

The Role of Muslim Families Awareness on The Importance of Entrepreneurship Development in Sokoto State

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ABSTRACT

Interest in promoting awareness on entrepreneurship for economic development has been increasing worldwide, but there is no study that explores the gigantic role Muslim families' awareness on the importance of entrepreneurship development in Sokoto. Entrepreneurship development has been globally recognized as important vehicle for economic development. Muslim families' awareness has played a significant role in promoting entrepreneurship for economic growth and national development. The major objective of this study is to explore the role of Muslim family awareness on the importance of entrepreneurship development in Sokoto state. Qualitative methodological approach was employed in data collection and analysis. Purposive sampling technique was considered most suitable for this study; the criteria used for selecting the participants were based on relevance, expertise, professionalism and willingness to participate in the study. Semi-structured Interview and focus group discussion was used for the data collection. The participants interviewed included family experts, Muslim family counsellors and Islamic scholars comprising of five (5) participants for each research subject. A total of twelve (15) participants were sampled for the study. This study revealed evidence that; success in advocating entrepreneurship development awareness is through the role of parents in entrepreneurship development, role of Islamic scholars; and role of family and media in promoting entrepreneurship which has a significant impact on Muslim individuals in advancing their business for economic development.

However, future research is needed, using quantitative method to explore the gigantic role of Muslim families' awareness in promoting entrepreneurship for human development in Sokoto state, Nigeria.

Keywords: Muslim family, role, awareness, entrepreneurship, human development

INTRODUCTION

The aspiration for promoting entrepreneurship development of various countries made it a global phenomenon. Many bits of evidence from available studies show that the influence of entrepreneurship in stimulating economic growth and development, in particular, cannot be under-estimated in contemporary world today. The realisation of entrepreneurship development today has become integral part of many countries goal to achieve the rapid economic development for national development. Entrepreneurship development is a means of advancing the knowledge and skills of entrepreneurs, through various programmes of training. Globally entrepreneurship is accepted as an important field and the findings revealed entrepreneurship generates new sources of income and employment opportunities for individual and societal development¹. One of the roles of entrepreneurship is to promote the living standard of individuals and positively influences the national economic growth and development.² Similarly, entrepreneurship development can offer entrepreneurs skills to advance their knowledge in various ways among which are innovative thinking, training and coaching to uncover new opportunities for the benefit of individuals.³ It also encourages them to take a reasonable decision for all business activities. The entrepreneurship programs has been introduce or designed in order to support and empower people about to new ideas to establish the business for the purpose self-reliance and promoting economic development.

Islam encourages entrepreneurship development for economic development and growth likewise; Islam motivates Muslim individuals for economic activates in order to earn halal living for human development. Islam offers unique and useful guidelines related to entrepreneurship and economic principles that govern all economic activities relating to all types of business transactions Faizal, Ridhwan, & Kalsom⁴; Gumusay⁵ ; Kayed & Hassan; Nazamul et al⁶. Kayed and Hassan consider Islam as an entrepreneurial religion that Permits and encourages individuals to take part into entrepreneurial activities such as search for opportunity, risk taking and innovation, as emphasized in the Quran and Sunnah, to pursuit the bounties of Allah. This is to show that Islamic tradition has provided a positive approach to economic activities and proves that even before his prophetic mission Prophet

¹ Nkechi, Anyadike, E. J. Emeh Ikechukwu, and Ukah Finian Okechukwu. "Entrepreneurship development and employment generation in Nigeria: Problems and prospects." *Universal Journal of Education and General Studies* 1, no. 4 (2012): 88-102.

² Onwubiko, C. M. "Entrepreneurship and leadership: Nigeria and the imperative for youth entrepreneurial development." *Universal Journal of Education and General Studies* 1, no. 3 (2011): 55-70.

³ M. S. Oukil, "Entrepreneurship and entrepreneurs in an islamiccontext," *Journal of Islamic and Human Advanced Research*, vol. 3,no. 3, pp. 111–131, 2013.

⁴ P.R.M. Faizal, A. A. M. Ridhwan, and A. W. Kalsom. "The entrepreneurs characteristic from al-Quran and al-Hadis." *International Journal of Trade, Economics and Finance* 4, no. 4 (2013): 191.

⁵Gümüsay, Ali Aslan. "Entrepreneurship from an Islamic perspective." *Journal of Business Ethics* 130, no. 1 (2015): 199-208.

⁶Hoque, Nazamul, Abdullahil Mamun, and Abdullah Mohammad Ahshanul Mamun. "Dynamics and traits of entrepreneurship: an Islamic approach." *World Journal of Entrepreneurship, Management and Sustainable Development* (2014).

Muhammad (S.A.W) was a renowned entrepreneur and merchant.⁷ As a result that, Many Muslim entrepreneurs today become successful. That is why today it became imperative for individuals to engage in to entrepreneurship in promoting their economic growth and development. It is argued that entrepreneurship is an integral part to the promotion of societal economic development. Undoubtedly, it has great influence towards creating job opportunities, developing the local and national economy, and promoting societal welfare for economic development.

Therefore, it is very important to help the public to be aware of the significance of entrepreneurship in the development of business for economic development. One of the factors that helped Muslim individuals to expand development of their business is through awareness. So there is need for individuals to have solid economic foundation for development which encompasses entrepreneurship education, empowerment schemes, skills acquisition and small and medium enterprises (SMEs) for human development. The motivation behind in participating in entrepreneurship development can not only empower individuals in terms of social or financial aspects but also contribute in providing effective knowledge, skills and expertise for economic development. Furthermore, entrepreneurship has significant influence in alleviating poverty, reduction of economic burden among family households. For this reason; entrepreneurial income can be used to provide children's quality education, sound health as well as better well-being.

Nevertheless, the role of Muslim families' awareness in promoting entrepreneurship development has significant influence towards increasing individual's economic activities and wellbeing. Considering the contribution to the development of economy made by the field of entrepreneurship which has been regarded a system of development. In Nigerian context, and Sokoto in particular. There is need for Muslim individuals to be aware of significance attached to entrepreneurship development also to possess the knowledge of entrepreneurship with a view to promote business activities, professionalism and expertise, well-being and overall human development. It has been considered that the value of entrepreneurship is globally recognized; particularly it's potential of promoting the development of human society and economic development in general. It is in this sense that the importance of Muslim families' awareness in promoting entrepreneurship development cannot be overemphasized. In addition, entrepreneurship serve as catalyst to unleash the potential of the young generation and families and individuals to enable them to build effective strategies of business that will provide people employment opportunities, job creation and self-dependence for human development.

Moreover, it appears as if there are issues confronting individuals to undertake in to entrepreneurship development programs at societal level among which are the declining interest of people for participating in entrepreneurship development and low awareness of the program. Based on these reasons there is need for Muslim individuals to embark on entrepreneurial activities. Nevertheless, previous studies on entrepreneurship have been conducted using different approaches and perspectives but fail to explore the role of Muslim family awareness on the importance of entrepreneurship development in Sokoto state. For this reason this study becomes necessary for a vacuum needed to be filled. Therefore these issues are considered worthy to be investigated.

⁷ I. Wiene, *Impact of Religion on Business Ethics in Europe and the Muslim World: Islamic versus Christian tradition*, Berlin: Peter Lang, 1997.

LITERATURE REVIEW

This section reviewed the existing literature related to the topic of this study under the following sub-headings:

Literature on Entrepreneurship Development

Abubakar observed that entrepreneurship development has been considered as a viable way to tackle socio economic problems that bedevilled the progress of some countries today especially the problem of unemployment and high rate poverty⁸. In the same way, Mwasika highlighted that entrepreneurship development is a process of enhancing entrepreneurial knowledge, skill and experience through designed structured training and building programmes for individuals who are willing to start or expand business⁹. Likewise Kareem asserted that the role of entrepreneurship in promoting economic development is to create new job, reduce the level of employment and increase economic growth of country¹⁰. Similarly Osuawagwu finds that entrepreneurship has a positive influence to increase the rate economic growth, reducing the level of poverty among individuals as well as creating new opportunities.¹¹ According to Metu and Nwokoye, entrepreneurship constitutes a significant way of reducing unemployment among the individuals and to discover new domains of opportunities.¹² Ogamba found that empowerment of youth through entrepreneurship education for sustainable development serves as a strategy of promoting economic empowerment and poverty alleviation.¹³

Joseph et al. argued that, poverty alleviation in Nigeria can be reduced through skills acquisition, youth training, creativity and innovations, through entrepreneurship development. The finding of their empirical research revealed that. there is need for the government, donor agencies, academic institutions and private organizations to support entrepreneurship development as an effective way for alleviating poverty among the individuals in the nation and other countries around the globe.¹⁴ In the samw way Yaacob and Azmi highlited that entrepreneurial success as viewed from the Islamic perspective cannot be measured solely in terms of material success. This is because human needs are not limited to material needs and encompass all aspects of life, namely religion, intellect, lineage and property. Therefore, an assessment of whether entrepreneurs succeed or fail should be

⁸ Garba, Abubakar S. "Entrepreneurship, public policy and poverty reduction in Nigeria." *International Journal of Business and Social Research* 2, no. 2 (2012): 158-169.

⁹ Mwasika, Charles. "Entrepreneurship development and entrepreneurial orientation in rural areas in Malawi." *African Journal of Business Management* 9, no. 9 (2015): 425-436.

¹⁰ Kareem, R. O. "Impact of entrepreneurship on poverty alleviation." *Journal of Business Administration and Education* 7, no. 1 (2015).

¹¹ Osuagwu, L. "Entrepreneurship in a developing economy; empirical evidence from Nigeria Business Organizations." *International Journal of Entrepreneurship* 6 (2002): 19-32.

¹² Metu, Amaka, and Ebele Nwokoye. "Entrepreneurship development in Nigeria: Prospects and challenges." In *International Conference on Entrepreneurship: Strategy for Socio-Economic Advancement in Emerging Economies* organized by the Department of Business Administration, Faculty of Social and Management Sciences, Bowen University (Iwo, 2014).

¹³ Ogamba, Ikedinachi K. "Millennials empowerment: youth entrepreneurship for sustainable development." *World Journal of Entrepreneurship, Management and Sustainable Development* (2019).

¹⁴ Joseph, Onyi Akachukwu, Ikechukwu Dialoke, and Edeh Friday Ogbu. "Entrepreneurship Development and Poverty Reduction in Nigeria: A Study of Industrial Layout, Emene, Enugu State, Nigeria." *IUP Journal of Entrepreneurship Development* 16, no. 4 (2019).

based on these five criteria. The authors found a significant relationship between the achievements of Muslim entrepreneurs in Malaysia and their level of social responsibility.¹⁵

The study conducted by Shinkafi and Nor focuses on entrepreneurship development in relation to economic development. The authors discussed economics from an Islamic perspective with emphasis on marketing, business, trade and entrepreneurship. Their study is purely theoretical in nature, with much reference to the Qur'an and Hadith and other authoritative sources of Islam. Their study found that entrepreneurship development helps individuals to promote their economic source of income, self-reliance, employment and national development. They further identified the lack of financial support and capital as the principal problem that hinders the development of entrepreneurs and entrepreneurship. Their findings also confirmed that, through appropriate coordination and networking, sharing concerning commercial activities depends solely on cooperation between public sectors, enterprises, government agencies and as well as the level of individuals.¹⁶ In another study, Carvalho et al. looked at family as a motivational environment for the advancement of entrepreneurial of the younger generation. The authors posited that the presence of entrepreneurs in the family influences the entrepreneurial interest of the younger family members to involve in entrepreneurial activities. The study found that entrepreneurs in the family have a positive influence on the motivations of family and societal.¹⁷

Additionally, Cesaroni and Paoloni showed that, micro-enterprises are important drivers of economic growth, and that female entrepreneurs are the key developers of businesses.¹⁸ In a similar study, Anggadwita et al, described the women's role to be the most significant in the economic growth of countries. The authors stated that, Muslims considered women as important figures in the development of business.¹⁹ Correspondingly, Tunggak and Ahmed examined the levels of entrepreneurial attitude orientation of Muslims based on the demographic factors of business experience, the level of formal education, and the frequency of attending entrepreneurial training.²⁰ Interestingly, Barba-Sanchez et al. provided an excellent overview of entrepreneurship education which plays a vital role in the development of entrepreneurs. The authors believed that, entrepreneurship education adds more skills in equipping individuals in their various skills for entrepreneurial development.²¹

A recent study conducted by Kwena found that, entrepreneurship training, life skills training and mentorship training are the key drivers in youth empowerment. He confirmed

¹⁵Yaacob, Yazilmiwati, and Ilhaamie Abdul Ghani Azmi. "Entrepreneur's Social Responsibilities From Islamic Perspective: A Study of Muslim Entrepreneurs In Malaysia." *Procedi - Social and Behavioral Sciences* 58 (2012): 1131-1138.

¹⁶Shinkafi, Akilu Aliyu, and Nor Aini Ali. "Entrepreneurship Development in Islamic Economics'." *New Developments in Islamic Economics*. Emerald Publishing Limited (2018): 3-18.

¹⁷Carvalho, Carla, Lisete dos Santos Mendes Mónico, Inês Martins Silva, and Pedro Miguel Dinis Santos Parreira. "A influência dos familiares empresários no potencial empreendedor dos estudantes." *Psychologica* 62, no. 1 (2019): 207-231.

¹⁸Cesaroni, Francesca Maria, and Paola Paoloni. "Are family ties an opportunity or an obstacle for women entrepreneurs? Empirical evidence from Italy." *Palgrave Communications* 2, no. 1 (2016): 1-7.

¹⁹Anggadwita, Grisna, Hendrati Dwi Mulyaningsih, Veland Ramadani, and M. Yahya Arwiyah. "Women entrepreneurship in Islamic perspective: a driver for social change." *International Journal of Business and Globalisation* 15, no. 3 (2015): 389-404.

²⁰Tunggak, Buerah, and Zoolhilmi Ahmed. "Pengaruh Faktor Latar Belakang Terhadap Orientasi Sikap Keusahawanan dalam Kalangan Usahawan Belia Bumiputera Muslim (The Influence of Background Factors on Entrepreneurial Attitude Orientation among Muslim Bumiputera Youth Entrepreneurs)." *Akademika* 85, no. 2 (2015).

²¹Barba-Sánchez, Virginia, and Carlos Atienza-Sahuquillo. "Entrepreneurial intention among engineering students: The role of entrepreneurship education." *European Research on Management and Business Economics* 24, no. 1 (2018): 53-61.

that technical skills training programs help generate new sources of income. The author concluded that mentorship programs are part of the motivation that inspires the youth to participate in entrepreneurship programs, which serve as a vehicle to youth empowerment and poverty alleviation.²² Kolawole and Ajila added that rural entrepreneurship development and employment generation are essential in enhancing the transformation in individuals. Their study revealed that the practical approach functions as the most important driver in enhancing rural community entrepreneurship development. The authors concluded that funding successful entrepreneurs helps promote employment in rural communities and thus offers the opportunity to show poor and unemployed youth a way out of their poverty.²³

Interestingly, Adegun found that, entrepreneurship education is a way of equipping students with different business skills in order to become self-employed. After discussing several youth empowerment strategies, he recommended that entrepreneurship should be integrated into the school syllabus and taught from the primary level onwards. The existing facilities need to be upgraded to impart a proper business education and experience as to remedy unemployment.²⁴ Furthermore, Aja-Okorie and Onele argued that entrepreneurial education aims to equip youths with the necessary practical knowledge and skills to act as business experts. This can prepare them to become successful entrepreneurs and confront the challenges facing entrepreneurial education in tertiary institutions and other levels of education. It also ensures that the youth develop a stronger sense of self-reliance and initiative.²⁵

Din et al. considered entrepreneurship education programs as a way of improving job satisfaction among individuals. The authors believed that a higher level of entrepreneurship education leads to a higher income and reduces unemployment.²⁶ Similarly, Rina et al. suggested that, entrepreneurship needs to be taught in schools since it constitutes a continuing learning process. Their study further highlighted that learning activities through entrepreneurship can shape the character of students in accordance with their level of education and promotes hard work, self-sufficiency, creativity, cooperation, honesty and responsibility, in addition to communication skills.²⁷ In a related study conducted by Albrecht it was found that entrepreneurship develops the coordination abilities of individuals for the purpose of increasing trade gains. Once entrepreneurs notify the buyers and sellers in an effective way, his or her actions become more coordinated and successful. The author concluded that entrepreneurs need to eliminate all forms of failure in their entrepreneurial activities.²⁸ Hamid and Sa'ari considered entrepreneurship as an icon of development in the

²² Kwena, Hilda Kerebi. "Influence Of Life Skill Training And Mentorship On Youth Empowerment: A Case of Lepta Community Programme For Youth in Mathare Slum, Nairobi, Kenya." (2018).

²³ Kolawole, Oluwatoyin Dare, And Kehinde Ajila. "Driving Local Community Transformation Through Participatory Rural Entrepreneurship Development." *World Journal Of Entrepreneurship, Management And Sustainable Development*(2015).

²⁴ Adegun, Olajire Adeola. "Entrepreneurship education and youth empowerment in contemporary Nigeria." *Journal of Emerging Trends in Educational Research and Policy Studies*4, no. 5 (2013): 746-751.

²⁵ Aja-Okorie, Uzoma, and Onele Adali. "Achieving youth empowerment through repositioning entrepreneurial education in Nigerian universities: problems and prospects." *European Scientific Journal* 9, no. 28 (2013).

²⁶ Din, Badariah Hj, Abdul Rahim Anuar, and Mariana Usman. "The effectiveness of the entrepreneurship education program in upgrading entrepreneurial skills among public university students." *Procedia - Social and Behavioral Sciences* 224 (2016): 117-123.

²⁷ Rina, Lelahester, Wiedy Murtini, and Mintasih Indriayu. "Establishment of entrepreneurial character in the foundation based school system through project based learning." *International Journal of Educational Research Review* 3, no. 4 (2018): 128-140.

²⁸ Albrecht, Brian C. "Entrepreneurship as Coordination." (2016): 1-20.

Islamic economic system that helps build individuals and social services with the aim to create opportunity for the community.²⁹

Literature on the Media's Role in Entrepreneurship Development

Hang, Min and Aldo van Weezel observed that, public media play an essential role in influencing entrepreneurship through creating ideas, innovations and novel ways of thinking towards successful businesses.³⁰ In the same way, Khajeheian highlighted the role of media in promoting entrepreneurship development among people in the society. The study found that social media offer opportunity for economic growth, especially in developing countries. Media are a viable tool for entrepreneurship development for economic growth.³¹ Likewise, Bauman, Antonina and Carol Lucy examined the role of social media and described how it changes business and operates in the environment, in addition to supporting the entrepreneurs in their effort to increase their strategic partnership with their customers, create value for their customers, and change their business patterns. The study found that social media has a great impact on establishing effective communication among the business partners and increase the market accessibility of small and medium enterprises (SMEs).³² Moreover, Olanrewaju et al. affirmed that social media prompted most entrepreneurs to change their daily business activities. The use of social media introduced a number of novel marketing strategies relevant to the development of the business firms.³³ Hossain asserted that the role of social networking in media entrepreneurship development is to meet the need of online shopping and foster social cohesion, build trust among online shoppers, marketers and entrepreneurs, as well as promote harmony and reduce unemployment.³⁴ In addition, Turan, Mehmet and Ali Kara posited that the media have a positive influence in framing the marketing communication and social networking that build a strong relationship among existing and new customers.³⁵ This corresponds with the view of Datta, Khayati Shetty, Olivia Adkins, and Jason that social media generally provide more opportunities for individuals to pursue entrepreneurial endeavours.³⁶

²⁹ Hamid, Solahuddin Abdul, And Che Zarrina Sa'ari. "Reconstructing Entrepreneur's Development Based On Al-Qur'an And Al-Hadith." *International Journal of Business And Social Science* 2, No. 19 (2011).

³⁰ Hang, Min, and Aldo Van Weezel. "Media and entrepreneurship: A survey of the literature relating both concepts." *Journal of Media Business Studies* 4, no. 1 (2007): 51-70.

³¹ Khajeheian, Datis. "New venture creation in social media platform; Towards a framework for media entrepreneurship." In *Handbook of Social Media Management*, pp. 125-142. Springer, Berlin, Heidelberg, 2013.

³² Bauman, Antonina, and Carol Lucy. "Social media: Exploring entrepreneurial opportunities." In *Understanding Social Media and Entrepreneurship*, pp. 15-28. Springer, Cham, 2020.

³³ Olanrewaju, Abdus-Samad Temitope, Mohammad Alamgir Hossain, Naomi Whiteside, and Paul Mercieca. "Social media and entrepreneurship research: A literature review." *International Journal of Information Management* 50 (2020): 90-110.

³⁴ Hossain, Syed Far Abid. "Social networking and its role in media entrepreneurship: Evaluating the use of mobile phones in the context of online shopping—A review." *Journal of Media Management and Entrepreneurship (JMME)* 1, no. 1 (2019): 73-86.

³⁵ Turan, Mehmet, and Ali Kara. "Online social media usage behavior of entrepreneurs in an emerging market." *Journal of Research in Marketing and Entrepreneurship* (2018).

³⁶ Datta, Khyati Shetty, Olivia Adkins, and Jason R. Fitzsimmons. "Entrepreneurship and social media influencers in an Islamic context." In *Understanding Social Media and Entrepreneurship*, pp. 121-139. Springer, Cham, 2020.

MUSLIM FAMILIES: DEFINITION AND CONCEPT

Providing an early definition, Ahmad offers that the family constitutes a divinely-ordained institution. He understands the family not as an artificially created institution but rather as an ordained institution.³⁷ Clark defines the family as an institution where children are given the opportunity to imitate and learn everything they need to know to become members of the larger community and pursue their future endeavours.³⁸ Sangeeta and Aziz add that an extended family consists of three or more generations.³⁹

The Islamic Perspective of Human Development

Chapra postulates that human development according to Islamic principles involves human welfare and wellbeing and incorporates moral excellence and economic welfare. Likewise, Mirakhor and Askari argued that human development in Islam requires the realisation of human well-being on both facets of human life, material and immaterial.⁴⁰ Therefore, fulfilling the basic human needs and ensuring the individual and societal well-being and protecting human dignity, justice, equality, education, health, equity, increase in wealth and capital are all part of the Shari'ah objectives. Hence, in Islamic ethics, equitable income distribution, elimination of poverty, the provision of material and non-material needs, and the preservation and effective utilisation of natural resources is part of the Islamic principles of human development. This means that human development from an Islamic perspective is not limited to human and economic indicators, economic development, GDP or per-capita income, but rather Islam incorporates all aspects of life through a complete and unified system.⁴¹

Accordingly, the primary goal of social and economic progress in this light is to provide a complete charter for human development on the broad scale of the five objectives of Islamic law: i) religion (faith); ii) the preservation of life; iii) education and intellect; iv) the rule of law and justice, and v) economic justice.⁴² This is the reason why Allah makes the head of the family responsible for providing the sustenance for those under their care.⁴³ To achieve human development, consciousness of Allah (SWT), human welfare, equitable distribution of wealth, and right to education, religious freedom and social justice need to be in place.⁴⁴

Family and Entrepreneurship

Numerous scholars and researchers around the globe consider family as special unit in promoting entrepreneurs for human development. According to Faccio and Lang, there is

³⁷ Ahmad, Khurshid. Family life in Islam. Islamic Foundation, [Complete the references.. from which website, title and so on.](#)

³⁸ M. Reginald Clark, *Family Life and School Achievement: Why Poor Black Children Succeed or Fail* (Chicago, USA: University of Chicago Press, 2015).

³⁹ Sangeeta Dhami and Aziz Sheikh, "The Muslim Family: Predicament and Promise," *Western Journal of Medicine* 173, no. 5 (2000): pp. 352.

⁴⁰ Mirakhor, Abbas, and Hossein Askari. Islam and the path to human and economic development. Springer, 2010.

⁴¹ See: Surah al-An'ām, 6:38

⁴² Akilu Aliyu Shinkafi and Nor Aini Ali, "Contemporary Islamic Economic Studies on Maqasid Shari'ah: A Systematic Literature Review," *Humanomics* 33, no. 3 (2017): pp. 315-34.

⁴³ Surah al-'Alaq, 65:7

⁴⁴ Surah al-Nisā', 4:135; and Sūrah Šād, 38:26

universal recognition of the significance of family businesses⁴⁵ and their contribution in terms of awareness for economic growth and development, employment opportunities, job creation, gross national product and capital generation. Furthermore, it cannot be denied that the family has significant influence to the economic and social orientations of its members. Rogoff and Heck⁴⁶ are of the view that family is “the oxygen that feeds the fire of entrepreneurship”. Likewise, family business entrepreneurs are unique in that they try to build businesses that are also family institutions. Similarly Anderson et al.⁴⁷ are of the view that the role of family members in entrepreneurial networks extends beyond the boundaries of the family firm. Similarly, Hutasuhut et al.⁴⁸ examined the role of entrepreneurship in promoting knowledge, self-efficacy and family education and gender on entrepreneurial intention. While Pimentel,⁴⁹ added that entrepreneurial orientation in family promotes entrepreneurial behaviour. Finally the study of Sugianingrat et al.⁵⁰ concluded that entrepreneurship education and family environment have a positive influence in promoting economic development.

The Concept of Entrepreneurship

The origin of the English word “entrepreneur” comes from the French word *entreprendre* which means “to undertake” or “adventure”. The concept of entrepreneurship can be understood from many academic disciplines that have contributed their perspectives on the concept of entrepreneurship. Bula⁵¹ is of the view that the existing definitions of entrepreneurship come from diverse literatures of different disciplines in the field Sociology, Economics, Management and Psychology. Thus, entrepreneurship can be described as a multidimensional concept. Entrepreneurship is defined as an art of human activity that plays an important role in economic development. Entrepreneurship is understood as the process of understanding the art of innovation and risk-taking for profit in business. Hence, entrepreneurship deals with activities that relate to business opportunities. According to the German economist Schumpeter, entrepreneurship is an innovation and a “combination and creative destruction”. Consequently, entrepreneurship is a process that requires human intellect, knowledge, skills, expertise and proficiency, thus, to achieve the target aims and goals. An entrepreneur is someone who owns a business venture and controls, supervises and look after its processes without assurance of reward and with the readiness to take risk. Likewise, an entrepreneur is someone who owns an enterprise and partnership or notion that can be on risk or success. Also, an entrepreneur is a person that establishes a business venture

⁴⁵ Faccio, Mara, and Larry HP Lang. "The ultimate ownership of Western European corporations" *Journal of Financial Economics* 65, no. 3 (2002): 365-395.

⁴⁶ Rogoff, Edward G., and Ramona Kay Zachary Heck. "Evolving research in entrepreneurship and family business: Recognizing family as the oxygen that feeds the fire of entrepreneurship" *Journal of Business Venturing* 18, no. 5 (2003): 559-566.

⁴⁷ Anderson, Alistair R., Sarah L. Jack, and Sarah Drakopoulou Dodd. "The role of family members in entrepreneurial networks: Beyond the boundaries of the family firm" In *Entrepreneurial Process and Social Networks*. Edward Elgar Publishing, 2016.

⁴⁸ Hutasuhut, Saidun. "The roles of entrepreneurship knowledge, self-efficacy, family, education, and gender on entrepreneurial intention" *Dinamika Pendidikan* 13, no. 1 (2018): 90-105.

⁴⁹ Pimentel, Bernardo M. "The role of individual ability and structural embeddedness on entrepreneurial success." (2015).

⁵⁰ Sugianingrat, Ida Ayu Putu Widani, Ida I. Dewa Ayu Yayati Wilyadewi, and I. Wayan Gde Sarmawa. "Determination of Entrepreneurship Education, Family Environment, and Self-Efficacy on Entrepreneurship Interest" *Jurnal Economia* 16, no. 1 (2020): 33-43.

⁵¹ Bula, Hannah Orwa. "Evolution and theories of entrepreneurship: A critical review on the Kenyan perspective" *International Journal of business and Commerce* 1, no. 11 (2012): 81-96

and operates it with a view to changing it. An entrepreneur can be seen as an originator of techniques and ideas concerning production and marketing. He or she has the responsibility of providing opportunities and resourcing capital that requires effective care and opportunities. Enterprise is defined as a commercial venture or business endorsed with potentialities to provide employment opportunities for effective goods and services in order to promote economic growth and development to the national income and export possibilities for economic development.

METHODOLOGY

This is a qualitative study in nature, and it is all about understanding the perception and meaning of the participants' views through interpreting their words. This research used the qualitative method using a case study approach. The instruments used in the process of data collection involved participants' verbal in-depth interviews and focus group discussion using semi structured interviews to explore the role of Muslim families' awareness on the importance of entrepreneurship development in Sokoto state. Purposive sampling technique was considered suitable for the study; the criteria used for selecting the participants were based on relevance and professional expertise, and the ability and willingness of the participants to answer the interview questions, and their status as native residents living and working within the research locality. The participants included family experts, family counsellors and Islamic scholars. The participants were chosen base on relevance, expertise and express their willingness to participate in the study. A total of twelve (15) participants were sampled for the study. The interview and focus group discussion was audio- recorded. The method employed for data analysis was thematic and descriptive analysis. The raw data were analysed by preparing and organizing the data, sorting, coding, forming the themes, interpreting the results, and reporting the findings in order to ensure that all participants' views were captured accurately and the emerging themes and subthemes were identified.⁵²

Presenting analysis and interpretation of data

The Role of Parents in promoting Entrepreneurship for Human Development

The data that emerged from the respondents' responses revealed that the most significant role played by Muslim families particularly parents on the importance of entrepreneurship development as a viable way of sourcing financial income. In this regard, one of the participants disclosed that:

Actually, Muslim families need a better understanding with regard to awareness of the importance of entrepreneurship development. Where they will acquire sound knowledge and skills in order to increase their knowledge and develop new innovation concerning business, especially in this modern time, which is a [time of] technology and global networking, so that they can

⁵² Jagongo, Ambrose, and Catherine Kinyua. "The social media and entrepreneurship growth." *International journal of humanities and social science* 3, no. 10 (2013): 213-227.

*meet with new business partners to develop their business activities for more financial income.*⁵³

Similarly, on the advisory role of the parents on the significance of entrepreneurship and financial source of income, another participant revealed that:

*I usually time to time counsel my family about the importance of entrepreneurship by citing a good example that even prophet Muhammad (PBUH) is entrepreneur. I try as much as possible to become a successful entrepreneur. I believe that the Muslim families need a better understanding of how entrepreneurship influences many ways of sourcing the financial income regarding to business. In fact, there is a need for them to have in-depth knowledge of how to generate the source of income or capital. This may help drastically to reduce the widespread prevalence of high rate of poverty among the Muslim individual in the society..*⁵⁴

The data that emerged from the responses of the participants almost highlighted the importance of entrepreneurship development. The participants considered parents as the key promoters of entrepreneurship in terms of influencing their families to participate in entrepreneurship to acquire more knowledge and skills that can sharpen their intellectuality by creating new innovation. Interestingly the participants pointed out the fact that the significance attached to entrepreneurship by citing an exemplar and role model prophet Muhammad was involve in trade and business he was an entrepreneur. This confirms that entrepreneurship has significant influence in preparing youth in to better position by changing their way of life through providing employment opportunities for as means of livelihood for quality life as part of human development This would significantly help towards alleviating poverty among the Muslim individuals for making them to become self-dependence and self-reliance.

In another related development, the response of the participants clearly reveals that the most important role of Muslim families (parents) on entrepreneurship development includes parental counselling role relating entrepreneurial activities. In this regard, one of the participants reveals that:

It is part of my tradition, I normally counsel or advice my family members and my neighbours around not to solely rely on white collar jobs, they should look for another opportunities in entrepreneurship so that they can establish themself in order to become self-reliant. This may significantly help them to broaden their knowledge and intellect in terms of creating new innovations and new business, so that they can handle day to day responsibilities. Surely this may help to

⁵³ PT: 1 This interview was conducted on 15/01/2019 at the College of Administration and Business Studies, Sokoto state, at 10:00am.

⁵⁴ PT: 2 This interview was conducted on 25/01/2019 at the participant's residence, Maiduguri Road, Sokoto state, at 12:00pm.

reduce the menace of poverty and high rate of unemployment in the state”⁵⁵.

One of the participants added that:

My experience about entrepreneurship programs is practical. This is because my family have opened up their eyes and grow up with skills of entrepreneurship. So, far as I am concerned. This significantly helps us in building and expanding our businesses in various ways. It is because I usually go along with them whenever the programs seminars and workshops are taking place. This gives them the opportunity and courage to acquire knowledge and skills that broaden their minds to have interest in entrepreneurship development. Even though, their western and Islamic education does not prevent them from participating in entrepreneurship programs. I like to improve my business always and look for new ways to make it stronger and better. I thank Allah all family are economically stable. We are able to handle our basic needs and financial responsibilities. Likewise, we provide opportunities to the less privileged Muslims financially, to reduce their economic hardship.⁵⁶

From the above interviews responses, it appears the parents play an important role with regard to their families in terms of motivation and encouraging them to engage in to entrepreneurship development. Parents are aware of the major contribution of entrepreneurship in terms advancing and promoting their socio-economic growth and development, source of income, providing knowledge and capacity building. It is clearly evident that, parents ultimately places their emphasis on practical skills for their children in terms acquiring education, knowledge, training and learning with regard to entrepreneurship development, this will help them to develop a new capabilities and improve talents for the success of business. Furthermore, the respondents agreed that, entrepreneurship development is the vehicle of development and can reduces unemployment rate by creating job opportunities, poverty alleviation and improving quality of life. This confirms that, training and learning approaches can provides great contribution for success of muslim individuals in their daily activities. This is attributed to the fact that entrepreneurship has positively improved the well-being of individual as part of human development in Sokoto state.

Similarly, another participant is of the view that the overall development of entrepreneurship development can be achieved through proper coordination, supervision, support, effective security measures should provide while government, NGOs and other organizations need to collaborate for educating and training of individuals. in his own words shared that:

The success of the entrepreneurship development can be attained if there is proper coordination, supervision and control then provision of enough modern facilities, equipment, and conductive environment and security measures should also be provided. Likewise the need for government to collaborate with NGOs, private organizations, banking sectors and other institutions for educating and training of Muslim individuals with new novelties that are aimed of establishing their own business, which in turn may reduce the menace of

⁵⁵ PT: 3 This interview was conducted on 29/01/2019 at the participant’s residence in Mabera, Sokoto state, at 10:00am.

⁵⁶ PT: 4 This interview was conducted on 16/03/2019 at the Department of Education, Usman Danfodiyo University, Sokoto state, at 12:00pm.

*poverty among unemployed youth. Surely, if the collaboration is successful, it may family [...] increase their source income as part of human development.*⁵⁷

In a related development, another participant shared:

*Honestly, this is a matter of collective responsibility for all concerned; we parents should seek the government intervention as to embark on the media awareness for public enlightenment for the significance attached to entrepreneurship and skills acquisition programs, in order to broaden the Muslim individuals' financial sources of income to reduce the economic hardship and economic challenges confronting many muslim families today. I believe if the authority continues to enlighten youth men and women about the significance of entrepreneurship for societal development.*⁵⁸

The data that emerged from the responses of the participants revealed that the parents were aware of their significant role in educating their family members on how entrepreneurship can eliminate poverty, hardship and other financial challenges within and outside the family circle. The data indicated that Muslim parents considered entrepreneurship as a viable tool for personal development and human development. The participants also revealed that the success of entrepreneurship and coordination, supervision and control should be given utmost emphasis and consideration. In addition, the participants pointed out that security measures should be maintained to ensure there is effective security of the environment properties and lives of individuals. Furthermore, the data reveals that the skills acquisition programs is need in order to broaden the Muslim individuals' financial source of income to reduce the future economic hardship and challenges confronting most of our individuals today. This can be understood that parental support is very useful in advancing one's level of development, this support can be inform guidance, motivation, encouragement and assistance that will affect the welfare of family.

The Role of Islamic scholars in promoting Entrepreneurship for human Development

The data emerged from the interviews clearly indicated that Islamic scholars are important personality in the sense that they play an important role in shaping the minds of Muslim individuals to realized the importance of entrepreneurship and to engaged in to entrepreneurial activities to increase their economic source of income for human development. One of the participants aptly captured that:

In fact, there is need for more awareness to the individuals to realize the importance attached to entrepreneurship in providing source of income for economic development. I myself on certain occasions to call the attention of Muslims especially our young generation to engage in entrepreneurship especially during Friday (sermon), religious gatherings, preaching

⁵⁷ FGD: 1 This interview was conducted on 06/02/2019 at Sokoto State University, Sokoto, at 05:00pm.

⁵⁸ PT: 5 This interview was conducted on 29/01/2019 at the participant's residence in Arkila, Sokoto state, at 11:00am.

*sessions in public media, special gatherings and religious schools. I emphasize that Muslim youth men and women should engage in entrepreneurship activities in order to become self-reliant. Many programmes were designed in order to empower individuals on vocational and training and skills acquisition to reduce the menace of poverty among individuals by providing job opportunities.*⁵⁹

Another participant clarified that:

*Islamically, entrepreneurship is an integral part of the Islamic religion as form of ibadat (worship). Prophet Muhammad was entrepreneur he was a business man. I realized that even our religion Islam permits Muslim to engage in business and entrepreneurial activities in accordance with Islamic guidelines enshrine by sharia in relation to the conduct of business for means of survival and livelihood. In fact, I always motivate my family members to take part in entrepreneurial activities in order to become self-reliant in future. So entrepreneurship development has greatly contribute to the development of Muslim families economy and well-being due to the expansion new innovation, knowledge, skills that provides a lot of opportunities for employment, job creation and reducing high rate of poverty among the youth and unemployment in our society today.*⁶⁰

In another related development concerning women entrepreneurial development activities one of the participants offers that:

*In deed history shows that Islam is an entrepreneurial religion. Certainly, Islam does not allow one to be redundant; Islam always promotes people to engage in business activities and search the bounties of Allah on the earth. I normally urged the Muslim youth more especially women by citing example with Nana Khadija the wife of Prophet Muhammad (PBUH) as she is popularly known the most important figure in Islam as well-as wealthiest business woman because of her honesty and integrity. This truly indicated that not only men are allowed to pursuits business in career even women were allowed by Islam to engaged in to business more especially with regard to modern one like cosmetics making, detergent car wash, snacks, cakes, weaving milk processing, chicken poultry and many other business which easily established at home in order to take care of themselves not necessarily depend on their husband*⁶¹

⁵⁹ PT: 7 This interview was conducted on 10/02/2019 at the participant's residence, Mabera, Sokoto state, at 10:00am.

⁶⁰ PT: 9 This interview was conducted on 29/01/2019 at the participant's residence in Arkila, Sokoto state, at 11:00am.

⁶¹ PT: 8 This interview was conducted on 10/02/2019 at the participant's residence, Mabera, Sokoto state, at 10:00am.

In another related development, all participants agreed that, the major roles of entrepreneurial activities is to provide Muslim families additional source of income especially to provide their children sound education and better health as part of human development. One of the participants clarified this in the following words:

*In fact, from my own experience, I realized that entrepreneurial development programmes have contributed a significant impact on the lives of many families in Sokoto who already acquired knowledge and skills through various programmes and training of business, which in turn give them opportunity of capable of establishing their own business and serve as way of generating income source toward improving their children quality of education and providing better health and good standard of living as part of human development.*⁶²

In related development one of the participants elaborated on the role of entrepreneurship in various aspect of development, securing employment opportunities and economic stability for human development by saying that:

*With the recent modern technology entrepreneurship new innovation emerged as champion in advancing people in various aspect of development; physical development, intellectual development, social development, spiritual development, environmental development, occupational development, business development and economic development in our contemporary time. In view of this, this is the reason why I give my family courage to fully engage into entrepreneurial activities in order to acquire a range of skills which appeared beneficial to us in increasing our source of income not only to us but also for the benefit of community development and above all achievement of human development.*⁶³

Another participant reveals that:

I believe many families in northern Nigeria today acknowledged the significant contribution of entrepreneurship as new emerging innovation in terms sourcing economic income. it is widely accepted that entrepreneurship development in 21st century is highly relevant for the success of families in today's society in terms creating new jobs, reduce of poverty and unemployment youth. I have faith; entrepreneurship immensely contributed making Muslim families and society economically strong through entrepreneurial training programs. It became imperative to for all concern such as government, agencies stakeholders, donors and NGOs to recognize that better empowerment of youth leads better future generation.

From the above responses of the participants, the data that emerged confirmed that entrepreneurship immensely contribute through providing knowledge and skills of various

⁶² PT: 10 This interview was conducted on 16/03/2019 at the Department of Education, Usman Danfodiyo University, Sokoto state, at 12:00pm.

⁶³ PT: 11 This interview was conducted on 06/02/2019 at the participant's residence, Alu Quarters, Mana, Sokoto state, at 11:00am.

form of business for effective building of humanity toward promoting economic growth and ensuring better employment opportunities, job creation and increasing source of income; and poverty reduction. The participant described that entrepreneurship greatly contributed in building Muslim families and society economically strong through entrepreneurial training programs for muslim and societal development. The participants further elaborated that Islam religious scholars hold a prestigious and crucial position as important personality who build the structure of society which is expected to produce knowledgeable, vibrant young generation. The participants believe that they also reinforce character traits such as honesty, hard work, and value time by motivating people to work harder to earn means of livelihood. Furthermore, the participants pointed out that Islamic scholars are important personality and problem solvers in promoting any aspect of development and thus, their role cannot be ignored. The findings shows that Islamic scholars are at forefront in playing an important role in religious gatherings, preaching sessions in public media, special gatherings and religious schools for the awareness and important of entrepreneurship development to the development of a society. The findings disclosed that the wife of prophet Muhammad (S.AW) served as a good example of a woman who was pursuing her career in trade, this attested that Islamically, Islam permits women to engage in entrepreneurship activities and business in accordance with Islamic guidelines enshrine by sharia in relation to the conduct of business for means of survival and livelihood in order to become self-reliant. Since Islam does not allow one to be redundant. The participants shared their opinions that hard work was weapon to their business success. Therefore findings from responses of the participants confirm that correlated that Islamic scholars are integral part of promoting entrepreneurship development to the development of people and their society.

Role of family and Media in Promoting Entrepreneurship for Human Development

The data collected from the responses of the participants clearly indicated that the media play a significant role in creating awareness among Muslim families of the importance of entrepreneurship. The participants agreed that the local social media platforms in Sokoto state were actively promoting entrepreneurship activities and thus promoting human development. In this respect, one of the participants noted:

I strongly believe that, media serve as important public figure, its major role in changing the public perception, attitudes beliefs. Media are able to broadcast important activities of entrepreneurship programs to educate citizens' which aimed to develop their skills and talent on business a means of lively hood, source of income, well-beings. In fact, this may yield better change the public perception to be aware of the significance attached to entrepreneurship. The media in this case, inform the people that development lies with them. Surely; if the above changes have been made there is every tendency to reduce the economic hurdles and poverty among unemployed youth in the society.⁶⁴

The Media play an important role by disseminating important information among the public and encouraging the youth to participate in entrepreneurship programs. .

⁶⁴ PT: 12 This interview was conducted on 06/02/2019 at the participant's residence, Gawon Nama, Sokoto, at 11:00am.

One participant revealed:

As a matter of fact, media have a significant influence over the individuals, which make them to consider entrepreneurship as a viable key to development in promoting sources of income. Likewise, the media serve as an alternative way that can easily make the society be aware of entrepreneurial opportunities for human development. No doubt, the media promote entrepreneurial culture through different programmes initiated by professionals and expertise which aims to build confidence in business, positive attitude, support and encouragement to learn new innovations. The awareness on media greatly contributes to the public to actively participate in various activities of entrepreneurship development.⁶⁵

Another participant focused on the role of social media awareness in educating the Muslim families on different platforms. Local businesses are increasingly supported by online advertising and new products are created. The participant stated:

Presently, social media give more emphasis on educating individuals and society in enhancing and promoting entrepreneurship culture. People advertise their new products in Whatsapp, Facebook, Instagram, Twitter, likewise in radio, television and newspaper the main reasons is to promote business culture. The integration of social media in today's entrepreneurship and business becomes a significant aspect that promotes economic growth.[...] Social media as a new phenomenon [...] has changed the patterns ways of conducting local business to modern business through online advertisements and selling their products to make customers patronise more than before. This has made tremendous changes to Muslim families business in sourcing a lot of income.⁶⁶

Another participant added that:

I noticed that [the] integration of social media and entrepreneurship development yields a greater accessibility in acquiring knowledge, skills and patterns of conducting business which in turn has an important impact on individual business development. Social media

⁶⁵ PT: 13 This interview was conducted on 25/01/2019 at the participant's residence, Maiduguri Road, Sokoto state, at 12:00pm.

⁶⁶ PT:1 5 This Interview conducted on 30/12/2018 at Ruggar Warru Junior Secondary School Opp Umaru Ali Shinkafi Polytechnic, Sokoto State, at 11:00 am.

*create different platforms where entrepreneurs and individuals interact, communicate and discuss issues related to business activities in promoting for human development.*⁶⁷

Another participant reveals the significance of using social media for awareness and sharing ideas on online interactions through entrepreneurship programs. This brings to the fore central of role of social media in connecting people of different family background and educating them about entrepreneurship development. As noted by one of the participants:

Another participant stated:

*Nowadays, with the inception of modern smart phones, on online social media is boosting the entrepreneurship programs rapidly to the public directly or indirectly in educating and informing public new innovation. Social media contribute towards bringing different people in different countries and location in one platform for the purpose advancing their knowledge and other business opportunities. Media continue to serve as easiest and safest way of source information by Muslim individuals with adequate information related to entrepreneurship development. This is to ensure that Muslim families become fully informed and serving as catalysts promoting entrepreneurship for business development.*⁶⁸

The above data that emerged from the participant can be interpreted to present a opinions both muslim families and media plays a vital role in informing people about entrepreneurship programs in relation to business which contributes significantly in educating the Muslim families, especially media helped in advertising new products through online for the public on Whatsapp, Facebook, Instagram, Twitter, likewise in radio and television this will allow to gain the credibility that you need to attract from customers by allowing your business freely accessible for the benefit of people in order to promote business culture. The respondent agreed that online business strategies assist young entrepreneurs to build their confidence in creating new innovations as part of human development. The findings further indicated that the increase use of media platforms allow the young entrepreneurs acquired knowledge, skills and professionalism and expertise for the advancement and support for business development. All participants are of the view that entrepreneurship gives people the opportunity to transform the world around them with new innovations by inspire people to work together to build a better future for development of the society.

DISCUSSION OF MAJOR FINDINGS

The essence of conducting this study is to explore the role of Muslim family awareness on entrepreneurship and human development in Sokoto state, Nigeria. It is confirmed that, the previous studies conducted have failed to integrate the role of Muslim family awareness on the importance of promoting entrepreneurship for human development and did not include

⁶⁷ PT: 14 This interview was conducted on 15/01/2019 at the College of Administration and Business Studies, Sokoto state, at 10:00am prompt.

⁶⁸ FGD: 3 This interview was conducted on 06/02/2019 at Sokoto State University, Sokoto, at 05:00pm.

the role of parents, Islamic scholars, the family and media. The findings concerning the role of parent disclosed that, parents have significant influence in supporting their children and family members to realize the importance attached to entrepreneurship to actively take part in entrepreneurial programs activities in order have employment, source of income, and to tackle the menace of poverty and redundancy among the individuals The findings reveals that, entrepreneurial programmes in Sokoto succeeded in promoting young Muslims to become professionals and have expertise through entrepreneurship development by preparing them for employment, shaping their minds with new innovative and creative minds and develop positive attitudes in order to reduce a high rate of unemployment likewise to establish their own business to become self-reliant and self-dependence. This finding in line with the finding of Aja-Okorie⁶⁹; who found entrepreneurial education aimed to provide knowledge and positive skills to empower young individuals by preparing them to become useful entrepreneurs with employment opportunities, job creation which in turn helps to reduce the rate of unemployment youth in the country. Similarly this finding is congruent with findings of Osuagwu⁷⁰ who found entrepreneurship has a positive influence to increase the rate of economic growth, reducing the level of poverty among individuals as well as creating opportunities.

The outcome of the study further confirms that, Parents are considered as the most important key figure in supporting and influencing their families to take part in to entrepreneurial development programmes to acquire knowledge and skills of entrepreneurs through various training and programs which in return may help in alleviating the problems of poverty, provide employment opportunities, improving their social welfare In support of this, the study of Joseph et al, found that, entrepreneurship development has significant influence of reducing high rate of poverty through acquiring knowledge and skills better training and creating new innovation for business development.⁷¹ similarly this findings are consistent with the findings of Shinkafi and Nor,⁷² Ogamba;⁷³ Yacob and Azmi,⁷⁴ Calvalho

⁶⁹Aja-Okorie, Uzoma, and Onele Adali. "Achieving youth empowerment through repositioning entrepreneurial education in Nigerian universities: problems and prospects." *European Scientific Journal* 9, no. 28 (2013).

⁷⁰ Osuagwu, L. "Entrepreneurship in a developing economy; empirical evidence from Nigeria Business Organizations." *International Journal of Entrepreneurship* 6 (2002): 19-32.

⁷¹ Joseph, Onyi Akachukwu, Ikechukwu Dialoke, and Edeh Friday Ogbu. "Entrepreneurship Development and Poverty Reduction in Nigeria: A Study of Industrial Layout, Emene, Enugu State, Nigeria" *IUP Journal of Entrepreneurship Development* 16, no. 4 (2019).

⁷² Shinkafi, Akilu Aliyu, and Nor Aini Ali. "Entrepreneurship Development in Islamic Economics" *New Developments in Islamic Economics*. Emerald Publishing Limited (2018): 3-18.

⁷³ Ogamba, Ikedinachi K. "Millennials empowerment: youth entrepreneurship for sustainable development." *World Journal of Entrepreneurship, Management and Sustainable Development* (2019).

⁷⁴ Yaacob, Yazilmiwati, and Ilhaamie Abdul Ghani Azmi. "Entrepreneur's Social Responsibilities From Islamic Perspective: A Study of Muslim Entrepreneurs In Malaysia" *Procedia - Social and Behavioral Sciences* 58 (2012): 1131-1138.

et al.⁷⁵; Casaroni and Paoloni;⁷⁶ Anggadwita et al.,⁷⁷ Tunggak and Ahmed,⁷⁸ Faizal,⁷⁹ and Barba-Sanchez et al.⁸⁰ who found that entrepreneurship development has influence to promote economic growth and development, self-reliance, reducing unemployment and creating new sources of income. Their studies confirms that entrepreneurship development training programs can offer practical skills which is viable tool for human development

Regarding the role of Islamic scholars on entrepreneurship, the findings shows that Islamic scholars play a pivotal role in promoting awareness on entrepreneurship. They act as agents of change in shaping and developing the entrepreneurial character in to the minds of peoples to develop self-confidence and motivate them to participate in entrepreneurial activities which in turn has significance influence towards providing self-employment, job opportunities, and poverty alleviation and improving the living standard. This finding are congruent with the finding of Joseph et al. who found that entrepreneurship developments serve as an effective way for creating new innovation for employment opportunities and alleviating poverty among individuals.⁸¹ Similarly, this outcome are coincides with the findings of Barba-Sanchez et al.⁸²; Din et al.⁸³; Rina et al.⁸⁴ who submitted that entrepreneurship development plays a significant role in reshaping attitudes, behaviours, self-sustainability and to equipped individuals with knowledge, skills new innovation and incremental of source of income as part human and societal development.

With regard to the role of media advocacy in promoting entrepreneurship development, the media contribute immensely towards disseminating information and public awareness on various programmes about entrepreneurship development. This can be achieved through a series of awareness programs in social media. The outcome of the study revealed that the media have a significant and positive influence to sharpen individual's behaviour for realisation of the importance of entrepreneurship for human development. The

⁷⁵ Carvalho, Carla, Lisete dos Santos Mendes Mónico, Inês Martins Silva, and Pedro Miguel Dinis Santos Parreira. "A influência dos familiares empresários no potencial empreendedor dos estudantes." *Psychologica* 62, no. 1 (2019): 207-231.

⁷⁶ Cesaroni, Francesca Maria, and Paola Paoloni. "Are family ties an opportunity or an obstacle for women entrepreneurs? Empirical evidence from Italy." *Palgrave Communications* 2, no. 1 (2016): 1-7.

⁷⁷ Anggadwita, Grisna, Hendrati Dwi Mulyaningsih, Veland Ramadani, and M. Yahya Arwiyah. "Women entrepreneurship in Islamic perspective: a driver for social change." *International Journal of Business and Globalisation* 15, no. 3 (2015): 389-404.

⁷⁸ Tunggak, Buerah, and Zoolhilmi Ahmed. "Pengaruh Faktor Latar Belakang Terhadap Orientasi Sikap Keusahawanan dalam Kalangan Usahawan Belia Bumiputera Muslim (The Influence of Background Factors on Entrepreneurial Attitude Orientation among Muslim Bumiputera Youth Entrepreneurs)." *Akademika* 85, no. 2 (2015).

⁷⁹ Faizal, P. R. M., A. A. M. Ridhwan, and A. W. Kalsom. "The entrepreneurs characteristic from al-Quran and al-Hadis." *International Journal of Trade, Economics and Finance* 4, no. 4 (2013): 191.

⁸⁰ Barba-Sánchez, Virginia, and Carlos Atienza-Sahuquillo. "Entrepreneurial intention among engineering students: The role of entrepreneurship education." *European Research on Management and Business Economics* 24, no. 1 (2018): 53-61.

⁸¹ Joseph, Onyi Akachukwu, Ikechukwu Dialoke, and Edeh Friday Ogbu. "Entrepreneurship Development and Poverty Reduction in Nigeria: A Study of Industrial Layout, Emene, Enugu State, Nigeria." *IUP Journal of Entrepreneurship Development* 16, no. 4 (2019).

⁸² Barba-Sánchez, Virginia, and Carlos Atienza-Sahuquillo. "Entrepreneurial intention among engineering students: The role of entrepreneurship education." *European Research on Management and Business Economics* 24, no. 1 (2018): 53-61.

⁸³ Din, Badariah Hj, Abdul Rahim Anuar, and Mariana Usman. "The effectiveness of the entrepreneurship education program in upgrading entrepreneurial skills among public university students." *Procedia-Social and Behavioral Sciences* 224 (2016): 117-123.

⁸⁴ Rina, Lelahester, Wiedy Murtini, and Mintasih Indriayu. "Establishment of entrepreneurial character in the foundation based school system through project based learning." *International Journal of Educational Research Review* 3, no. 4 (2018): 128-140.

Muslim families hold the view that, social media play a vital role sharing information concerning entrepreneurship programmes and advertisement of business strategy in various platforms has significant impact on family entrepreneurial activities by building confidence in terms enlightening family members, individual, and community on the appropriate guide to the choice of business plan. This finding is consistent with the study of Bauman, Antonina and Carol Lucy that social media help the entrepreneurs to increase their strategic partnership through sharing information in getting touch with customers, creating value for customers, and changing their business patterns. Social media has a great impact in influencing effective communication among the entrepreneurs and building greater market accessibility, thus supporting the growth of small medium enterprises.⁸⁵

The outcome of the study further disclosed social media play an important in promoting entrepreneurship for human development. The participants confirms that social media contribute to ensure that young entrepreneurs are motivated on the right direction to be familiar with new innovations of business and accurate information on online business and transaction to right people. This finding is corroborated with finding of Husain who posited that the role of social networking for entrepreneurship development is to meet the needs of online shopping and foster social cohesion, build trust among online shoppers, marketers and entrepreneurs, promote harmony, and reduce unemployment problems.⁸⁶

IMPLICATIONS OF THE STUDY

The study has socio-economic implication for the people of Sokoto state and elsewhere, where entrepreneurship advances the economic development of the Muslim families. Thus, Muslim family begins to realize the importance of attached to entrepreneurship development. Parents have been identified as important figure in promoting entrepreneurship development. The study will have religious implication in the society where entrepreneurship is already associated with religion. Moreover the study will make parents and their family members see importance of engaging in to entrepreneurial activities since Islam is an entrepreneurial religion. This may help muslim families and society to realize the importance of entrepreneurship in their religion. This study also has significant contribution in the sense that our contemporary Muslim youths will change their attitudes towards engaging into entrepreneurship activities. Government of Sokoto state in collaboration with NGOs family counsellors, policy makers and academicians to sponsor more public awareness campaigns for the development of effective programs and training of individuals for entrepreneurship courses through organizing workshops and seminars for training in order to infused entrepreneurial knowledge and raise the level of professionalism and expertise among the families, individual and society in general.

CONCLUSION

This study constitutes an original piece of research that explores the gigantic role of muslim family awareness on the importance of promoting entrepreneurship development in Sokoto state, Nigeria. The research questions used for the study include how does the families' awareness on entrepreneurship development influences human development in Sokoto. The

⁸⁵ Bauman, Antonina, and Carol Lucy. "Social media: Exploring entrepreneurial opportunities." In *Understanding Social Media and Entrepreneurship*, pp. 15-28. Springer, Cham, (2020).

⁸⁶ Hossain, Syed Far Abid. "Social networking and its role in media entrepreneurship: Evaluating the use of mobile phones in the context of online shopping—A review." *Journal of Media Management and Entrepreneurship (JMME)* 1, no. 1 (2019): 73-86.

study examined the responsibility of parents, Islamic scholars and media in promoting entrepreneurship development among Muslim individuals. From the aforementioned findings and discussion, the outcome of the study reveals that in Nigerian settings especially in Sokoto state, Muslim families are aware of the importance of entrepreneurship and its impact on in promoting human development. Furthermore, the study found that parents, Islamic scholars and media play a significant role in promoting entrepreneurship development for human development in Sokoto state, Nigeria. Thus, it is important to motivate parents to realize the importance attached to entrepreneurship development in promoting economic development it is recommended for those who may wish to further the investigation to examine the role of each groups separately. Likewise Further research can be done using quantitative method to explore the role of Muslim families' awareness on the importance of promoting entrepreneurship for human development in Sokoto state, Nigeria. The study serves as a useful reference for Muslim individuals who wish to study entrepreneurship development. Finally this paper argues that success of entrepreneurship development heavily depends on the support and empowerment of the Muslim families, government and stakeholders who might wish to offer social, vocational and financial support for human development.

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