

The Role of Technology in Entrepreneurship: Key Findings from Women Start-Ups in Kaduna

Authors : Ogola Lois Kange

Abstract : The study looked at the role technology had previously played and now plays in small and medium scale women-owned businesses starting up in Kaduna, which is an emerging entrepreneurship hub state in Nigeria. The study selected a random population of 20 businesses drawn from the north and south of Kaduna. The selection was based on a survey administered to 100 Women-owned businesses that had started up within the last 3-5years. Questionnaires were administered and analyzed based on the participants' backgrounds, upbringing, exposure and access to technology. One of the key findings is that women-owned businesses can no longer thrive without the application of basic technology.

Keywords : business, entrepreneurship, start-up, technology, women

Conference Title : ICEIM 2018 : International Conference on Entrepreneurship and Innovation Management

Conference Location : New York, United States

Conference Dates : June 03-04, 2018