learn more about it. Since content development necessitates innovation—a trademark for knowledge that promotes societal growth—those that produce their own content stand to earn more money (Brandspurg, 2018).

Additionally, Heidenreich, whom Stanley (2017) cited, confirms that there are indeed two main types of infopreneurs: those who sell information that they create (info-creators) and those who earn profits by selling the data others create that they compile from a variety of sources. It is common that people refer to these infopreneurs as information traffickers.

### **Information Profiteering**

The fervent goal of becoming wealthy by using technology's ability to search, identify, and meet information and communication needs anywhere in the world is known as information profiteering. Information profiteering is the psychological term for the information profiteering tendency (IPT) that is responsible for the current growth of cybercafés and other ISPs (Odu, 2018).

Infopreneurs are also known for their creative use of technology and constant improvement of their digital skills. To effectively meet their clients' information and communication demands, information entrepreneurs must possess the capacity and inclination to recognise and apply novel computer hardware, applications, networks, platforms, and e-techniques with creativity. This is defined as digitally innovative thinking.

### **Knowledge Sharing**

Sharing information, thoughts, recommendations, and expertise with others about organisations is known as knowledge sharing (Bartol & Srivastava, 2002). According to another researcher, it is defined as a social interaction that affects workers' experiences, abilities, and knowledge at work (Lin, 2007).

Moreover, because it offers opportunities to maximise organisational capacity and produce a competitive advantage for businesses, a knowledge management system based on information sharing is regarded as an essential component in the workplace (Alavi & Leidner, 2001; Earl, 2001).

One data-based perspective of the company emphasises technology as the primary strategic asset among its resources. This perspective places a strong emphasis on organisational knowledge sharing since studies have shown that this is essential to achieving organisational efficacy (Kuo-Chien, 2005). Thus, an organisation can expand its knowledge base and boost its competitiveness with an efficient sharing procedure (Gupta & Govindarajan, 2000).

In today's fast-paced market, an enterprise's expertise is quickly becoming its only long-term point of differentiation, according to Nash (2017). Because of this, the people who make up the organisation need to nurture, share, and safeguard it. Previously, businesses could prosper on the unique expertise of a small number of well-placed employees. It will be necessary to convert individual expertise into organisational knowledge and make it available inside the organisation in order to preserve his unique selling point. On the other hand, knowledge creation focuses on making information accessible. It is the extraction of an individual's innate knowledge, or tacit knowledge. Technologies (machines) cannot communicate that data until they have extracted and converted it into explicit knowledge.

Knowledge capture has always placed a strong emphasis on the individual's role in obtaining data and knowledge creation. On what role people play in acquiring knowledge, however, there is disagreement in the literature now in publication. The result of creativity is the creation of knowledge. It is yet another crucial role that infopreneurs play. Without a creative mindset, developing knowledge is impossible. Conversely, creativity is the ability to use imagination. It is the process of creating, particularly when it comes to crafting, developing, or manufacturing a unique piece of art.



### **Employment Sustainability**

Job creation and skill policies can be crucial in supporting the sweeping shifts that these technologies continue to drive. Infopreneurship, and especially online, continue to have a significant influence on job abilities in all industries. With the high rate of unemployment in the majority of OECD economies and the present focus of legislative attention on cultivating a shift to green growth, infopreneurship employment and skills should continue to be a primary focus. This is especially true considering how important infopreneurships are to the greening of the economy.

Therefore, it should come as no surprise that the majority of these 15 nations have prioritised infopreneurship employment and skills in their governance plans, together with measures that support the spread of broadband and enable infopreneurships' adverse environmental impacts. The OECD (2010c) lists infopreneurship jobs and skills among its top ten long-term policy priorities, out of the 24 nations that indicated an increase in the priority of at least one ICT policy the space in view of facilitating economic recovery in the OECD Technologies Outlook Policy Questionnaire 2010 in the following.

According to the OECD (2010c), the infopreneurship industry makes a substantial contribution to overall jobs, employing about 15 million individuals in OECD nations in 2009—roughly 6% of all business sector employment in the organisation. Long-term employment growth in the industry (1995–2009) was 0.8% annually, but it was still larger than the rise in employment in other businesses. With almost 8% of all business employment being infopreneurship, Finland and Sweden had the highest percentages of infopreneurship employment. These percentages have significantly climbed, as have those in Luxembourg, Hungary, the Czech Republic, Switzerland, and Norway (in decreasing order). The United States held the biggest share of employment in the infopreneurship industry in 2009, accounting for over 30% of all OECD jobs in this sector. Japan and Germany came in second and third, respectively, with 16 and 9 percent of the total. Infopreneurship-related skills are in high demand across the economy. Certain employees in the infopreneurship industry do not hold occupations connected to infopreneurship, and many infopreneurship employees perform infopreneurship activities in other economic sectors. Applying two metrics for infopreneurship employment, depending on the types of jobs associated with infopreneurship. One is a specific metric that includes infopreneurship experts, including software engineers, whose work focuses on infopreneurships. The other, more comprehensive indicator of infopreneurship employment focuses on workers who often utilise ICTs for work but whose roles do not centre on ICTs (OECD, 2010c).

### **Effective Infopreneurship and the Government's Hand of Partnership**

By establishing fair and equal conditions for ethical business conduct across industries, nations, and value chains, government-business collaboration can aid in resolving these challenges. They have the potential to be an instrument for focused cooperative action with specific goals that will tackle common issues and improve effectiveness along value chains. To improve the influence of current private sector operations, the government's engagement through collaborations to increase funding and creativity in equitable growth would be necessary to achieve the 2030 Agenda. For the SDGs as well as other forms and sources of finance, there is an urgent need to mobilise, catalyse, and channel significantly more money.

Additionally, they can aid in enhancing the risk profile and yields of typical long-term investments in industries like infrastructure, high-risk areas, and fragile states. Because of this, they can free up private funds and capacities to invest in areas or sectors with the greatest needs for sustainable development, but where a lack of large enough markets and weak governance prevents commercial rates of return from occurring, either in the short term during startup or in the long run (The United Nations, 2015).

In addition, governments, like businesses, are social constructs that have the ability to acquire capital, manage assets, and exist forever—or, at the very least, perform these functions more effectively than individuals. By cooperating in concert, people can further their common interests through the government, which is a valid tool (Feldman & Martin, 2004). Governments undoubtedly have more complex overall aim functions than do organisations. Feldman and Martin (2004) contend that similar exercises by authorities could take into account



the special and difficult-to-replicate assets, resources, and skill set found in a jurisdiction as well as the jurisdiction's ranking among other cities in the regional, national, and global economies.

### **Theoretical Framework**

The basis of this research is the Biological Theory of Eagly (1995). According to this theory, which views ingrained cultural or genetic distinctions between men and women as fundamental components of what it means to be a man or a woman in the world of entrepreneurship, dichotomous relationships between male and female entrepreneurs should be hoped for (Bula, 2012). According to the speculation, men are inherently more willing than women to take risks.

Men were substantially more likely than women to participate in 14 of the sixteen groups of risky activities, according to Bula (2012), despite some indication of a temporal trend towards reduced differences from the analysis of 150 pieces of documentation looking at these differences. According to their results, women "seemed to be disinclined to take chances even in very risky conditions or when it was a good idea," while men "took more risks even when it was evident that it was a bad idea to take a risk." This hypothesis holds significance for the job at hand since it predicts a higher percentage of men than women will actively pursue infopreneurship activities, owing to the high degree of risk and stress involved in such endeavours.

### **Empirical Review**

In Kaduna State, Nigeria, Ogunlela (2012) evaluated the effects of government entrepreneurship initiatives of the NDE on graduate jobs and joblessness. The study's data came from NDE brochures, yearly reports, handbooks, and other documentation sources, in addition to oral interviews with NDE staff members. The analysis found that whereas graduates who benefited from the various NDE schemes' training programmes were typically expected to be placed on attachment, there were instances in which this was not the case. The study also showed that Kaduna State's NDE had, at most, a minimal effect on graduate employment.

Carter and Wilton (2008) conducted a research study into the manner in which entrepreneurship affects national economic development and growth. It contrasts how economic growth and entrepreneurship development relate to high- and low-income countries. The study also looked into whether "developing-oriented entrepreneurship" in general or the presence of such entrepreneurs specifically contributes to economic growth. The findings indicated that, in comparison to high-income countries, entrepreneurship had less of an impact on the economic progress of low-income countries. It made the case that growth-oriented entrepreneurship dramatically increases the GDP of high-income countries.

Adeoye (2015) investigates how entrepreneurship promotes development and economic progress. The narrative-textual case study (NTCS) approach was adopted, which is the required approach due to the dearth of sequential data pertaining to entrepreneurship and sustainable economic growth in Nigeria. Discussions were performed as part of the study. In order to analyse and explain the compiled secondary data, the study used straightforward numbers, graphs, and charts. The study found that creating jobs and supporting the expansion of micro, small, and medium-sized businesses in Nigeria are the main ways that entrepreneurship can promote economic growth and development in that country. The research makes several recommendations, including improving policy stability and cooperation, changing the curriculum to better prepare pupils for independence, and repairing Nigeria's important infrastructure—the electricity sector.

### **METHODOLOGY**

Considering a total of fifty (50) infopreneurs randomly chosen from ten (10) private enterprises that have accepted infopreneurship, this study uses a descriptive survey research design to determine the relationship between infopreneurship and government partnership. To choose the sample for the investigation, a straightforward random sampling procedure was used. The current investigation used a structured questionnaire as its data-gathering tool. The researcher created the "Effective Infopreneurship Positioning and Government's Hand of Partnership Questionnaire (EIPGHPQ)" as a tool to collect data for the study. Because the 4-point Likert scale allows respondents to express their opinions, it served as the foundation for the instrument's construction. The research instrument was validated using face validity. Subsequently, the



instrument underwent a Cronbach's alpha reliability test. The findings of the section-by-section reliability test indicated the alpha values for infopreneurship and government collaboration, respectively, which were 0.56 and 0.76. For each of the study topics, findings were gathered and analysed using inferential and descriptive statistical techniques like mean and percentages

## ANALYSIS OF RESULTS AND DISCUSSION

### Demographic Data of the Respondents

This component of the research examines the demographic traits of the study population's questionnaire respondents.

Designations	No.	%
<b>Gender</b>		
Male	40	80
Female	10	20
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Qualification</b>		
SSCE	5	10
B.Sc.	40	80
M.Sc.	5	10
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Working Experience</b>		
1-5 years	30	60
6-10 years	12	24
11 years and above	8	16
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Survey Data, 2024

The study revealed that 40 respondents were male and 10 were female, which represent 80% and 20%, respectively. Similarly, 5 of the respondents had SSCE, 40 had B.Sc. degrees, and 5 had M.Sc. degrees, which represent 10%, 80%, and 10%, respectively. Finally, 30 had working experience of 1–5 years, 12 had working experience of 6–10 years, and 8 had 11 years and above of working experience, which represents 60%, 24%, and 16%, respectively, of working experience in the firms selected for this study.

### Test of Research Hypotheses

#### Hypothesis One

$H_{01}$ : There is no significant relationship between information profiteering and employment sustainability.

Table 2. Chi-square analysis of the relationship between information profiteering and employment sustainability in Bayelsa State

Option	O	E	O -E	(O-E)2	(O-E)2/E or $X^2$ Cal.	$X^2$ table	DF	Decision
SA	235	47	188	35344	752			
A	14	2.8	11.2	125.44	44.8			
D	1	0.2	0.8	0.64	3.2			
SD	0	0	0	0	0			
					800	7.815	3	Significant

**Source:** Survey Data, 2024

$X^2_{cal} = 800$

The  $X^2$  table value with a degree of freedom of 3 and a 5% level of significance gives 7.815.

The calculation of the chi-square as presented in Table 2 shows that the calculated chi-square ( $x^2_{cal}$ ) is greater than the chi-square ( $x^2_{crit}$ ) at DF 3 and at the 5% level of significance.



Thus,  $X^2_{cal} = 800$ ,  $X^2_{crit} = 5\%$ , and  $DF\ 3 = 7.815$ . Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is upheld. The conclusion is that there is a significant relationship between information profiteering and employment sustainability.

### Hypothesis Two

$H_{02}$ : There is no significant relationship between knowledge sharing and employment sustainability.

Table 3: Chi-square analysis of the relationship between knowledge sharing and employment sustainability in Bayelsa State

Option	O	E	O - E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E or $X^2$ Cal.	$X^2$ table	DF	Decision
SA	222	44.4	177.6	31541.76	710.4			
A	25	5	20	400	80			
D	3	0.6	2.4	5.76	9.6			
SD	0	0	0	0	0			
					800	7.815	3	Significant

Source: Survey Data, 2024

$X^2_{cal} = 800$

The  $X^2$  table value with a degree of freedom of 3 and a 5% level of significance gives 7.815.

The calculation of the chi-square as presented in Table 8 shows that the calculated chi-square ( $x^2_{cal}$ ) is greater than the chi-square ( $x^2_{crit}$ ) at DF 3 and at the 5% level of significance.

Thus,  $X^2_{cal} = 800$ ,  $X^2_{crit} = 5\%$ , and  $DF\ 3 = 7.815$ . Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is upheld.

The conclusion is that there is a significant relationship between knowledge sharing and employment sustainability.

### CONCLUSION

The goal of the study is to determine how Bayelsa State's government cooperation and effective infopreneurship posture relate to one another. Using a structured questionnaire schedule, this study uses a descriptive survey research design to determine the relationship between infopreneurship and the government's hand of partnership among fifty (50) infopreneurs who are randomly selected from ten (10) selected private firms that have accepted infopreneurship. The study came to the conclusion that infopreneurship, such as information profiteering and knowledge sharing, can greatly improve youth employment sustainability and career advancement in Bayelsa State, as well as benefit society at large. Examples of these posturing include coming up with new ideas, putting the needs of the customer first, completing tasks quickly, providing quality services, and having a supportive government.

### RECOMMENDATION

The study provided the following recommendations in accordance with the empirical findings:

1. Information should be repackaged as a service and trafficked through different channels to make it available.
2. Government should support infopreneurs in their quest for personal growth.
3. Since knowledge sharing improves social networking abilities, infopreneurs ought to participate in it as well.
4. The government should aid infopreneurs so they may use contemporary technology in their small enterprises, which will enable them to grow.
5. Youth and business owners should be the target of extensive education and awareness campaigns that highlight the benefits of IT and how it may increase productivity.
6. To promote young knowledge of infopreneurship and eventually encourage them to develop infopreneurship skills over time, government and non-governmental organisations should set up infopreneurship skills development facilities throughout Bayelsa State.
7. The authorities will offer soft financial support and loans to young people interested in starting small firms, empowering them to grow through creativity.





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