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## UTILIZATION OF ELECTRONICS IN PROMOTION OF COMMUNICATION IN ENTREPRENEURSHIP FOR ECONOMIC DEVELOPMENT IN NIGERIA

Justina Nwadiuto Chukwuebuka-Nwosu<sup>1</sup> and Prof Greg H. Ezeah<sup>2</sup>

Department of Mass Communication  
University of Nigeria Nsukka

Email: [jirebus@gmail.com](mailto:jirebus@gmail.com)<sup>1</sup>, [gregezeah100@gmail.com](mailto:gregezeah100@gmail.com)<sup>2</sup>.

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### ABSTRACT

Electronics has made it possible the emergence of electronic-based communication. Electronic-based communication can be applied in entrepreneurship for economic development. The paper was a discussion on the use of electronics in promotion of communication in entrepreneurship needed to fight unemployment for economic development in Nigeria. Issues discussed in the paper were: application of electronics in communication, issue of economic development in Nigeria, necessity of entrepreneurship in Nigeria, utilization of electronics for communication in entrepreneurship. The paper explained that: there is poor economic development associated with massive unemployment in Nigeria, and entrepreneurship is greatly needed to boost economic development in the nation. The paper also explicate that application of electronic-based communication can boost entrepreneurship for economic development because it can be utilized to: store and retrieve information, increase work productivity, foster acquisition of entrepreneurial education, enhance security in business enterprise. Recommendations and conclusion in the paper geared towards encouraging the use of electronics in fostering communication in entrepreneurship useful for economic development in Nigeria.

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**Keywords:** *Electronics, communication, unemployment, entrepreneurship, economic development, Nigeria*

### INTRODUCTION

Among the problems that face Nigeria as a developing nation is unemployment. Unemployment is a worrisome situation because it can retard economic development. Economic development pertains to generation of income to ensure decent and comfortable living. A means of

ensuring economic development in this era of unemployment is embarking on economic empowerment of people through engaging in entrepreneurship. Effiom (2017) stated that operationally, entrepreneurship is the willingness and ability of a person or persons to acquire educational skills to explore and exploit investment opportunities, establish and manage a successful business enterprise. Promoting activities in entrepreneurship requires effective communication. Communication deals with generation, transmission and reception of information and knowledge (Chukwuebuka-Nwosu & Okpoko, 2024). Usually, activities in human society is fostered through meaningful communication. In this modern era characterized by science and technology, communication for entrepreneurial skill development can be enhanced using electronics. Electronics is concerned with use and passage of electricity in semiconductor material and it pertains to the use of computer and telecommunication devices (Amechi, Chukwulobe & Nwosu, 2016).

## **STATEMENT OF PROBLEM**

It is an unfortunate situation that a lot of people in Nigeria, especially tertiary institution young graduates, are unemployed in income-yielding jobs. The unemployment issue is a socio-economic problem that indicates poor utilization of human capital and such negatively affects economic development. To ensure economic development in era of unemployment, there is need to encourage entrepreneurship.

Entrepreneurship is a business activity that needs effective communication. In this 21st century, a technological means needed to promote communication useful in entrepreneurship is the use of electronics such as telecommunication systems (like telephone, radio and television), computer and the Internet. The problem of this paper is to discuss how electronics can promote communication for enhancement of entrepreneurship needed for economic development in Nigeria.

## **Purpose of the Study**

The general purpose of this study is to discuss on the use of electronics in promotion of communication in entrepreneurship for economic development in Nigeria. Specifically, discussions in this study will focus on:

- Application of electronics in communication
- Issue of economic development in Nigeria
- Necessity of entrepreneurship in Nigeria
- Utilization of electronics for communication in entrepreneurship

### **Theoretical Framework**

This study is hinged on the theory of Technology Determinism, propounded by Marshall McLuhan in 1962. The theory pertains to media technology and its concern is on the influence of technology on the society. Technology Determinism theory states that media technology shapes how we as individuals in a society think, feel, act, and how society operates as we move from one technological age to another: Tribal- Literate- Print- Electronic (McLuhan, 1962). The theory of Technology Determinism is the idea that existence of technology brings about social change. The theory stresses that advancement in technology determines the development of the social structure and cultural values. For instance, existence of electronic technology in this 21st century has brought about the use of electronics like mobile phone and the Internet in the act of communication. The electronic-based communication has resulted that the modern society experiences reduction in letter writing on a paper while there is high rate of communication using electronics devices.

The implication of the theory of Technology Determinism to this study is that:

- The existence of electronics in this modern era can have effect on the style of communication needed in entrepreneurship.
- Entrepreneurs need to be well exposed in the knowledge and skills pertaining to utilization of electronics in business communication.

### **Application of Electronics in Communication**

Electronics is a scientific term that pertains to utilization of electricity. Nwosu (2016) explained that electronics is a branch of current electricity that is concerned with vacuum and gas filled devices as well as semiconductors; in this modern era, electronics is majorly concerned with semiconductor (a material whose electrical conductivity is between that of conductor and insulator) and flow of electrical charge through it. Electronics is so valuable that it has positively influenced activities in modern human society as can be seen in the use of electrical devices like computer, television, telephone, radio, digital clock, photocopier, calculator, memory card, video machine and audio amplifier that has helped in societal development. Electronics can be employed in the act and process of communication. Communication is inevitable for meaningful activities in human endeavour. Orji in Chukwuebuka-Nwosu and Okpoko (2024) pointed out that communication is the process by which people

exchange information or express their thought and feeling; it can be done through signal, touch, noise, etc. Communication is a process through which needs, emotions, desires, goals, and sentiments are expressed among human beings using codes, symbols and languages understood by the parties involved in the process (Nkereuwem, in Chukwuebuka-Nwosu, 2023). Communication is the exchange of ideas, opinions, feelings between a source and a receiver (Akakwandu, 2012). Communication that makes use of electronic technology can be termed electronic-based communication. Electronic-based communication is a prominent and valuable technology in this modern era. Inyama cited in Nwosu, Ezeilo and Onwughalu (2015) acknowledged that electronic technology has brought about changes in communication and the important development in electronic communication has impact on the way business, administration, education and government is conducted in the emerging world of the third millennium. An aspect of electronic-based communication is telecommunication. Telecommunication is a form of communication that allows dissemination of information over long distance using electromagnetic wave and its devices include radio receiver, television, telephone and satellite. Nwosu and Chukwuebuka-Nwosu cited in Amechi, Chukwulobe and Nwosu (2016) asserted that the advantage in the use of telecommunication is that it covers a large audience because it addresses the problems of time and space by breaking physical barriers of distance. Computer, as a device that can aid electronic-based communication, has the potential of reducing stress and difficulty in works by accepting input data, and uses the program installed in it to processes the data with high speed and accuracy to generate an output result. Ezeife and Amechi (2021) asserted that computer, as a vital electronic device with technological value, has interesting features that necessitate its great use in this modern era. Integration of computer and telecommunication gives rise to Information Technology (IT). A prominent product of IT is the Internet ("International Network") that has enabled communication from any part of the world. Ibenta cited in Nwosu, Ezeilo and Onwughalu (2015) observed that the once very rigid and unbreakable boundaries of national and regional market have been turned into global electronic village on the eve of twenty-first century as a result of existence of computers and telecommunication. Inyama cited in Amechi, Chukwulobe and Nwosu (2016) averred that Internet has brought about that people can easily communicate with one another in multi-media, electronically, from any point in the globe and the technology affects socio-economic activities. It can be understood that electronic-based communication is associated with

Information and Communication Technology (ICT). Information and Communication Technology is a scientific means and act of gathering, storing, processing and transmitting data and information in various ways, especially in electronic forms, for man's wellbeing (Chukwuebuka-Nwosu, 2023). Based on its value, electronic-based communication can be utilized in area of economic development in Nigeria.

### **Issue of Economic Development in Nigeria**

Expectations of the masses in a nation mainly centered on experiencing of development. Ezeilo, Chukwulobe and Jaja (2013) acknowledged that it is the desire of nations to develop in that the history of mankind is a continual search for means to better livelihood. A prominent aspect of development is economic development. Economic development is concerned with increase in income and reduction of poverty such that people in a nation can experience good living condition. It involves provision of basic needs of life such as food, health, shelter, and clothing. Unfortunately, Nigeria is a nation where a lot of people are not in good living condition and are not engaged in jobs to earn income for a living. In the past, Nigeria has engaged in developmental strategies in an effort to ensure economic development, of which one of them was vision 20:2020 targeted at placing Nigeria in the top 20 leading economies of the world by the year 2020. Otu, Charles and Akpabio in Ezeilo, Chukwulobe and Jaja (2013) pointed out that the main policy thrusts of the vision 20: 2020, among other things, include unleashing economic and wealth creation, optimizing the sources of economic growth to increase productivity and fostering accelerated and sustainable social and economic development in a competitive and environmentally friendly manner. Was vision 20: 2020 actualized? No, the economic situation in Nigeria is still in a mess! Akpoghomech, Ibageri and Adibe (2016) observed that the high rate of corruption in Nigeria has made the country to experience underdevelopment, impoverishment of its citizens, increased social disorder such as increased crime rate, sharp practices in the work place, absence of social amenities such as portable water, electricity, and good roads. There is no doubt that Nigeria still has poor economy has evidenced by the populace still experiencing economic hardship, especially in this era of oil subsidy removal by the Federal Government. So, there is an urgent need for the populace to focus on economic development. Fighting economic hardship to ensure economic development demands economic empowerment. Economic empowerment pertains to ensuring that people are equipped to have means of generating income to experience and enjoy good standard of living. A

means for people to be in a position of generating income for their economic wellbeing is embarking on entrepreneurship. Entrepreneurship is among the socio-economic activities which a strong focus on a value system that promotes science and technology in Nigeria, to make people creative and innovative, will foster (Nwosu, Nnabuenyi & Igwe, 2015).

### **Necessity of Entrepreneurship in Nigeria**

It is unfortunate that a lot of people in Nigeria, especially the youths who are graduates of higher institutions, are unemployed in civil and public services. The unemployment situation is a serious emotional and socio-economic problem in Nigeria for it has subjected a lot of the populace to suffering and participation in immoralities like robbery, fraud, kidnapping and murder that retard economic development. Onyishi (2015) asserted that unemployment could lead to frustration which could subsequently lead to suicide if the situation persists and could cause a graduate who is idle engage in armed robbery or prostitution as a result of idle mind. To overcome the painful effect of unemployment for manifestation of economic development, promotion of entrepreneurship is necessary in Nigeria. Nwosu, Nnabuenyi and Igwe (2015) opined that time has come for Nigerians to build strong orientation towards entrepreneurship by focusing on being job creators than being job seekers. Abubakar in Ezeife and Amechi (2021) acknowledged that entrepreneurship is a means of providing employment and income generation in the nation and the remedy to poverty reduction and pathetic unemployment situation. What is entrepreneurship all about? Simply stated, entrepreneurship deals with creation of self-employed job for provision of goods or services that will yield income to the provider known as the entrepreneur. According to Nwosu, Nnabuenyi and Igwe (2015), entrepreneurship borders on self-reliance for it is establishment of business in which one works as self-employed person for the purpose of making a living and solving people's needs. Entrepreneurship is an avenue for people to avoid idleness that usually leads to devilish acts but engage in jobs that yields income needed to solve various needs (Okoli & Nwosu, 2021). To foster entrepreneurship for economic development in this era of technological advancement, the use of electronics can be of great value.

### **Utilization of Electronics for Communication in Entrepreneurship**

In this 21st century characterize with some advancement in science and technology, revolution of human activities has occurred through the use of electronics. Electronics can be useful in economic development by its

application in communication that can boost entrepreneurship. It is an axiom that communication is concerned with provision/exchange of information. The use of electronics makes it possible to have information associated with entrepreneurship that can: be stored and retrieved, increase productivity, offer educational value and provide security. Entrepreneurship, as part of human activity, operates with information. With the use of computer, as an electronic device with high memory capacity, information can be stored in the device, and later be retrieved for effective and efficient operations in the business enterprise. The storage potential of electronics can be observed in information technology, where creation of website in the Internet can enable storage of information that can boost entrepreneurship in a business organization. Nwosu (2016) pointed out that with a secured website, documentation can be made in the Internet such that vital records and information lost or destroyed in an organization can be retrieved for continuous operations in the organization. Effective and efficient entrepreneurship requires high productivity. Productivity is the output resulting from a given resource input at a given time (Nwachukwu, in Ezeife & Amechi, 2021)). Productivity is high when there is economy of time and energy by performing a task in a short time with less energy (Nwosu, 2016). The use of electronics to process and transmit information can foster productivity in business enterprise. Computer, as an electronic device, can process information at a fast speed and gives out accurate and reliable result, thereby enhancing productivity. Computer as an electronic device that can be employed in electronic-based communication is valuable in technological and socio-economic development for it can reduce stress and difficulty in works (Chukwuebuka-Nwosu & Okpoko, 2024). Ekemezie in Nwosu, Nnabuenyi and Igwe (2015) asserted that the purpose of computer system is to speed up problem solving and increase productivity. Also, electronics, through the use of the Internet as the largest computer network in the world for global communication, has facilities (such as online phoning, e-mail, zoom) for fast and cheap means of increasing productivity by dismantling distance and boundaries in communication. Electronics has educative value for it can act as a means for communication that will bring about acquisition of knowledge and skills needed in entrepreneurship. Okoli and Nwosu (2021) explained that electronic devices such as radio, television, phone, video machine can be used for intellectual empowerment in entrepreneurship. An entrepreneurial activity/programme can be broadcasted in radio and television or be videotaped and watched in a video machine for obtaining knowledge and skills in entrepreneurship.

With the use of telephone, educative information useful for entrepreneurship can be communicated. Educative computer software containing information that pertains to entrepreneurship can be slotted into the computer to obtain certain knowledge and skills on entrepreneurship (Nwosu, 2016). Entrepreneurial knowledge and skills can be obtained through browsing on the Internet. Communication with the use of electronics can offer security value by protecting human and material resources concerned with entrepreneurship. It is possible to build an electronic system that can send security information to notify the presence of an unauthorized person/thief in a business enterprise. Internet, as an electronic communication system, can be employed for safeguarding of resources in entrepreneurship. Ezeife and Amechi (2021) acknowledged that Internet, as a communication medium, can serve as a means for security needed for protection of resources connected with entrepreneurship by enabling communication without travelling, thereby reducing or avoiding travelling hazards. Electronic-based communication can serve as a means of providing security for economic development by empowering people become entrepreneurs, thereby avoiding idleness and social vices that lead to insecurity. With electronics, the youths can become entrepreneurs working as operators of electronic-based system, computer programmers, electronic engineers/technologists, consultants in electronic-based activities, vendors of electronic products, and personnel resource in electronic-based organizations (Nwosu, Nnabuenyi & Igwe, 2015).

## **RECOMMENDATIONS**

To appreciate and utilize the potentials of electronics in promotion of communication in entrepreneurship for economic development in Nigerian, it is recommended that:

- The media should broadcast programmes that will enlighten the masses on the value and use of electronic-based communication in entrepreneurship.
- The populace should have high ethical values so as to avoid illegal and immoral activity that can retard entrepreneurship and economic development.
- The Government, organizations and well-to-do individuals should give financial and moral support to entrepreneurs that are in dire need of electronic facilities in their business enterprise.



- Entrepreneurs should endeavour to have positive perception in utilization of electronics for communication that can boost entrepreneurship.
- Academic staff and school administrators should encourage adequate exposure of students - who are mostly youths - on the importance of electronics in enhancing entrepreneurship.
- People studying electronic-based disciplines should be serious in the study and diligently apply the education acquired for entrepreneurship.

## CONCLUSION

It is unfortunate and painful that Nigeria as a developing nation is experiencing a socio-economic problem of massive unemployment, especially among youths that are graduates. Unemployment leads to emotional instability and immorality that can retard economic development. Nigeria should not allow unemployment to prevent her from achieving economic development. To ensure economic development in era of massive unemployment, it is very expedient to develop the spirit of job-creation and self-reliance by engaging in entrepreneurship.

In this modern era, boosting communication in entrepreneurship for economic development in Nigeria can technologically be done using electronics such as computer, telecommunication systems and Internet. Electronics is valuable in promoting communication in entrepreneurship because it can: enable information storage and retrieval, increase productivity in business enterprise, serve as a medium for acquisition of entrepreneurial education and provide means for fostering security.

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