



Influence of Family Approach on Priming Children's Mindsets Towards Sustainable Productive Entrepreneurial Skills: A Case Oyo State, Nigeria

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ABSTRACT

Poverty and unemployment in the present Nigerian society, necessitating venturing into entrepreneurial activities, thus, necessitated the study. Descriptive survey research design was used for the study. The population of the study comprised, entrepreneurs in Oyo Metropolis. The sample size of the study was one hundred and twenty (120). They were selected through a snowballing sampling technique. Two research questions were raised for the study. Both quantitative and qualitative research instruments were used to generate data. A self-developed research instrument, titled "Rating scale on influence of family approach on priming children's mindsets towards sustainable productive entrepreneurial skills. A case of Oyo State Nigeria, fashioned on four likert rating scale of four; strongly agree (SA), Agreed (A), Disagreed (D) and strongly Disagreed (SD), used to generate quantitative data. It was focus group discussion (FGD) was used to generate qualitative data. The research instruments were validated by an expert in test and measurement, while their reliability was done through test retest method. 0.64 coefficient reliability was obtained. Descriptive statistics frequency counts, simple percentages and mean was used to analyse data generated on the research questions while, data got through the qualitative research instruments was collated, transcribed and analysed, qualitatively. Based on the results, conclusions were made that children from families that are exposed to trading activities and family disposition to entrepreneurial or trading activities could also engender entrepreneurial values to children at adulthood. Based on the conclusions, some recommendations were made that parents should endeavor to be involving their children in their trading activities. Also, parents should be enlightened on the need to equip their children with trading skills etc.

Keywords: Family approach, priming, children's mindsets, sustainable, productive, entrepreneurial skills.

Background to the study

In the last few decades, media, policy and research attentions have been geared and increasingly directed towards problems related to global survival on the best practices to half poverty and unemployment (siraj-blatchford and Inger-Bjoreloo, 2009). Education play an important role in the life of human beings. A considerable numbers of literature and documents have indicated that education is a strong force to initiate the best practice to issues related to poverty and unemployment. Erinsakin (2014), states that lack of human development programmes and policies is accentuating the high trend and occurrence of poverty and unemployment, globally. The issues of poverty and unemployment are global trends, which constitute social, economic, political and deprivations faced by persons, communities, household and nations (Oni, Akerele, Abimbola, Odekunle and Opatola, 2003).

In an attempt to curtail the socio-economic problems several programmes, institutional frameworks and educational reforms have been implemented one of such is refocusing education towards engendering learners entrepreneurial skills. Akponu (2009), argues that entrepreneurial skills becomes very necessary in the present reality of economy and poverty situation in Nigeria. further, it is stated that there is need for re-orientation towards inculcating entrepreneurial values and skills which are capable of enhancing the necessary competencies for self-reliance, improved economy and poverty reduction. Acquisition of entrepreneurial skills would induce even and rapid economic development in the countries. (Osugwu, 2002, Matami and Awodun (2008) and Ogundele (2007). Erinsakin (2014), states that entrepreneurship skills is a catalyst to wealth creating and offers orientation in the world of business. Thus, acquisition of entrepreneurial skills become very governance. Akpomi (2009), emphasizes that entrepreneurship education becomes very relevant corroboration this Daodu (2009) observed that entrepreneurial education is a strategy or instrument to channel the energy of learners away from payer employment to self employment. According to Agagu (2007) the programme will provide the youth with might into entrepreneurship enterprise :it aims to help a small business or self employment this however inform the integration of entrepreneurship education into existing subject in school curricula across all level of education in Nigeria.

Mbebeb (2009) note that one of the challenges of the millennium development goals (MDGs) to Africa is to provide children with learning opportunities that will enable them to develop creative.

Mindset and proaculate competence and become tomorrow's entrepreneurs .According to Nsamang (2007) "different culture invest in children not adult are the product of their childhood . Early childhood id a determinant of adult personality, therefore, it is imperative that children's mindset towards entrepreneurial skills that will enable them to solve their problems ,amonically when they eventually reach adulthood .

Mbebeb (2009) notes that the sustainability of any society depends on behavioural disposition that are in turn dependent on educational values employed to niche children to adapt in a sustainable mode to today's environment while developing activities for tomorrow's challenges .Mbebeb (2009) however maintains that priming children mindset towards trading activities should best be done at the family level .

According to Chiginta (2004) ,the importance of priming children mindset towards entrepreneurship skills acquisition has to with increasing role that self-employment plays in job creation in Africa as a source of sustainable livelihood .reo-odegard (2006) ,state that priming children mindset is a strategy to strengthen individual ability to see and exploit opportunities in an economic, social and cultural content . it therefore serves as a pro-active strategy to guard against endenik psychological legend are on youth ,unemployment ,poverty and changing and labion demand.

Risk taking is a main characteristics of entrepreneurial behaviour and the young ha a strong disposition for risk taking ,immolation and change .entrepreneur life skill do not only help within enterprise context but also for the young to develop based life that will ensure adaptability to non-entrepreneurial .this enhances adaptive livelihood capabilities in society as a whole denoting innovative thinking ,reasoning and acting in order to explore available opportunities and survival strategies .

Mbebeb (2009),further observed that with ongoing globalization process, socio-economic realities are fast changing and young mind are moved flexible in developing attitude and that are moved responsive to challenges .it is therefore logical that young minds will be particularly responsive to new economic opportunities and trend today, many youth experience feelings of frustration and insecurity .Due to a perceived bleak future and this has fastened feelings of doubt ,nonchalance and dormancy. Priming children mindset towards entrepreneurial skills can promote children's residences encourage children to find solution ideas and ways of doing things through experience based learning (Chiginita,et al,(2005). This could influence children's' attitudes from that of rent-seeking to profit- seeking and introduces a culture of enforcement capable of creating wealth. Training children to be independent with entrepreneurial skill will promote high need achievement if training in encourage by parents. Erinsakin (2014) maintains that priming children's mindsets towards entrepreneurial skills could help to address some of the psycho-social problems and delinquency that arise from joblessness. Ensuring optimal conditions for the early growth of African children is therefore a perquisite for subsequent competition in the global economy.

In recent time, several studies have been conducted on entrepreneurial skills and evaluated topics, observable , an empirical analysis on influence of family, family approach on primary children mindsets towards sustainable productive entrepreneurial skills. This identified gap, thus, motivated the researcher to carry out the study.

Statement of the problem

Engendering individuals worldwide has been applauded and accepted as a pro-active strategy to combat poverty and unemployment and also making individuals to create wealth and become self-employed. The study findings on several studies have indicated that priming children mindsets towards entrepreneurial skills have several benefits for young children at adulthood.

Thus, resulting into restructuring of schools curricula formulating of several polities and institutional frameworks. However, studies have been carried out empirically on the influences of family approach on primary children mindsets towards sustainable productive entrepreneurial skills. Thus, motivated the researchers to carry out this study.

Research Questions

Two research questions were raised to guide the study. They were;

1. Will family disposition to trading activities engendering of entrepreneurial on children at adulthood.
2. Are children from business oriented families more inclined to entrepreneurial activities?

Purposes of the study

The broad purposes of the study was on influence of family approach on priming children mindsets towards sustainable productive entrepreneurial skills. A case of Ondo State, Nigeria . specifically, the objectives of the study were to:

1. Ascertain influence of family disposition to trading activities on engendering entrepreneurial spirit on children; and
2. Determine the influence of business oriented families on children's inclination to entrepreneurial activities.

Significance of the Study

The findings of the study will be significant in the following ways;

1. Firstly, the results of the study will enable public to know the influence of the family involvement in development of entrepreneurial skills among children .
2. Also, the findings of the study will establish the relationship between family entrepreneurial background and its influence on entrepreneurial mindsets of children late in life.
3. Furthermore, the results of the research will help public to know the roles of family on entrepreneurship development of children.
4. The study will add to the extent literature within the confine of the study, this, become a good source of reference for researcher in future.

Methodology

Descriptive survey research design was adopted for the study. The study population comprised, entrepreneurs in Oyo metropolis. The sample size of the study was one hundred and twenty (120) entrepreneurs, selected through a snowballing sampling technique . Two research questions were raised for the study.

A self-developed questionnaire by the researcher, titled, "Rating scale on Influence of family approach on priming children's mindsets towards sustainable productive entrepreneurial skills. A case of Oyo State, Nigeria . the research instrument was fashioned on four likert rating scale: strongly agree (SA), Agreed (A), disagreed (D) and strongly Disagreed (SD), used to generate quantitative data, complemented with focus group discussion (FGDs), that has used to generating qualitative data.

The research instruments were validated by an expert in test and measurement. The validity of the quantitative research instrument was determined, through test retest method and 0.64 coefficient reliability was obtained. Data generated quantitatively was analysed, using descriptive statistics (frequency counts, simple percentages and mean), while data generated through FGDs was collated, transcribed and analysed, qualitatively.

Literature Review

Family Approach

Family approach to learning refers to a situation whereby individual members of a family teach other members reading and writing skills (Aderinoye, 1997). It is a whole family approach or family led strategy which provides adults and children with the tools to set plan for achieve their goals together. When the whole family works together to support each other goals long term change, stability and well being become reality. Today's increasing competition and evolving process of globalization puts business with strong entrepreneurial spirit in the forefront (Diken and Eroirenelebi, 2016).

It is believed that family approach is the best way to meet persons need and the most effective way to train children on some skills, values and knowledge. In recent years, research on family role on teaching or equipping people with entrepreneurship has increased noticeably. Mbebeb (2009), opines that by priming children's mindset towards entrepreneurial activities , at adulthood they could develop interests on trading activities.

It has been opined and argued by some scholars that family background has impact on promoting one's entrepreneurship values. Family members involved in entrepreneurial activities can influence individuals intention in venture creation and also motivate individual towards family up trading activities. Through family approach, children can learn about raising capital, budgeting saving, spending and investing. Children easily learn when exposing them to the process (es).

Entrepreneurship

Nigeria has been characterized by a wobbling economy, most especially, after her independence Jubrim (2012) maintains that, Nigeria's chance of surviving her economic daugling posture is very slim. He also notes an analysis of Nigeria's economy shows that none of the indices for measuring economic development recorded an improvement. Mathew (2012) equally stresses, that challenges confronting the economy in the 21st century are diverse and enormous. According to him:

*The unacceptable state of Nigeria's economy is most
Galling given Nigeria's enormous endowment of natural
and human resources.*

Erinsakin (2014) stresses, that Nigeria's economy previously hindered by years of mismanagement. Nigeria is one of the oil producing countries in the world and this ought to make Nigeria's economy more vibrant and enterprising. Yet, poverty is still manifesting in the lives of citizens. Nigeria's economy is characterized by excessive high domestic production cost, due to erratic electricity and fuel supply. The pump price in Nigeria currently stands at 97 naira, despite that; Nigeria is an oil producing nation.

Agriculture has suffered from years of mismanagements, and inconsistency in government policies. There is a dramatic decline in the production of cocoa, palm oil, groundnut, rubber and others which Nigeria is known for in the world. Nigeria ranks 25th worldwide and first in Africa in farm outputs.

Poverty pervades the country, coupled with unemployment. This precarious situation is as a result of Nigeria's depreciated economic prowess, which is worsened by bad governance.

It needs to be strongly stressed therefore, that Nigeria's wobbling and unimpressive economic status has resorted to an untold hardship, which many Nigerians are expecting.

Nigeria's economic situation depicted above, however, precipitated the drive for entrepreneurship in the country. Ohio & Osuala (2004) note, that traditional Nigerian entrepreneurship began in a climate of economic stagnation and a purely survivalist endeavor. He further opines that the dismal human development indices, unemployment supplies, unemployment and infrastructure defaults, resulted in the evolution of a massive form economy that depended almost exclusively on personal initiative and hazardous risk capacity. Also, he notes that, entrepreneurialism is an important factor in the development of any nation. According to Ohio and Osuala (2004)

Entrepreneurs are responsible for taking calculated risks that open up doors to progressively higher levels of economic growth. If it weren't for them, the world would never have known such marvels as the wheels, electricity or the internet, to name just a few. Entrepreneurs are the veritable backbone on which the world and modern ideas continue to develop. The magnitude and reach of their contributions, however, extend much beyond the world of business and economy, and to them goes irrefutable credit for the growth and evolution of societies at large. Developed nations across the world owe their current prosperity to the collective effort of intrepid entrepreneurs on whose innovation also rests the future prosperity of much of the developing world.

Entrepreneurship development initiatives in Nigeria is therefore build on the prosperity it offers to individuals and nations' prosperities. It offers, UNESCO (2012) states, that the following are the contributions of entrepreneurship to the nation's economy and development of individual.

- i. Creation of new technologies, products and services:** Entrepreneurship development encourages creativity and innovations among individuals. The consequences of this kind of encouragement will be improvement and creation of new technology, products and services. For instance, the mechanization of farming in Europe can be traced to the entrepreneurship development witnessed during the industrial revolution of the 18th century. Availability of modern products, such as computer and aeroplane, Global satellite mobile communication (GSM) and a host of other can be attributed to entrepreneurship development of industrial countries like, USA, Japan, and South –Africa.
- ii. Increase in productivity:** Productivity means the ability to produce more goods and services using minimum labour and other resources like money and time. Entrepreneurship development increase the productivity of individuals and the economy as a whole.
- iii. Enhancement of market competition:** Due to improved technology and increase in productivity occasioned by entrepreneurship development, there will be availability of goods and services in the economy. The kind of development usually benefits the monopolistic power or potentialities of the economy.
- iv. Promotion of effective domestic resources utilization:** Nigeria is endowed with abundance of human and natural mineral resources like, land, good weather and mineral resources. Entrepreneurship development can help in the promotion of effective utilization of available resources through the enhancement of entrepreneurial expert and the subsequent establishments of many enterprises. For instance, the establishments of many textile firms through, entrepreneurship development programmes may result in the effective utilization of local materials like cotton. The use of local resources in the production of goods and services will significantly reduce the country's dependence on imports and improve its balance of payments.
- v. Employment generation:** Entrepreneurship development usually results in the establishment of many enterprises. These enterprises will in turn employ many unemployed and other unproductive resources like, idle capital and land. Employment generation can curb social ill like, idleness, drug addiction and insecurity.
- vi. Wealth creation and income generation:** Wealth refers to a given quantity and quality of resources, under the ownership of individuals or nations, due to an engagement in any form of legitimate economic activity. Entrepreneurship development creates wealth mainly through technological advancement occasioned by research and development. From the wealth created, individuals or nations can generate a lot of income in form of wages or salaries and taxes.
- vii. Economic growth and development:** Economic growth simply means an increase or expansion of the national income and the volume of goods and services in the economy. Economic development on the other hand, refers to the improvement of the quality of life of the people, due to the expenditure of the national income and the volume of the available goods and services. Entrepreneurship development can bring about economic development through technological advancement and the establishment of many enterprises. Entrepreneurship can also bring about economic development through employment and income generation (UNESCO, 2012).

Garrant (2012) opines, that entrepreneurship development would build better self-reliance, self-confidence and increased sense of security and achievement. He further maintains that, such increased well-being around the community, rather than just for an individual, build better social fabric lifestyles and reduces crimes.

Garrett (2012) opines, that entrepreneurship development would build better self – reliance, self confidence and increased sense of security and achievement. He further maintains that, such increased well being around the community, rather than just for an individual, build better social fabric lifestyles and reduces crimes.

Akpomi (2009) equally stresses, that entrepreneurship development will make job seekers become job creators and to a large extent reduce poverty. He further stressed that, if the unemployment issue in Nigeria is to be tackled, it is critical that the current infrastructures in terms entrepreneurship development should be put in place. In the same vein, FGN (2004) states, that the practical acquisition appropriate skills and the development of competencies as equipment for the individual to live in and contribution to the development of the society. This means that the value of acquisition of competencies necessary for self reliance and sustainability needs to be promoted (FGN, 2004).

In conclusion, from all indications entrepreneurship development in a “sine-qua-non” to both the economy and individual development in Nigeria, thus, alleviating poverty and reducing the high rate of unemployment. Acquisition of entrepreneurial skills through the formal and informal ways would not be enough to acquire skills in the process. It is one this contention that family approach as a strategy to equip people, especially youth entrepreneurial values is imperative.

Presentation of Findings

Research Question one: Will family disposition to trading activities engendering entrepreneurship spirit on children at adulthood.

Table 1: Showing frequency counts, simple percentages (%) and mean (x) on will family disposition to trading activities engendering entrepreneurial spirit on children at adulthood.

S/N	ITEMS	SD	D	A	SA	MEAN	Decision
1	My family business oriented background develop my skills in entrepreneurial activities at adulthood	1 0.83	2 1.66	5 4.16	112 93.33	3.9	Accepted
2	My family business background has influence on my entrepreneurial at adulthood skills	110 91.66	6 5	2 1.66	2 1.66	1.13	Rejected
3	Entrepreneurial skills learnt at home enables me to be a successful entrepreneur	7 5.83	6 5	15 12.5	92 76.66	3.6	Accepted
4	My involvement in small scale business is because, I am from family that is business inclined	94 78.33	14 11.66	9 7.5	3 2.5	1.34	Rejected
5	My participation in business is not become my parents are entrepreneurs	5 4.16	6 5	24 20	85 70.83	3.57	Accepted
6	My disposition to entrepreneurial values has in family traits	11 9.16	5 4.16	12 10	92 76.66	3.54	Accepted
		228 31.66	39 5.41	67 9.30	386 53.61	2.84	Accepted

Table 1 presents the findings on research questions one. On items (1) responses obtained were; 112 (93.33), 5 (4.16), 2 (1.66) and 1 (0.83) for strongly agreed, agreed, disagreed and strongly disagreed. On items (2), the following responses were; 2 (1.66) , 2 (1.66); 6 (5) and 110 (91.66) for strongly agreed, agreed, disagreed and strongly disagreed. On item (3), 92 (76.66); 15 (12.5) , 6 (5) and 7 (5.83) responses were obtained for strongly agreed, agreed, disagreed and strongly disagreed.

On item (4), 3 (2.5); 9 (7.5); 14 (11.66) and 94 (78.33) responses were obtained for strongly agreed, agreed, disagreed and strongly disagreed. On item (5) responses obtained were; 85 (70.83); 24 (20) ; 6 (5) and 5 (4.16) for strongly agreed, agreed, disagreed and strongly disagreed. Finally on item (6) responses obtained indicated 92 (76.66); 12(10) 5(4.16) and 11 (9.16) for strongly agreed, agreed, disagreed and strongly disagreed.

Generally, speaking the result shows that the average rating scale of four ($x=2.5$) is lesser than the mean of average rating scale of four ($x = 2.84$).

Research Questions Two: Are children from business oriented families more inclined to entrepreneurial activities?

Table 2: Showing frequency counts, simple percentages and mean on are children from business oriented families more inclined

S/N	ITEMS	SD	D	A	SA	MEAN	Decision
7.	I like business because I was taught of home of my parents	4 3.33	6 5	19 15.83	91 75.83	3.64	Accepted
8.	I have training on business at home from my parents, yet I do developed likeness on it	88 73.33	16 13.33	12 10	4 3.33	1.43	Rejected
9	My urge to venture into business is because my parents give me education on it.	1 0.83	9 7.5	24 20	86 71.66	3.62	Accepted
10	My urge to venture into business has nothing to do with training I received on it from my parents	92 76.66	18 15	8 6.66	2 1.66	1.33	Rejected
11	The entrepreneurial skills learnt at home make me an enterprising business person	6 5	14 11.66	13 10.83	87 72.5	3.50	Accepted
12	My success as a entrepreneur person is not because I learnt the business skills from my family	77 64.16	25 20.83	14 11.66	4 3.33	1.54	Rejected

		268	88	90	274	2.51	Accepted
		37.22	12.22	12.5	38.05		

Table 2 shows the findings on research questions two. On item (7), responses obtained showed 91 (75.83); 19 (15.83); 6 (5) and 4 (3.33) for strongly agreed; agreed; disagreed and strongly disagreed. On item (8); the following responses were obtained; 4 (3.33); 12 (10); 16 (13.33) and 88 (73.33) for strongly agreed, agreed, disagreed and strongly disagreed. On item (9) responses obtained indicated; 86 (71.66); 24 (20); 9 (7.5) and 1(0.83) for strongly agreed, agreed disagreed and strongly disagreed.

On item (10), the following responses were got; 2 (1.66); 8 (6.66); 18 (15) and 92 (76.66) for strongly agreed, agreed, disagreed and strongly disagreed. On Item (11), responses obtained were, 87 (72.5); 13 (10.83); 14 (11.66) and 6 (5) for strongly agreed, agreed, disagreed and strongly disagreed. Finally, on item (12), responses got indicated 4 (3.33); 14 (11.66); 25 (20.83) and 77 (64.16) for strongly agreed, agreed, disagreed and strongly disagreed, respectively.

Generally speaking, the average resting scale of four ($x=2.5$) is lesser than the mean of average rating scale of four ($x=2.51$)

Discussion of Results

The result on research question indicates that family disposition to trading activities could engender entrepreneurship spirit on children on adulthood. The result is supported by the view of Chingutal et al (2005) that priming children's mindset towards entrepreneurial skills at family level could influence children's attitudes.

The findings is also buttressed by the response from some of the respondents during the FGDs. A respondent had this to say that;

*My parents are traders, and I
have been exposed to trading
activities right from childhood*

A male respondent in Igboho community during FGD

Another respondent reported that;

*I develop interest in business because at I have
already acquires trading skills from the family.
Since, my parents are into different trades.*

A female respondent in Ogbomosho during FGD

Furthermore, the results on research questions two indicates that children from business oriented family are more inclined to entrepreneurial activities. The finding is in consonance with Mbebeb (2009) submission that family level is the best place where children's attitude, disposition and behaviours could be directed towards trading activities. The finding is in agreement with some of the respondents responses during the FGDs.

A respondent reported that;

*I am involving in trading because it is what I have been assisting
my parent to do right from my tender age.*

A female respondents at Kisi-during FGD

In the same vein, another respondent maintained that;

*trading is an activity which I didn't just venture into, my parents
are traders in my community. What I have learnt through their business
easily, made me to set up our business today.*

A male respondent at Igbo-Ora during FGDs

Conclusion

Based on the findings on the research conclusions were made that family disposition to trade assisted most of the entrepreneurs in Oyo State to venture into a small scale business. Also, that children from business oriented families easily develop interest into entrepreneurial activities at adulthood. This is because most skills that are needed to be successful in trading activities have been learnt and acquired from the family.

Recommendations

Based on the conclusions the following recommendations were made;

1. Parents should endeavor to be involving their children in their trading activities.
2. Parents should be enlightened on the need to equip their children with trading skills.
3. Governments should make provision for training of young children in entrepreneurial activities.
4. Beyond family level young children should be made to be learning the art and process of trading. This will spur them into venturing into business activities at adulthood.
5. Parents should be sensitized on the influence of priming children's mindsets on entrepreneurial activities on the economic advantages of children at adulthood etc.

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