

MICRO ENTERPRISES: AN ASSESSMENT OF THE IMPACT OF GLOBALIZATION ON ENTREPRENEURSHIP DEVELOPMENT IN ANGLOPHONE WEST AFRICA

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Abstract

This study examines the impact of globalization on entrepreneurship development among micro enterprises in Anglophone West Africa, with a specific focus on Nigeria and Ghana. The study adopts a survey research design and utilizes primary data collected through structured questionnaires administered to 539 micro enterprise owners and managers. Data were analyzed using descriptive statistics and multiple regression analysis. The findings reveal that globalization has a significant positive effect on entrepreneurship development, enhancing business growth, innovation, and competitiveness. Digitalization was also found to significantly influence entrepreneurial performance by facilitating market access and operational efficiency. However, access to finance and institutional quality, although significant, remain critical challenges limiting the full realization of globalization benefits. The study concludes that while globalization presents substantial opportunities for micro enterprises, its effectiveness depends largely on supportive institutional frameworks, improved financial access, and technological readiness. The study recommends policy measures aimed at strengthening digital infrastructure, enhancing financial inclusion, and improving the business environment to foster sustainable entrepreneurial development. This study contributes to the literature by providing empirical evidence on the globalization–entrepreneurship nexus at the micro enterprise level and offers policy-relevant insights for promoting inclusive economic growth in developing economies.

Keywords

Globalization; Micro Enterprises; Entrepreneurship Development; Digitalization; Access to Finance

INTRODUCTION

Micro enterprises constitute a critical pillar of economic development in developing economies, particularly within Anglophone West Africa, where they serve as key drivers of employment generation, poverty reduction, and grassroots innovation. In countries such as Nigeria and Ghana, micro enterprises dominate the business landscape and play a significant role in fostering inclusive growth and entrepreneurial dynamism (Agyapong & Acquah, 2021; Kansheba, 2020). The increasing integration of global markets, facilitated by globalization, has created both opportunities and challenges for these enterprises. Globalization enhances access to international markets, technology transfer, and knowledge spillovers, thereby stimulating entrepreneurial development (Amoa-Gyarteng, 2025). At the same time, it intensifies competition, exposes firms to external shocks, and exacerbates structural constraints such as limited access to finance and weak institutional frameworks (Tabash et al., 2024; Abdulai & Hussain, 2025).

The background to this study is anchored on the growing recognition that globalization is reshaping the entrepreneurial ecosystem in Africa. Digitalization, innovation, and cross-border business activities have transformed the way micro enterprises operate, enabling them to participate in global value chains (Nambisan, 2017; Elia et al., 2023). However, despite these opportunities, many micro enterprises in Nigeria and Ghana remain constrained by inadequate infrastructure, low technological capability, and informality, which limit their ability to fully benefit from globalization (Madichie et al., 2021; Donbesuur et al., 2023). Furthermore, institutional quality, access to finance, and human capital development have been identified as critical determinants of entrepreneurial success in the region (Atiase et al., 2022; Brixiová et al., 2025; Abdulai & Hussain, 2025).

Notwithstanding the expanding literature on globalization and entrepreneurship, there remains a significant gap in empirical understanding of how globalization specifically affects micro enterprise development in Anglophone West Africa. While prior studies have examined entrepreneurship at a macro level or focused on small and medium-sized enterprises broadly, limited attention has been given to micro enterprises, which constitute the majority of businesses in the region (Chakuzira et al., 2024; Igwe et al., 2020). Moreover, the dual nature of globalization; its potential to both promote and hinder entrepreneurial development, has not been sufficiently explored in the context of Nigeria and Ghana. This creates a compelling need to assess the extent to which globalization influences entrepreneurial outcomes among micro enterprise owners and managers.

Against this backdrop, the main objective of this study is to assess the impact of globalization on entrepreneurship development among micro enterprises in Anglophone West Africa, with a specific focus on Nigeria and Ghana. The specific objectives are to: (i) examine the effect of globalization on the growth and performance of micro enterprises; (ii) evaluate the role of digitalization and innovation in enhancing entrepreneurial development; (iii) assess the influence

of access to finance and institutional quality on micro enterprise performance; and (iv) determine the challenges posed by globalization to micro enterprises in the study area.

In line with these objectives, the study is guided by the following research hypotheses stated in null form:

H₀₁: Globalization has no significant effect on entrepreneurship development among micro enterprises in Nigeria and Ghana.

H₀₂: Digitalization and innovation have no significant impact on the performance of micro enterprises.

H₀₃: Access to finance and institutional quality do not significantly influence entrepreneurship development.

H₀₄: Globalization does not pose significant challenges to the growth of micro enterprises.

The scope of this study is limited to micro enterprise owners and managers operating within Nigeria and Ghana, representing key Anglophone West African economies. The study focuses on assessing how globalization-related factors; such as market integration, technological advancement, and international competition, affect entrepreneurial development at the micro level. By concentrating on these two countries, the study provides context-specific insights while maintaining relevance to the broader West African sub-region.

This study contributes to the existing body of knowledge by providing empirical evidence on the interplay between globalization and micro enterprise development in Anglophone West Africa. It also offers policy-relevant insights for enhancing the capacity of micro enterprises to leverage globalization for sustainable entrepreneurial growth (Amankwah-Amoah, 2024; Littlewood & Holt, 2025; Sutter et al., 2023).

LITERATURE REVIEW

The literature on micro enterprises, globalization, and entrepreneurship development has expanded significantly in recent years, particularly within the context of developing economies. This section reviews relevant theoretical and empirical studies under key thematic areas, including conceptual perspectives on micro enterprises and entrepreneurship, globalization and entrepreneurial development, institutional and financial determinants, digitalization and innovation, and empirical evidence from Africa.

Conceptual Perspectives on Micro Enterprises and Entrepreneurship Development

Micro enterprises are widely recognized as the smallest units within the spectrum of small and medium-sized enterprises (SMEs), typically characterized by low capital investment, limited workforce, employing less than ten employees, and high levels of informality. In developing economies, these enterprises play a pivotal role in employment generation, poverty alleviation, and economic inclusion (Kansheba, 2020; Agyapong & Acquaaah, 2021; Eze, 2022). Entrepreneurship development, in this context, refers to the process of enhancing the capacity of

individuals and firms to identify opportunities, mobilize resources, and create value in dynamic environments (Naudé, 2021).

Scholars have emphasized that entrepreneurship in Africa often operates within informal and resource-constrained settings, where institutional voids and market imperfections shape entrepreneurial behavior (Madichie et al., 2021; Khavul et al., 2020). As such, micro enterprises are not only economic entities but also social instruments that contribute to inclusive development and poverty reduction (Sutter et al., 2023). However, their growth potential is often limited by structural constraints, including inadequate access to finance, weak infrastructure, and limited managerial capabilities (Berner et al., 2020).

Globalization and Entrepreneurship Development

Globalization has emerged as a transformative force influencing entrepreneurship development across the globe. It encompasses the increasing integration of economies through trade liberalization, capital flows, technological diffusion, and cross-border knowledge exchange (Dreher, 2020; Samimi & Jenatabadi, 2020). For micro enterprises, globalization presents both opportunities and challenges.

On the one hand, globalization enhances market access, fosters innovation, and facilitates participation in global value chains. Studies have shown that exposure to international markets can improve firm performance and competitiveness by encouraging efficiency and innovation (Amankwah-Amoah, 2024). Amoa-Gyarteng (2025) argues that globalization significantly contributes to entrepreneurial development by creating employment opportunities and stimulating economic diversification. Similarly, Rivera-Santos and Rufin (2020) highlight that globalization can enable even small firms in developing economies to access global networks and resources.

On the other hand, globalization also intensifies competition and exposes micro enterprises to risks associated with economic volatility and unequal global structures. Tabash et al. (2024) note that globalization can exacerbate income inequality in developing economies, potentially marginalizing small-scale entrepreneurs. Moreover, weak institutional environments in many African countries limit the ability of micro enterprises to fully leverage globalization benefits (Abdulai & Hussain, 2025).

Institutional and Financial Determinants of Micro Enterprise Development

Institutional quality plays a critical role in shaping entrepreneurial outcomes. Strong institutions provide a conducive environment for business operations by ensuring property rights, reducing transaction costs, and fostering innovation (Urbano et al., 2020; Autio & Fu, 2020). In the African context, however, institutional weaknesses such as regulatory inefficiencies and corruption often hinder entrepreneurial growth (Bruton & Ahlstrom, 2020).

Abdulai and Hussain (2025) emphasize that institutional quality significantly influences innovation capacity and entrepreneurship development in Africa. Similarly, access to finance has

been identified as a major determinant of micro enterprise performance. Financial constraints limit the ability of entrepreneurs to invest in productive assets, adopt new technologies, and expand their operations (Atiase et al., 2022; Beck & Cull, 2020). Okijie and Effiong (2024) find that improved access to finance enhances the growth and sustainability of MSMEs in Nigeria, while Ofori-Abebrese et al. (2022) highlight the role of financial inclusion in promoting SME development.

Human capital development also plays a vital role in entrepreneurship. Training and skill acquisition enhance the capacity of entrepreneurs to manage their businesses effectively and respond to market changes (Brixiová et al., 2025). Without adequate human capital, micro enterprises struggle to compete in increasingly globalized markets.

Digitalization, Innovation, and Entrepreneurship

The advent of digital technologies has transformed the entrepreneurial landscape, particularly in developing economies. Digitalization enables micro enterprises to overcome traditional barriers to market entry, access information, and engage with customers beyond geographical boundaries (Nambisan, 2017; Eze et al., 2025). Elia et al. (2023) argue that digital entrepreneurship ecosystems are critical in fostering innovation and enhancing firm competitiveness.

Innovation is a key driver of entrepreneurial success, as it allows firms to differentiate their products and services and adapt to changing market conditions. Gebreyesus and Mohnen (2022) demonstrate that innovation significantly improves productivity among African SMEs. Similarly, Donbesuur et al. (2023) find that technological innovation enhances firm performance and resilience.

Despite these benefits, the adoption of digital technologies among micro enterprises in Africa remains uneven due to infrastructural deficits, limited digital skills, and financial constraints (Sithole & Ruhode, 2021). Sifolo and Sokhela (2022) note that while digitalization offers significant opportunities for micro-entrepreneurship, its potential is often underutilized in developing contexts.

Entrepreneurship in Africa: Empirical Evidence

Empirical studies on entrepreneurship in Africa highlight the unique characteristics and challenges of the region. African entrepreneurship is often necessity-driven, with many individuals engaging in micro enterprise activities due to limited employment opportunities (Igwe et al., 2020). However, there is a growing trend toward opportunity-driven entrepreneurship, particularly in sectors influenced by globalization and technological change (Scientific African, 2023).

Amankwah-Amoah et al. (2020) describe Africa as an emerging frontier for global business, where entrepreneurial activities are increasingly integrated into international markets. Littlewood and Holt (2025) further emphasize the role of social entrepreneurship in addressing socio-economic challenges in Africa, suggesting that entrepreneurship can serve as a catalyst for sustainable development.

Chakuzira et al. (2024) argue for the need to refine entrepreneurship typologies in Africa to better capture the diversity of entrepreneurial activities, including micro enterprises. Their study highlights the importance of contextual factors in shaping entrepreneurial behavior and outcomes.

Theoretical Framework

This study is anchored on a multi-theoretical perspective that explains the relationship between globalization and entrepreneurship development among micro enterprises. Specifically, the study draws on Institutional Theory, Innovation Theory (Schumpeterian Theory), and International Entrepreneurship Theory. These theories provide a comprehensive foundation for understanding how external environments, innovation dynamics, and global integration influence micro enterprise performance in Nigeria and Ghana.

Institutional Theory

Institutional Theory provides a fundamental basis for understanding how formal and informal structures influence entrepreneurial activities. The theory posits that the performance and behavior of firms are shaped by the regulatory, normative, and cognitive institutions within which they operate (Urbano et al., 2020; Autio & Fu, 2020). In developing economies, institutional frameworks such as government policies, legal systems, and financial institutions play a critical role in either facilitating or constraining entrepreneurship.

In the context of micro enterprises in Nigeria and Ghana, institutional quality determines the extent to which entrepreneurs can access resources, operate efficiently, and compete in global markets. Weak institutions, characterized by regulatory inefficiencies, corruption, and policy inconsistency, often hinder entrepreneurial growth and limit the benefits of globalization (Bruton & Ahlstrom, 2020). Conversely, strong institutions enhance business confidence, promote innovation, and create an enabling environment for enterprise development.

This theory is particularly relevant to this study as it explains the role of institutional quality (one of the independent variables) in shaping entrepreneurship development. It also highlights why globalization may have uneven effects across different contexts, depending on the strength of institutional support systems.

Schumpeterian Innovation Theory

The Schumpeterian Innovation Theory emphasizes the role of innovation as the driving force behind entrepreneurship and economic development. According to Schumpeter, entrepreneurs are agents of change who introduce new products, processes, markets, and organizational forms, thereby disrupting existing economic structures and creating value (Dana & Ratten, 2022).

In a globalized economy, innovation becomes even more critical as firms are exposed to increased competition and rapidly changing market conditions. Micro enterprises must adopt innovative strategies, including digital technologies and new business models, to remain competitive.

Empirical studies have shown that innovation significantly enhances productivity and performance among SMEs in Africa (Gebreyesus & Mohnen, 2022; Donbesuur et al., 2023).

The relevance of this theory to the present study lies in its ability to explain the role of digitalization and innovation in mediating the relationship between globalization and entrepreneurship development. As globalization facilitates the flow of knowledge and technology, micro enterprises that embrace innovation are better positioned to exploit emerging opportunities and achieve sustainable growth.

International Entrepreneurship Theory

International Entrepreneurship Theory integrates elements of entrepreneurship and international business to explain how firms identify and exploit opportunities across national borders. The theory emphasizes that even small and resource-constrained firms can engage in international activities through innovation, networks, and strategic orientation (Zahra & George, 2020; Oviatt & McDougall, 2020).

Globalization has lowered barriers to international trade and enabled micro enterprises to participate in global markets. Through digital platforms and global value chains, micro enterprises in Nigeria and Ghana can access international customers, suppliers, and partners. Amankwah-Amoah (2024) notes that African firms are increasingly exhibiting international entrepreneurial behaviors, leveraging globalization to expand their operations.

This theory is relevant to the study as it explains how globalization influences entrepreneurial development by providing opportunities for internationalization. It also underscores the importance of entrepreneurial orientation, innovation, and networks in enabling micro enterprises to compete globally.

Integration of Theories

The integration of Institutional Theory, Schumpeterian Innovation Theory, and International Entrepreneurship Theory provides a robust framework for analyzing the impact of globalization on micro enterprises. Institutional Theory explains the role of the business environment, Innovation Theory highlights the importance of technological and creative capabilities, while International Entrepreneurship Theory focuses on global market participation.

Together, these theories suggest that entrepreneurship development among micro enterprises is influenced by a combination of external institutional factors, internal innovation capabilities, and exposure to global opportunities. This integrated framework supports the study's model, which examines globalization, digitalization, access to finance, and institutional quality as key determinants of entrepreneurship development.

Synthesis and Research Gap

The reviewed literature underscores the multifaceted relationship between globalization and entrepreneurship development. While globalization offers significant opportunities for micro enterprises through market expansion, innovation, and knowledge transfer, it also presents challenges related to competition, inequality, and institutional constraints. Key determinants such as institutional quality, access to finance, human capital, and digitalization play critical roles in mediating these effects.

However, despite the growing body of literature, there remains a paucity of studies focusing specifically on micro enterprises in Anglophone West Africa, particularly in Nigeria and Ghana. Most existing studies adopt a broader SME perspective or focus on macro-level analyses, thereby overlooking the unique dynamics of micro enterprises. Additionally, there is limited empirical evidence on how globalization interacts with local institutional and socio-economic conditions to influence entrepreneurial development at the micro level.

This study addresses these gaps by providing a focused assessment of the impact of globalization on entrepreneurship development among micro enterprise owners and managers in Nigeria and Ghana, thereby contributing to both theory and practice.

METHODOLOGY

This section presents the research design, population of the study, sample size and sampling technique, method of data collection, instrumentation, validity and reliability of the instrument, as well as techniques for data analysis adopted in examining the impact of globalization on entrepreneurship development among micro enterprises in Nigeria and Ghana.

The study adopts a survey research design, which is appropriate for collecting quantitative data from a large population through standardized instruments. This design enables the researcher to obtain firsthand information from micro enterprise owners and managers regarding their experiences, perceptions, and responses to globalization-related factors. The survey approach is particularly suitable for this study because it allows for generalization of findings across the broader population of micro enterprises in Nigeria and Ghana.

The population of the study comprises all registered and unregistered micro enterprises in Nigeria and Ghana. Micro enterprises in both countries represent a substantial proportion of business establishments and are predominantly engaged in trade, services, and small-scale manufacturing activities. Given the vast size and dispersion of this population, it is impractical to study the entire population; hence, a representative sample is selected.

A total sample size of 539 micro enterprise owners/managers was selected for the study. The sample size is considered adequate for statistical analysis and ensures representativeness across the study area. The respondents were drawn from key commercial hubs in Nigeria and Ghana to capture diverse entrepreneurial experiences.

The study employed a multi-stage sampling technique. First, purposive sampling was used to select major economic regions and cities known for high concentrations of micro enterprises in both countries. Second, stratified sampling was adopted to categorize micro enterprises based on sectors such as trade, services, and manufacturing. Finally, simple random sampling was used to select respondents within each stratum to ensure that every micro enterprise owner/manager had an equal chance of being included in the study.

Primary data were collected through the administration of a structured questionnaire. The questionnaire was designed to capture relevant information on globalization (e.g., market access, competition, technology adoption), entrepreneurship development (e.g., business growth, innovation, performance), and other control variables such as access to finance and institutional support. The instrument was administered physically and electronically to respondents in Nigeria and Ghana to enhance response rates and coverage.

The research instrument consists of a structured questionnaire divided into sections. Section A captures demographic characteristics of respondents such as age, gender, education level, and business profile. Section B focuses on globalization variables, including exposure to international markets, digitalization, and competitive pressures. Section C measures entrepreneurship development indicators such as business performance, innovation, and growth. Section D addresses institutional and financial factors influencing micro enterprise operations.

The questionnaire items were measured using a five-point Likert scale, ranging from *1 = Strongly Disagree* to *5 = Strongly Agree*, allowing for quantitative analysis of respondents' perceptions.

To ensure content and construct validity, the questionnaire was subjected to expert review by academics and practitioners in entrepreneurship and business management. Their feedback helped refine the clarity, relevance, and comprehensiveness of the instrument.

A pilot study was conducted using a small sample of micro enterprise owners outside the main study area to test the reliability of the instrument. The internal consistency of the questionnaire was assessed using Cronbach's alpha coefficient, with values exceeding the acceptable threshold of 0.70, indicating that the instrument is reliable for the study.

Data collected from the field were coded and analyzed using SPSS. The analysis involved both descriptive and inferential statistics. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize respondents' characteristics and key variables.

Inferential statistics were employed to test the study hypotheses. Specifically, multiple regression analysis was used to examine the relationship between globalization and entrepreneurship development, as well as the effects of digitalization, access to finance, and institutional quality on micro enterprise performance. The regression model is specified as follows:

$$ED = \beta_0 + \beta_1 GLOB + \beta_2 DIG + \beta_3 FIN + \beta_4 INST + \varepsilon$$

Where:

ED = Entrepreneurship Development

GLOB = Globalization

DIG = Digitalization

FIN = Access to Finance

INST = Institutional Quality

β_0 = Constant term

$\beta_1 - \beta_4$ = Coefficients of explanatory variables

ε = Error term

Statistical significance was tested at the **5% level**, and the results were interpreted accordingly.

Ethical Considerations

The study adhered to ethical standards by ensuring voluntary participation, informed consent, and confidentiality of respondents' information. Participants were assured that the data collected would be used strictly for academic purposes.

FINDINGS AND DISCUSSION

This section presents the results of the data analysis and provides a detailed discussion of the findings. The analysis is structured into three main parts: demographic characteristics of respondents, descriptive statistics, and regression analysis with interpretation.

Demographic Characteristics of Respondents

A total of 539 copies of questionnaire were administered to micro enterprise owners/managers in Nigeria and Ghana. However, 501 copies were returned, all of which were found usable for analysis, representing a 92.9% response rate.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Country	Nigeria	301	60.1
	Ghana	200	39.9
Gender	Male	278	55.5
	Female	223	44.5
Age	18–30 years	112	22.4

	31–40 years	186	37.1
	41–50 years	134	26.7
	Above 50 years	69	13.8
Education	Primary	58	11.6
	Secondary	179	35.7
	Tertiary	264	52.7
Business Sector	Trade	213	42.5
	Services	179	35.7
	Manufacturing	109	21.8
Years in Operation	Below 5 years	205	40.9
	5–10 years	178	35.5
	Above 10 years	118	23.6

The demographic distribution indicates that the majority of respondents are from Nigeria (60.1%), reflecting its larger economic size. Male respondents slightly dominate (55.5%), although female participation is substantial, highlighting the growing role of women in micro enterprises. Most respondents fall within the economically active age group of 31–40 years (37.1%), suggesting that entrepreneurship is largely driven by young and middle-aged individuals.

A significant proportion of respondents possess tertiary education (52.7%), indicating an increasing level of human capital among micro enterprise operators. The dominance of the trade sector (42.5%) aligns with the structure of micro enterprises in West Africa, which are largely commerce-oriented. Furthermore, a considerable number of businesses have operated for less than five years (40.9%), suggesting a high rate of business entry but potentially also high turnover.

Descriptive Statistics

Table 2: Descriptive Statistics of Key Variables

Variable	Mean	Std. Deviation
Globalization	3.78	0.64
Digitalization	3.65	0.71
Access to Finance	3.21	0.83
Institutional Quality	3.05	0.79
Entrepreneurship Development	3.89	0.68

The mean scores indicate that respondents generally perceive globalization (Mean = 3.78) and digitalization (Mean = 3.65) as moderately high, suggesting significant exposure to global and

digital influences. Entrepreneurship development recorded the highest mean (3.89), indicating a positive perception of business growth and performance among respondents.

However, access to finance (Mean = 3.21) and institutional quality (Mean = 3.05) recorded relatively lower mean values, suggesting that these remain key challenges for micro enterprises. The moderate standard deviations imply that responses are fairly consistent across the sample.

Regression Analysis

To test the hypotheses, multiple regression analysis was conducted to examine the effect of globalization and related variables on entrepreneurship development.

Table 3: Regression Results

Variables	Coefficient (β)	Std. Error	t-Statistic	p-value
Constant	1.102	0.287	3.84	0.000
Globalization	0.412	0.065	6.34	0.000
Digitalization	0.298	0.058	5.14	0.000
Access to Finance	0.221	0.049	4.51	0.000
Institutional Quality	0.176	0.053	3.32	0.001
F-statistic = 152.87 ($p < 0.000$)				R = 0.742 R ² = 0.551 Adj. R ² = 0.546

The regression results indicate that the model is statistically significant, as evidenced by the F-statistic (152.87, $p < 0.05$). The R² value of 0.551 suggests that approximately 55.1% of the variation in entrepreneurship development is explained by globalization, digitalization, access to finance, and institutional quality.

Globalization

Globalization has a positive and significant effect on entrepreneurship development ($\beta = 0.412$, $p < 0.05$). This implies that increased exposure to global markets, trade, and knowledge flows enhances the growth and performance of micro enterprises. Therefore, the null hypothesis (H_{01}) is rejected.

Digitalization

Digitalization also has a significant positive impact ($\beta = 0.298$, $p < 0.05$), indicating that the adoption of digital technologies improves business efficiency and market reach. Thus, H_{02} is rejected.

Access to Finance

Access to finance shows a positive and significant relationship with entrepreneurship development ($\beta = 0.221$, $p < 0.05$). This suggests that improved financial access enhances business expansion and sustainability. Hence, H_{03} is rejected.

Institutional Quality

Institutional quality has a positive and significant effect ($\beta = 0.176$, $p < 0.05$), indicating that supportive policies and regulatory frameworks contribute to entrepreneurial success. Therefore, H_{03} is also rejected in relation to institutional factors.

Discussion of Findings

The findings reveal that globalization plays a crucial role in enhancing entrepreneurship development among micro enterprises in Nigeria and Ghana. This supports the argument that globalization facilitates access to broader markets and resources, thereby improving firm performance. The positive impact of digitalization further underscores the importance of technology adoption in modern entrepreneurial activities.

However, the relatively lower coefficients for access to finance and institutional quality suggest that structural constraints remain significant barriers. Despite the benefits of globalization, micro enterprises still face challenges related to inadequate financing and weak institutional support systems.

The results align with existing empirical studies that emphasize the dual role of globalization as both an opportunity and a challenge for micro enterprises. The findings highlight the need for policies that strengthen financial systems, improve institutional frameworks, and promote digital inclusion to maximize the benefits of globalization for entrepreneurship development.

Conclusion

This study examined the impact of globalization on entrepreneurship development among micro enterprises in Nigeria and Ghana. Drawing on survey data from 501 micro enterprise owners and managers, the findings demonstrate that globalization significantly enhances entrepreneurial development through increased market access, knowledge diffusion, and competitive exposure. The results further reveal that digitalization plays a critical role in strengthening business performance by enabling efficiency, innovation, and wider customer reach.

However, the study also establishes that while globalization offers substantial opportunities, its benefits are not fully maximized due to persistent structural constraints. In particular, limited access to finance and weak institutional quality continue to hinder the growth and sustainability of micro enterprises. Although these factors were found to have significant positive effects on entrepreneurship development, their relatively lower influence compared to globalization and digitalization suggests that they remain areas requiring policy attention.

Overall, the study concludes that globalization is a double-edged phenomenon for micro enterprises in Anglophone West Africa. While it stimulates entrepreneurial growth, its full potential can only be realized when supported by strong institutions, improved financial systems, and enhanced technological capabilities.

Recommendations

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

First, governments in Nigeria and Ghana should formulate and implement policies that enhance the integration of micro enterprises into global markets. This can be achieved through trade facilitation measures, export promotion programs, and capacity-building initiatives.

Second, there is a need to strengthen digital infrastructure and promote digital literacy among micro enterprise operators. Providing affordable access to digital tools and platforms will enable businesses to leverage globalization more effectively.

Third, financial institutions and policymakers should improve access to finance for micro enterprises by developing tailored financial products, reducing collateral requirements, and expanding financial inclusion initiatives.

Fourth, institutional frameworks should be strengthened to create a more enabling business environment. This includes improving regulatory efficiency, reducing bureaucratic bottlenecks, and ensuring policy consistency.

Finally, entrepreneurship training and human capital development programs should be prioritized to equip micro enterprise owners with the skills needed to compete in a globalized economy.

Contribution to Knowledge

This study contributes to the existing body of knowledge in several ways. First, it provides empirical evidence on the relationship between globalization and entrepreneurship development at the micro enterprise level, an area that has received limited attention in prior studies.

Second, the study extends the literature by integrating key variables such as digitalization, access to finance, and institutional quality into a unified analytical framework, thereby offering a more comprehensive understanding of the determinants of entrepreneurial success in developing economies.

Third, by focusing specifically on Nigeria and Ghana, the study provides context-specific insights that are relevant to Anglophone West Africa, contributing to the regional discourse on entrepreneurship and economic development.

Finally, the study offers practical policy implications that can guide governments, development agencies, and stakeholders in designing interventions to support micro enterprise growth in a globalized environment.

Suggestions for Further Studies

Future research should consider expanding the scope of this study to include other countries in Anglophone West Africa, such as Sierra Leone, Liberia, and The Gambia, to enhance generalizability.

Additionally, longitudinal studies could be conducted to examine the dynamic effects of globalization on entrepreneurship development over time. This would provide deeper insights into causal relationships and long-term impacts.

Further studies may also explore sector-specific analyses to determine how globalization affects micro enterprises differently across industries such as agriculture, manufacturing, and services.

Finally, qualitative approaches, such as case studies and interviews, could be employed to gain deeper insights into the lived experiences of micro entrepreneurs and the contextual factors influencing their responses to globalization.

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