Utilization of Social Networking Sites by Small and Medium-Scale Enterprise Managers for Successful Entrepreneurship

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Abstract

This study ascertained the extent to which social networking sites are utilized by small and medium-scale enterprise (SME) managers for successful entrepreneurship. Two research questions guided the study, and two null hypotheses were tested. A descriptive survey research design was adopted for the study. The population comprised 1,813 registered SMEs managers/owners in Anambra State. A sample of 544 managers of SMEs was selected using a proportionate stratified random sampling technique. The instrument for data collection was an 18-item structured questionnaire. Three experts validated the instrument. To determine the internal consistency of items of the instrument, Cronbach's Alpha was used, and reliability coefficient values of 0.91 and 0.88 for clusters B1 and B2 with an overall coefficient value of 0.88 were obtained. Mean and standard deviation were used to answer the research questions and check the closeness of respondents' responses. A t-test was used to test the null hypothesis at 0.05 alpha level. The findings of the study revealed that managers of SMEs lowly utilized Twitter for successful entrepreneurship in Anambra State, while they moderately utilized Facebook. Managers of SMEs differed significantly in their mean ratings on the extent they utilized Facebook for successful entrepreneurship in Anambra State, Nigeria. They did not significantly differ in their mean ratings to the extent that they utilized Facebook for successful entrepreneurship. The study concluded that managers of SMEs in Anambra State, Nigeria, were not fully utilizing Facebook and Twitter for successful entrepreneurship. It was recommended, among others, that managers of SMEs should organize regular training and retraining of members on the relevance of using Facebook and Twitter for successful entrepreneurship. This would enable them to ensure efficiency in the performance and survival of SMEs.

Key words: Social Media, Social Networking Sites, Small and Medium Scale Enterprises, Managers, Entrepreneurship

Introduction

The business world is not immune to the dynamic changes of its environment. This is because, every now and then, something new with the potential to change the way businesses connect one another, share ideas, experiences and information of interest comes to the forefront. For business owners to provide people/firms with access to markets, ideas, information, advice, business opportunities, and other resources it involve social media.

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Social media application are online platforms that enable users to create and share content and participate in social networking. Social media is one of such phenomenon that helps the development of online social networks by connecting users' profiles with those of other individuals or groups (Adeyeye and Ohunyowon, 2019). In this study, social network cannot be mentioned without phrasing social media. They are groups of internet-based applications

that build on the ideological and technological foundations of web 3.0, which allow the creation of highly interactive platforms through which business organizations share ideas, discuss and modify user generated contents (Boyd and Ellison, 2018). Social network is a network of individuals (such as friends, acquaintances, and coworkers) connected by interpersonal relationships or an online service or site through which people create and maintain interpersonal relationships.

Social networking sites are online technologies and tools that allow users to interactively share experiences and opinions. Social networking is a two-way communication, where conversations are at the core and through which relationships are developed (Ezenwafor, Onokpaunu and Nwadiuko, 2017). Oguche and Ogwo (2021) defined social networking as the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers or clients. Examples of social networking sites are facebook, twitter, linkedln, YouTube, Blogs, Google plus among others. These sites have successfully increased the growth of small and medium scale enterprises. With the company products on social network sites, it will provide opportunity for customers to be aware and buy their product. Social networking sites have become a widespread tool for communication and exchange of business ideas, helping business organizations to reach vast consumers that could not be reached by traditional media. Large enterprises have started to establish social networks with business partners and reputation management, recruitment and product/service innovation. Recent studies by Victoria (2018); Ezenwafor et-al. (2017) show that 72 percent of large enterprises have already deployed at least one social media tool to enhance their business success. Not only have those social networking sites proven to play an important role in large enterprises in developed countries, they have also become increasingly relevant for small and medium scale enterprises (SMEs).

This is made possible because, the utilization of social networking sites is less complicated and less costly due to its wide diffusion and technological advances. The widespread utilization of social networking sites by SMEs could help create a level in the playing ground with large scale enterprises (Udemba, 2020). As SMEs are important components of Nigerian economy representing over 75 percent of all companies and employing half of its total workforce. Therefore, SMEs must consistently explore new social network technologies in order to respond to evolving marketing demands. Social networking sites are numerous and incorporate new information and communication technology gadgets such as mobile connectivity, photo/video sharing and blogging. Adeyeye and Ohunyowon (2019) stated that there are over 200 social networking applications worldwide which owners of SMEs can utilize in order to reach to their customers globally. The popular ones used by business organizations to meet increased customers' expectations include Facebook, Twitter, LinkedIn, Instagram, Youtube, Blogs, MySpace, Whatsapp, and Podcasts. Others are Pinterest, Smartphones, Google+, 2go, Yelp and Foursquare among others. However, this study focuses on the utilization of Facebook and Twitter by managers/owners of SMEs for successful entrepreneurship.

Facebook is one of the social networking sites that were created by Mark Zuckerberg in the year 2004 at Harvard University. It is an interactive online communication platform that gives opportunities to users, especially, entrepreneurs to improve and boost their businesses with ease. As a communication medium for entrepreneurs who search for customers in the Internet, personal data of the customer can appear in the search result from search engines. Adeyeye and Ohunyowon (2019) revealed that staff of the entrepreneurial media firm's growth utilized Facebook LinkedIn, Twitter and Blogs to a moderate extent. Ezenwafor et-al. (2017) added that entrepreneurs utilize social media platforms in promoting new business products at a low extent. Onwuchekwa, Emele and Onwuchekwa (2017) noted that gender effect could be a factor in determining the level of utilization of social networking sites for

successful entrepreneurial ventures. Adeyeye and Ohunyowon (2019) noted that there was no significant difference in the mean ratings of Facebook and Twitter utilized for successful entrepreneurship irrespective of gender.

Twitter is a social networking/micro blogging platform that allows groups and individuals to stay connected through the exchange of short messages with character limit. Twitter plays a very important role in marketing and creating relationship with customers. With limited barrier to entry, small and medium scale businesses are using twitter as a means of marketing. Twitter as a social media platform is very popular. It comes as no surprise that businesses want to embrace the opportunities these services provide (Taylor, David and Kenneth, 2014). Okeke (2015) revealed that SMEs utilized Twitter, Instagram at low extent. Okeke further stated that there was no significant difference on the respondents mean ratings on the extent they utilize Twitter, Instagram applications as a result of their experience, gender, level of computer literacy and educational attainments. Therefore, Facebook and Twitter are a very powerful marketing tool for small and medium scale enterprises utilization.

Utilization is the art of putting things or resources that are tangible or intangible to proper use (Bashire and Dare, 2015). According to Nwazor and Udegbunam (2016), utilization is the indirect use of information in order to produce meaningful results. The utilization of Facebook and Twitter among others could offer SMEs opportunities to segment the market automatically. The extent to which network sites affect business and marketing performance regarding sales, communication and services are alarming. Due to this, Smith (2019) stated that social networking sites should no longer be seen as a new trend by SMEs managers especially in developing countries. This is because they have become an inevitable channel for customer support. Customers are likely to trust more user-generated messages, such as peer recommendations, consumer reviews and testimonies, especially on social media than messages from traditional mass media such as television, radios among others for small and medium scale enterprises (SMEs) purposes.

Small and medium scale enterprises (SMEs) are usually owned and managed by individuals called business owners, managers, entrepreneurs or business operators. Okoli and Okeke (2018) also defined SMEs based on employment and asset base. In this regard, a small enterprise is one with between 10 and 49 employees and asset base of between five million naira and 50 million naira, while the medium enterprise is one with 50 to 199 employees and asset base of between 50 million naira and 500 million naira. Therefore, SMEs in this study are business ventures that have very few employees and are mostly sole proprietorships and also have a very small startup capital. They are businesses that are privately owned and operated, with total number of employees between 1-50 and relatively low volume of sales. The importance of SMEs in the development of Nigerian economy in areas of employment generation, rural development, economic growth and better utilization of indigenous resources cannot be over emphasized. The ability of SMEs to meet the economic growth needs and ensure the development of Nigerian nation depends very much on the level they utilize social networking technologies to respond to evolving markets, technological and new economic conditions (Onwuchekwa et-al., 2017). Although social media platforms are easy to use and accessible to a large number of potential consumers, Nigerian SMEs managers appear not to be highly utilizing social media platforms in their commercial activities due to different limiting factors such as lack/insufficient ICT infrastructure, illiteracy or lack of awareness of the economic potentials of social networking sites, insufficient ICT skills by SMEs operators, inaccessibility of new technology among others. This obvious consequence could lead to the collapse and close up of many SMEs in Anambra State in particular and beyond.

Anambra State is one of the 36 States situated in south-eastern Nigeria. The State is influenced by large concentration of industries that are promoted by successful industrialists.

The State is known for the success recorded in commercial activities which include small and medium scale enterprises. The State is home to various entrepreneurship ventures, ranging from manufacturing, construction, merchandise and service businesses and was considered appropriate for the study. As the state is home to various entrepreneurial ventures, it creates a lot of job opportunities and contribute to economic growth of people living in the state. Apart of SMEs contributions to the State, most of the SMEs in the State, instead of succeeding, a large number of them fail and fold up not because they do not have the necessary capital and machinery to stay afloat, but because most of them could not apply the use of social networking platform for their businesses which could have a beneficial effect on the general performance of most SMEs managers in Anambra State.

Managers in this study refer to entrepreneurs/owners of small and medium scale enterprises. Ukoha (2017) referred to entrepreneurs as those that create something new, something different, change or transmutes values. In spite of the size of the firm, they can partake in entrepreneurship opportunities. Okoli and Okeke (2018) noted that SMEs managers are individual who bring consistency to complex corporate organizations and business firms through planning, organizing, coordinating and controlling functions. Small and medium scale enterprises' managers are individuals heavily involved in the day-to-day running of the enterprises. In the context of this study, entrepreneur/managers of small and medium scale enterprises refer to people/individuals saddled with the responsibilities of managing the day-to-day affairs of enterprises and controlling products and services whether as their own business or for other persons. In some cases, entrepreneur/managers of small and medium scale enterprises are owners who invest their capital to create value and get appropriate returns on their investment, and also serve as the accountants. The entrepreneur/manager is the one who recognizes the commercial potentials of an invention and organizes the capital, talent and other resources that turn an invention into a commercially viable innovation.

From the forgoing, without the utilization of social networking sites, it will be very difficult for SMEs in Nigeria to compete in the global market economy. Social networking sites have a significant impact on SMEs operations and are crucial for their survival and growth (Okeke, 2015). Ukoha (2017) also asserted that social networking sites provide opportunities for business transformation while Okeke (2015) observed that it provide SMEs the opportunity to conduct business anywhere. Social networking sites are important drivers in SMEs operations and if not utilized in the present era of globalization, can lead to low productivity and high mortality rate of SMEs in Nigeria. In the present knowledge-based economy, it is important for SMEs to utilize processes that will enable them to provide goods and services with competitive advantage. However, it seems that SMEs in Nigeria which form a large part of the economy, are yet to reap these benefits. This is because the SMEs seem unable to utilize the new technologies of accessing and utilizing social networking sites opportunities that will increase their productivity, growth and business linkages and reduce their high rate of mortality. Okeke (2015) affirmed that there is a growing need for SMEs in Nigeria to join the global supply chain by utilizing social networking sites that will increase their productivity and efficiency. This is because productivity needs to be enhanced for profit to be maximized. Therefore, all the social networking sites mentioned earlier can be seen as the tools managers could use to create and improve operations of small and medium scale enterprises.

Managers of SMEs could be males and females because the position is not gender sensitive. They could be the owners of the businesses or managers employed by the owners to take care of the businesses on their behalf. The gender of SMEs managers/operators could influence the level of utilization of social networking sites for successful entrepreneurial ventures. Gender, in the context of this study refers to the socially constructed roles,

behaviours, activities and attributes that a given society considers appropriate for men and woman managers of small and medium scale enterprises. According to Okoli and Okeke (2018), gender has remained a burning issue and relevant in all aspects of life because it has been linked to achievement and participation in some organizations. Based on these contrasting findings, the researcher validated the position of Uchehara (2019) by ascertaining the extent SMEs managers in Anambra State, Nigeria, (irrespective of gender) utilize social networking sites for successful entrepreneurship in order to unravel where there was need for improvement.

Statement of the Problem

Social networking sites have become an integral part of how business minded individuals spend their time using Facebook and Twitter among others in connecting with existing and potential customers and sharing business ideas on how to improve their products and services. The large number of SMEs in developed countries like United Kingdom, United States of America and Asia conducting businesses through social networking platforms suggest that SMEs managers in developing countries need to explore this avenue. Effective utilization of Facebook and Twitter among others can help managers of SMEs connect with potential customers, clients and business contacts situated in a virtual space. Despite the importance of social networking sites to the success of SMEs in this digital economy, it seems managers of SMEs in Anambra State of Nigeria are not effectively utilizing the above platforms for successful entrepreneurial ventures The problem of this study is that, though social networking sites are increasingly being utilized by entrepreneurs in developed countries for successful entrepreneurship, the extent to which SMEs managers in Anambra State, Nigeria utilize them for entrepreneurial ventures seem not be clearly known. This is why the present study ascertained the extent of utilization of social networking sites by SMEs managers for successful entrepreneurship in Anambra State Nigeria.

Purpose of the Study

The purpose of this study was to ascertain the extent of utilization of social networking sites by small and medium scale enterprises managers for successful entrepreneurship in Anambra State Nigeria. Specifically, the study ascertained the extent:

1. Facebook is utilized for successful entrepreneurship by managers/owners of SMEs in Anambra State, Nigeria.
2. Twitter is utilized for successful entrepreneurship by managers/owners of SMEs in Anambra State, Nigeria.

Research Question

The following research questions guided the study:

1. To what extent do SMEs managers/owners utilize Facebook for successful entrepreneurship in Anambra State Nigeria?
2. To what extent do SMEs managers/owners utilize Twitter for successful entrepreneurship in Anambra State Nigeria?

Hypotheses

The following null hypotheses were tested at 0.05 level of significance:

1. There is no significant difference in the mean ratings of male and female SMEs managers in Anambra State Nigeria on the extent they utilized Facebook for successful entrepreneurship.

2. There is no significant difference in the mean ratings of male and female SMEs managers in Anambra State Nigeria on the extent they utilized Twitter for successful entrepreneurship.

Method

The study adopted descriptive survey design. The population of the study comprised 1,813 registered SMEs managers in Anambra State. A sample of 544 managers of SMEs was used through proportionate stratified random sampling techniques. Data were collected using an 18 items structured questionnaire. The instrument was structured on a five-point rating scale of Very Highly Utilized (5), Highly Utilized (4), Moderately Utilized (3), Lowly Utilized and Very Lowly Utilized (1). The questionnaire was validated by three experts-two in business education and one in measurement and evaluation all from Nnamdi Azikiwe University, Awka. Their comments enhanced the face validity of the instrument. To establish the internal consistency of the instrument, a trial-test was conducted. Data collected in the pilot test were analyzed using Cronbach Alpha to determine the consistency. Reliability coefficient values of 0.91 and 0.88 for utilizing social networking sites by small and medium scale enterprises managers for successful entrepreneurship respectively with an overall coefficient value of 0.88 were sot. Out of the 544 copies of the questionnaire administered to the respondents, all the copies (representing 100 percent) were retrieved without an attrition rate and used for data analysis. Data collected regarding the research questions were analyzed using mean and standard deviation while t-test was used to test the null hypotheses at 0.05 level of significance. In order to determine the extent of utilization of social networking sites by small and medium scale enterprises managers for successful entrepreneurship in Anambra State, a decision rule based on the real limit of numbers was used such that ratings between 4.50-5.00 were regarded as very highly utilized, items with mean ratings of 3.50-4.49 were considered as highly utilized; items with mean ratings of 2.50-3.49 were considered as moderately utilized. Furthermore, items with mean ratings of 1.50-2.49 and 1.00-1.49 were considered as lowly utilized and very lowly utilized respectively. In testing the null hypotheses, where the calculated p-value was less than the stipulated level of significance (0.05), it meant that there was a significant difference and the null hypothesis was rejected. Conversely, where the calculated p-value was greater than or equal to the stipulated level of significance (0.05), it meant that there was no significant difference and the null hypothesis was not rejected.

Results

Research Question 1

To what extent do SMEs managers utilize Facebook for successful entrepreneurship ventures in Anambra State Nigeria?

Table 1: Mean ratings of SME managers on the extent they utilize Facebook N =544

S/N I Utilize Facebook to	$\bar{X}$	SD	Remarks
1. Increase brand awareness of company products and services to customers	2.50	0.51	Moderately Utilized
2. Help identify customers with SME's product brand	2.60	0.50	Moderately Utilized
3. Enable businesses to discover what the society needs	1.70	0.58	Lowly Utilized
4. Allow customers to visit different businesses pages before purchasing a product	2.69	0.49	Moderately Utilized

5. Facilitate interaction and collaboration between customers and businesses	2.44	0.53	Lowly Utilized
6. Promote green retailing, such as reduction of packages	3.24	0.48	Moderately Utilized
7. Promote environmental messages	4.20	0.45	Highly Utilized
8. Increase close customer relationships with one's business	2.50	0.51	Moderately Utilized
9. Increase market accessibility	2.38	0.55	Lowly Utilized
10. Easy communication process to customers	2.50	0.51	Moderately Utilized
Cluster Mean	**2.68**		**Moderately Utilized**

Data in Table 1 reveal that items number 7 is highly utilized with mean rating of 4.20. Item numbers 1, 2, 4, 6, 8 and 10 are moderately utilized with mean ratings ranging from 2.50 to 2.69. The remaining item numbers 3, 5 and 9 are lowly utilized with mean ratings ranging from 1.70 and 2.44. The cluster mean score of 2.68 indicates that Facebook is moderately utilized by SMEs managers for successful entrepreneurship ventures in Anambra State Nigeria. The standard deviation of 0.45 to 0.58 shows that respondents are not wide apart in their mean ratings, which indicates homogeneity.

Research Question 2

To what extent do SMEs managers utilize Twitter for successful entrepreneurship in Anambra State Nigeria?

Table 2: Mean ratings of SMEs managers on the extent they utilize Twitter. N =544

S/N I utilize Twitter to	X	SD	Remarks
11. Provide customers opportunities to influence products	2.60	0.43	Moderately Utilized
12. Encourage better understanding of customers' needs	2.50	0.47	Moderately Utilized
13. Easy reach of customers	1.70	0.56	Lowly Utilized
14. Increase consumers' purchasing decision in business	1.69	0.57	Lowly Utilized
15. Provide business opportunities to cut down the cost of operation	2.54	0.45	Moderately Utilized
16. Ease interaction with customers	2.24	0.52	Lowly Utilized
17. Increase the number of sales	2.20	0.53	Lowly Utilized
18. Make business convenient especially with the environment ones live	2.50	0.47	Moderately Utilized
Cluster Mean	**2.25**		**Lowly Utilized**

Data in Table 2 reveal that item numbers 11, 12, 15 and 18 are moderately utilized with mean ratings ranging from 2.50 to 2.60. Item numbers 13, 14, 16 and 17 are lowly utilized with mean ratings ranging from 1.69 to 2.36. The cluster mean score of 2.25 indicates that Twitter is lowly utilize by SMEs managers for successful entrepreneurship in Anambra State Nigeria. The standard deviation of 0.43 to 0.57 shows that respondents are not wide apart in their mean ratings which indicate homogeneity.

Hypothesis 1

There is no significant difference in the mean ratings of male and female SMEs managers in Anambra State Nigeria on the extent they utilized Facebook for successful entrepreneurship.

Table 3: t-test analysis on the mean ratings of male and female managers of SMEs on the extent they utilized Facebook

Gender	N	$\overline{X}$	SD	α	df	t-cal	p-value	Decision
Male	371	3.12	.15	0.05	542	1.93	.000	Significant
Female	173	3.10	.10					

The results in Table 3 show that the mean score of male managers of SMEs (*Mean=3.12, SD=.15*) is significantly greater than that of female managers of SMEs (*Mean =3.10, SD=.10*); (df: 542) and t-calculated value =1.93, *P*-value of (.000). This means that male and female SMEs managers significantly differ in their mean ratings on the extent they utilize Facebook for successful entrepreneurship in Anambra State Nigeria. Therefore, the null hypothesis is rejected.

Hypothesis 2

There is no significant difference in the mean ratings of male and female SMEs managers in Anambra State Nigeria on the extent they utilized Twitter for successful entrepreneurship.

Table 4: t-test analysis on the mean ratings of male and female managers of SMEs on the extent they utilized Twitter

Gender	N	$\overline{X}$	SD	α	df	t-cal	p-value	Decision
Male	371	3.14	.14	0.05	542	1.44	.130	Not Significant
Female	173	3.12	.13					

The results in Table 4 show that the mean score of male managers of SMEs (*Mean=3.14, SD=.14*) is significantly greater than that of female managers of SMEs (*Mean=3.12, SD=.13*); (df: 542) and t-calculated value =1.44, *P*-value of (.130). This means that male and female SMEs managers do not significantly differ in their mean ratings on the extent they utilize Twitter for successful entrepreneurship in Anambra State Nigeria. Therefore, the null hypothesis is not rejected.

Discussion of Findings

The result in table 1 revealed that managers of small and medium scale enterprises moderately utilized Facebook for successful entrepreneurship in Anambra State Nigeria. This indicated that managers of SMEs in Anambra State, Nigeria did not give adequate attention to Facebook for successful entrepreneurship. This finding is in line with Adeyeye and Ohunyowon (2019) who revealed that staff of the entrepreneurial media firm's growth utilized Facebook LinkedIn, Twitter and Blogs to a moderate extent. The findings agree with Ezenwafor, Onokpaunu and Nwadiuko (2017) who stated that entrepreneurs utilize social media platforms in promoting new business products at a low extent. This implies that moderate utilization of Facebook for successful entrepreneurship in Anambra State, Nigeria showed inadequate attention by SMEs Managers. This indicates that SMEs in Anambra State, Nigeria were unable to benefit from utilizing Facebook for successful entrepreneurship.

The result in table 2 revealed that there was a significant difference in managers' mean ratings on the extent they utilized Facebook for successful entrepreneurship in Anambra State Nigeria based on gender. These findings agree with Onwuchekwa, Emele and Onwuchekwa

(2017) that gender effect could be a factor in determining the level of utilization of social networking sites for successful entrepreneurial ventures. The findings disagree with Adeyeye and Ohunyowon (2019) who revealed that there was no significant difference in the mean ratings of Facebook utilization for successful entrepreneurship irrespective of gender. The reason for the similarities in test of hypotheses could be because most of the SMEs managers focused on some other form of social media rather than Facebook. The difference could also be as a result of insufficient knowledge of the importance of Facebook for business success by most of the small and medium scale enterprises managers. The reason for determining the extent managers of SMEs utilized Facebook for successful entrepreneurship in Anambra State Nigeria is because they are the people who should benefit from its relevance and succeed in business.

The result in table 3 revealed that managers of small and medium-scale enterprises lowly utilized Twitter for successful entrepreneurship in Anambra State Nigeria. This indicated that managers of SMEs in Anambra State, Nigeria did not give adequate attention to Twitter for successful entrepreneurship. This finding is in line with Okeke (2015) who revealed that SMEs utilized Twitter, Instagram at low extent. This indicates that SMEs in Anambra State, Nigeria were unable to benefit from utilizing Twitter for successful entrepreneurship.

The study further revealed that there was no significant difference in the managers' mean ratings on the extent they utilized Twitter for successful entrepreneurship in Anambra State Nigeria based on gender. These findings agree with Okeke (2015) who revealed that there was no significant difference in the respondents' mean ratings on the extent they utilized Twitter, Instagram applications as a result of their gender. In addition, the findings agree with Adeyeye and Ohunyowon (2019) who revealed that there was no significant difference in the mean ratings of Twitter utilized for successful entrepreneurship irrespective of gender. The reason for the similarities in test of hypothesis is because most of the SMEs managers focused on some other form of social media rather than Twitter. The difference in mean ratings could also be as result of insufficient knowledge of the importance of Twitter for business success by most of the small and medium scale enterprises managers. The reason for determining the extent managers of SMEs utilized Twitter for successful entrepreneurship in Anambra State Nigeria is because they are the people who should benefit from its relevance and succeed in business.

Conclusion

Based on the findings of this study, it is concluded that managers of small and medium-scale enterprises in Anambra State, Nigeria have not been fully utilizing Facebook, and Twitter for successful entrepreneurship. The utilization of Facebook and Twitter will enable them to ensure efficiency in the performance and survival of their entrepreneurial ventures.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Managers of small and medium scale enterprises should make sure they utilized Facebook and Twitter to a higher level so as to achieve its benefits for successful entrepreneurship. This will enable them to ensure efficiency in the performance and survival of the SMEs.
2. Business education lecturers should take this opportunity to expose business education students on the benefits of using Facebook and Twitter for their business growth and sustainability. This will enable business education students to be

imaginative, encourage positive thinking and eventually become good risk managers of businesses.

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