

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