


Chapter 14

Fostering Gender Diversity and Green Entrepreneurial Behavior in Sustainable Small Business in Africa

Ayodeji Gbenga Bamidele

 <https://orcid.org/0000-0003-1114-0714>

Babcock University, Nigeria

Timilehin Olasoji Olubi

 <https://orcid.org/0000-0003-0690-7722>

Babcock University, Nigeria

Titilope Deborah Adebayo

 <https://orcid.org/0009-0000-8753-5400>

Babcock University, Nigeria

ABSTRACT

This chapter investigates the effect of gender diversity on green entrepreneurial behaviour within SMEs in Lagos State, Nigeria, which is an important market in Africa. The objective is to explore how factors such as leadership position, workforce composition, and pay equity influence green entrepreneurial behaviour, with a focus on opportunity recognition, innovation, and risk-taking. A survey research design was adopted for this study targeting SMEs registered with the Small and Medium Enterprises Development Agency of Nigeria in Lagos State. The population comprised 42,067 SMEs, with purposive sampling of owners/managers within the food

DOI: 10.4018/979-8-3373-2903-1.ch014

and confectionery subsector. Data collection was conducted through a structured questionnaire, with a sample size of 381. The findings reveal there is effect of gender diversity variables on green entrepreneurial behaviour within SMEs in Lagos State. Leadership position affects opportunity recognition. It is recommended that SMEs prioritize strategies to improve gender diversity.

INTRODUCTION

Small and Medium Enterprises (SMEs) play a pivotal role in the economic landscape of nations globally, primarily due to their inherent capacity to generate immediate value with relatively low capital investments. Among the multifaceted factors influencing the dynamics within SMEs, the effect of gender diversity on green entrepreneurial behaviour emerges as a significant area of exploration. The intersection of gender diversity within these enterprises has garnered attention for its potential impact on shaping green entrepreneurial behaviours, decision-making processes, and overall organizational dynamics. Understanding how gender diversity affects green entrepreneurial behaviour is crucial in deciphering the intricate mechanisms that drive innovation, problem-solving approaches, and strategic planning within Sustainable Small Businesses. By delving into the implications of gender diversity on green entrepreneurial behaviour, a deeper comprehension can be gained regarding its effects on business strategies, team dynamics, creativity, and the overall success trajectory of Sustainable Small Businesses in contemporary economies. Globally, according to Mohd et al. (2022), economic revival is wistfully awaited, the recession still exists in the Czech economy with often fatal influence on many unstable enterprises. In these turbulent times SMEs development takes an important role, however, it is more or less neglected especially by the SMEs sector managers leading to poor organizational development. And it is insistent more than ever to revise business goals and formulate them clearly to be able to steer the craft of business through ruffles of uncertainty and variable conditions. Patterson-Waites and World Economic Forum (2023) in their research showed how small firms in the United States were able to develop and trade thanks to digital technologies, most organization for economic cooperation and Development countries employ between 60 and 70 percent of people in small-scale firms, with Italy and Japan having the highest percentage of all new jobs, particularly in nations with a track record of good employment, like United States and the Netherlands. Nevertheless, Sowadski

24 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/fostering-gender-diversity-and-green-entrepreneurial-behavior-in-sustainable-small-business-in-africa/383717

Related Content

If It Walks Like a Duck: Shifting Identities of a Special Educator

Terri Jackson (2024). *Decolonizing Inclusive Education: Centering Heartwork, Care, and Listening* (pp. 164-182).

www.irma-international.org/chapter/if-it-walks-like-a-duck/346926

Visual Representation of Whiteness in Beginning Level German Textbooks

Silja Weber (2017). *International Journal of Bias, Identity and Diversities in Education* (pp. 1-12).

www.irma-international.org/article/visual-representation-of-whiteness-in-beginning-level-german-textbooks/182849

Don't Touch My Hair: Culturally Responsive Engagement in Service-Learning

Mary Oling-Sisay (2018). *Culturally Engaging Service-Learning With Diverse Communities* (pp. 43-55).

www.irma-international.org/chapter/dont-touch-my-hair/189397

The Mystifying Role of the Associate Dean: Opportunities and Challenges for African American Professionals in the Dean's Suite

O. G. Brown (2023). *The Future of Black Leadership in Higher Education: Firsthand Experiences and Global Impact* (pp. 98-119).

www.irma-international.org/chapter/the-mystifying-role-of-the-associate-dean/318029

Transformative Learning: Positive Identity Through Prison-Based Higher Education in England and Wales

Anne Pike and Susan Hopkins (2019). *International Journal of Bias, Identity and Diversities in Education* (pp. 48-65).

www.irma-international.org/article/transformative-learning/216373