The scale **Journal Website:** https://thescalejournal.com.ng/
An Interdisciplinary Journal of
The ACADEMIC STAFF UNION OF POLYTECHNICS - ZONE D
ISSN: 2992-3727 Published 25th May, 2025

PROMOTING ENTREPRENEURSHIP THROUGH LIBRARY SERVICES: ROLE OF LIBRARIES

LBRN. Chidi Onuoha Kalu, CLN [1]; LBRN. Esther I. Chidi-Kalu, CLN [2]; LBRN. Blessing Anegbemente Usiedo, CLN [3]
[1,2,3] National Institute of Construction Technology and Management, Uromi, Edo State, Nigeria
[1] c.kalu@nict.edu.ng; chidiokalu@yahoo.com +234-803 417 3045
[2] estyhigh90@yahoo.com; +234 -8067975292
[3] usiedoblessingamiens@gmail.com; b.usiedo@nict.edu.ng +234 806 299 7686

ABSTRACT
This paper aims at examining the role of libraries in promoting entrepreneurship through library services. It discusses the concept of entrepreneurship from different perspective and generally referred it as the ability of an individual to rely on his/her abilities and efforts; that is, the person is independent. The paper also discusses library education and entrepreneurship in which it looks at how library education collaborates with entrepreneurship. Skills required for entrepreneurship to thrive in 21st century was discussed as well and some of the skills are information technology skills, information literacy skills, managerial skills, personal entrepreneurial skills and technical skills. The paper then examines the role of library in promoting entrepreneurship and concludes that library and its services are essential for entrepreneurship activities to thrive in this 21st century. The paper concludes that libraries are universally recognized as important social institutions and no community is considered complete without a library system. Library can be seen as a valuable institution where individuals and group of people visit to carry out some researches in respect to their various needs. Entrepreneurship aims at unleashing the untapped potentials of every individual and library has a role to play in helping the individual through its services.
Keywords: Business, Entrepreneurship. Information, Library, Library services

INTRODUCTION

Innovation and creativity through entrepreneurship are said to be essential in the wheel of progress. Entrepreneurship seeks to empower individuals to identify opportunities, think critically, and develop innovative solutions to complex problems. It aims at unleashing the untapped potentials of every individual through fostering a culture of creativity. Ugwu and Ezeani (2012) posited that inability of government at different levels in developing economy to provide employment opportunities for citizenry have necessitated the need to equip graduates with entrepreneurship skills and awareness in order for them to be self-reliance after graduation. Entrepreneurship skill is paramount as it helps entrepreneurs to better fulfill their personal need and contribute to the economic development of the nation. In recent days, government and other relevant stakeholders has emphasized on the development of entrepreneurship skills and awareness among undergraduate students at higher institutions of leaning. For instance, in Nigeria, government initiatives involve setting up agencies like small and medium scale enterprises (SMEDAN), Industrial Training Fund (ITF) and Entrepreneurship centers and clubs in most Nigerian colleges and universities. According to Igbeka, (2008), Nigeria is gradually awakening to the importance of entrepreneurship development in the tertiary institutions. The author further noted that looking at the concrete role of entrepreneurship awareness and skills in supporting the economic development, Nigerian universities students nowadays regardless of their course of study need to acquaint themselves with an entrepreneurship skills and knowledge especially those in the fields of library and information science, general sciences, social sciences and languages.

In a global market driven by technology and innovation, libraries, for instance, public libraries are in the perfect position to fuel economic development in their communities. Libraries can provide information, programs and services not only to help job-seekers find work, but also to support budding entrepreneurs

looking to start their own businesses (Ebsco.com, 2019). Collins (2012) stated that starting a business is much more complicated than simply hanging out a soil and libraries can help with a host of resources and programs. In addition to books and multimedia on creating and running a business, key items include sample business plans, model employee policies, and databases that can spin out community demographic info, industry trends, and sophisticated mailing lists. Libraries have always played a powerful role in connecting people with the resources and learning they need to be successful in all aspects of their lives. In this digital age, libraries are transforming to maximize its collections, community connections and expertise alongside new technologies to promote entrepreneurship and business development. This is so because libraries are open to all and brings economic opportunity for all.

There is urgent need for libraries to prepare graduates of Nigeria's universities with entrepreneurship skills and awareness through its programmes or activities so as to be self-employed. It is obvious to state that if students are equipped with the relevant entrepreneurial skills and awareness, at the end of the day they will definitely start up small business after graduation instead of waiting for white collar jobs that may never come. Library and information science graduates can set up a small-scale business such as information brokerage, consultancy services, selective dissemination of information, selling of books, information packaging, sales of library materials, sales and repairs of ICT components, design of websites, etc. As it stands now in Nigeria, getting white collar jobs is becoming a mirage because the labour market has been flooded with unemployed graduates, hence, the need for concerted efforts by all stakeholders including government to ensure youth and students are equip with entrepreneurship skill and awareness even before graduation so as not to rely on government to provide jobs for them.

Concept of Entrepreneurship

The concept of entrepreneurship has evolved dramatically over the past two centuries and the key fact remains that entrepreneurship is on the rise. Entrepreneurship has evolved through trade to agricultural revolution to expansion of trade routes to invention of money to beginning of the marketplace to machines and industrial revolution and now modern entrepreneurship which serves as a lifeblood of all economics of the world. Entrepreneurship can be seen as the pursuit of opportunity without regard to resources currently being controlled by government. It is also the act of being an entrepreneur or one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods. This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting new businesses; however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity. When entrepreneurship is describing activities within a firm or large organization, it is referred to as intra-preneurship and may include corporate venturing, when large entities spin-off organizations (Shane, 2003).

The term entrepreneurship has also been extended to include elements not related necessarily to business formation activity such as conceptualizations of entrepreneurship as a specific mind-set resulting in entrepreneurial initiatives in the form of social entrepreneurship, political entrepreneurship, or knowledge entrepreneurship. According to Oteh (2009), an economist views entrepreneurship in the context of the combination of resources, labour, materials, and other assets such that their value is greater together than individually. From a management perspective, entrepreneurship would entail the introduction of a change, an innovation, or a new order. To a psychologist, an entrepreneur would be analyzed as a person typically driven by the need to obtain or attain a specific goal, to experiment, to accomplish, or perhaps to escape the authority of others.

Agu (2010) viewed entrepreneurship from different perspectives. The author asserted that most time when discussing about entrepreneurship people think it to be about business only. They believed that outside

business there is no entrepreneurship but that is not true. There is entrepreneurship in the school, because a teacher can be an entrepreneur. There is entrepreneurship in religion, because a priest can be an entrepreneur. There is also an entrepreneurship in business. Agu further stated that some people believe generally that there are no entrepreneurs in Nigeria and what we have in Nigeria and some others Asian countries are creative imitators not entrepreneurs. They are creative imitators because they think and consider only those who are inventing and they are those qualified to be called entrepreneurs. Others are saying that those who are inventing and those innovating, that is, those that are taking this invention to the market are those qualified to be entrepreneurs. In that regard, if you are not in these two categories you are actually not supposed to be called an entrepreneur. Countries like Nigeria and in fact the merging market in Africa and some Asian countries actually are not classified based on that definition because business people from these parts of the world are not called entrepreneurs but are rather called creative detectors.

Idiaghe (2011) defined entrepreneurship as the ability of an individual to rely on his/her abilities and efforts; that is, the person is independent. The author went further to emphasized that education in relation to self-reliance and entrepreneurship is the type of education that trains a person to be self-reliance, functional, realistic, productive, pragmatic and reliable. However, in their own opinion, Lucky & Ugheh, (2014) described entrepreneurship as a concept concerned with the development and survival of both individual and the society. They also went further to explain that it is a tool through which social, economic and political development could be achieved. The concept of entrepreneurship is increasingly central phenomenon in contemporary society, there is need to stimulate the entrepreneurial mind-sets of young people for them to be self-reliance and contribute to the economy without necessarily working for the government. Entrepreneurship is also seen as a program that inculcates creative, innovative, productive and managerial skills needed in business enterprises for self-reliance and national development (Eke, Igwesi & Orji, 2011). Talking about entrepreneurship in librarianship, Francis and Oghenevwogaga (2015) posited that entrepreneurship in library and information science is about developing attitudes, behaviour of library and information science students, graduates and practitioners at the individual level in pursuit of profit oriented goal.

Features of an Entrepreneur

Goga and Hassan (2018) stated that an entrepreneur possesses distinguishable qualities that make him to excel in the business by creating something new and being able to sustain production and retain customers. These features are what drive the entrepreneur to shift factor of production to an area of greater benefit. The author further explained the features as follows:

1. **Risk Taker**: An entrepreneur is someone that takes the risk of buying something at certain price, or cost with a view of selling it at uncertain price.
2. **Goal Setter and Clearing Objectives**: An entrepreneur is someone who sets a goal with a view of attaining it in the form of making profit. Also, he sets goals that are specific and realistic with clear objectives.
3. **Initiator**: An entrepreneur has to be an initiator in respect of what he wants to achieve. He has to decide on what to do to continue market expansion in the midst of competitions.
4. **Mental Ability**: It is an outstanding quality of an entrepreneur to be mentally sound to take on the business and to man same.
5. **Self-Confidence**: He is supposed to be somebody that is courageous and well composed in taking decision. He has to be confidence in what he is doing.
6. **Human Relations Ability**: He has to have the skills of managing other resources or factors and should be knowledgeable in relating with staff and customers etc.

7. **Communication Ability**: An entrepreneur has to have a good speaking command and should be able to communicate with others in a clear and precise manner.
8. **Motivator**: An entrepreneur has to be self-motivated with inner or intrinsic driving forces.
9. **Visionary and Problem Solver**: An entrepreneur is supposed to be visualizing the feature by observing and studying potential threats to the business for solution to be made.
10. Other features include creativity, innovative, ethical, perseverance, confidential, etc.

Furthermore, an entrepreneur must be someone who feels the need for achievement and can take moderate risks. He is also someone who possesses skills for organising, capitalises on opportunities, and has some financial strength on his own or by borrowing, and ability to work hard as well as be ready to take up responsibility. The person must as a matter fact has a clear perception of probability of success, gets stimulation by feedback; anddoes not have a previous experience

Entrepreneurship opportunities for Librarians

The concept of entrepreneurship is define as the process through which entrepreneurs create, nurture and grow enterprises using a reasonable degree of initiative, skills and competencies necessary to transform change into opportunities thereby deriving personal satisfaction, monetary rewards and independence. On the other hand, the concept of library is seen as an institution that support the university community by delivering services to meet the teaching, research and learning needs of staff and students. Libraries are universally recognized as important social institutions and no community is considered complete without a library system. Library can be seen as a valuable institution where individuals and group of people visit to carry out some researches in respect to their various needs. The library is so importance to human development in the sense that it is where knowledge is reserve and waiting to be tapped by researchers, and as such should be given priority. Notwithstanding, economic challenges such as unemployment has affected the capacity of library students and professional librarians to be self-reliance which necessitated the government and universities to accord priority to entrepreneurship education, skills and awareness among students. (Olufunke, 2017).

According to Awurdi and Mohammed (2018), library plays a key role by providing a variety of services to a wide range of users in the academic environment. University libraries acquire, process, manage and disseminate information resources through which their parent institutions conduct research and produce high-level manpower. Libraries provide access to information resources in diverse formats to users. They provide timely and relevant information in support of teaching and research needs of their parent institutions. The university library is a repository of information resources. These resources are the traditional information resources which include books, journals, maps, encyclopedia, dictionaries, newspapers and periodicals. Some of the services provided are reference services, technical services, selective dissemination of information, lending services, bibliographic services, reprographic services, inter-library loan services, indexing and abstracting services.

Adomi, (2009) opined that career opportunities for Librarians are endless. The tasks for a librarian who wants to engage in a business other than a traditional library is to identity an area and then convince somebody that he is capable of undertaking business ventures. Anyanwu, Oduagwu, Ossai-Onah, and Amaechi, (2013) also stressed that entrepreneurial opportunity exists where there is a need, want, problem or challenges in librarianship that can be addressed, solved and or satisfied in an innovative way. It is about recognition or discovery of new ways of provision of library and information services and allied or information related services. The researchers also offers a comprehensive list of entrepreneurial opportunities available for librarians, which includes library equipment business, publishing and printing business, information brokerage business, courier services business, library consultancy business, rural information provision

business, stationary business, reprographic business, art gallery business, vendor business and freelance information business.

Other entrepreneurial opportunities for Librarians as stated by Lucky and Ugheh, (2014) include; internet search service to co-workers especially in academic environment, computer programmer, cyber cafe operator/manager, working in telecom companies such as GLO, Airtel, MTN, Documentary services, abstracting and indexing services to publishers, advert agency, marketing of library and information science products, writing articles, conference papers, organizing workshops for librarians and digitalization of library materials as well as book reviewing. The researchers further opined that each of the entrepreneurial opportunities required Librarians to develop professional knowledge and skills to provide the above services to people effectively and efficiently in the society. But however, other areas that can be engage includes tutorial classes and coaching centers, establishment of nursery schools for children, laundry and dry cleaning services, operating stores and supermarkets or fast food joint, indoor and outdoor catering services, cake baking, wedding designer and water factories for packing and repackaging.

Skills required for entrepreneurship to thrive

Skills are abilities or proficiencies required of a person in a position to plan and execute an action geared towards accomplishing some tasks or achieving some goals. Skills are the learned capacity to carry out predetermined tasks with the minimum outlay of time and energy. Entrepreneurs must endeavour to possess the applicable skills in order to succeed in any business venture. It is important to note that traditional roles are becoming less frequent in the array of entrepreneurial careers now open to information professionals. As a result, different competencies, skills and graduate qualities are required for entrepreneurship (Elonye & Uzuegbu, 2013). Ugwu and Ezeani (2012) identified the following skills that must be acquired by library professional entrepreneurs towards successful entrepreneurship venture:

a) Information Technology Skills: These include networking, library automation and digitization, web based services, reprography, micrographs, facsimile, video text, teletext, database creation and management systems including CDS, ISIS, LIBSYS, content development, desktop publishing, internet, presentation, hardware/software skills and relational databases including the ability to create data structures which facilitate the indexing and retrieval of information and thesaurus development.

b) Information Literacy Skills: These have to do with the ability to locate information efficiently and effectively, evaluate information critically and competently and using information accurately and creatively. Also included here is the economics and marketing of information products and services, information resource management, information processing and organizing, e-mail, multimedia perspectives and video conferencing.

c) Managerial Skills: These are the business management skills such as marketing, financing, accounting, control, planning and goal setting, decision making, human relations and managing growth. These are essential in launching and growing a new venture.

d) Personal entrepreneurial skills: These include inner control/discipline, risk taking, innovativeness, change orientation and ability to manage change, persistence, and visionary leadership.

e) Technical Skills: Written and oral communication, interpersonal, monitoring environment, the ability to organize, and network building. These skills are necessary for successful venture and they should be given attention by students to enable them succeeding in venturing.

Present and future roles of libraries in promoting entrepreneurship

In a global market driven by technology and innovation, libraries, most especially public libraries are in the perfect position to fuel economic development in their communities. According to Awurdi & Mohanned

(2018), libraries help build entrepreneurial infrastructures by providing access to business databases, which include creating databases to assist with primary research. Libraries often hold classes and host mentoring opportunities dedicated to topics covering all things entrepreneurship from the basics of starting a business to the details of selling a business. Librarians as well help guide inventors and entrepreneurs through copyright, patent and trademark resources and engage youth in coding and Science, Technology, Engineering and Math activities (STEM). Libraries also provide access through partnerships and collaborations with government programs like SCORE (SCORE is a non-profit organization that is driven to foster vibrant small business communities through mentoring and educational workshops).

Libraries can provide information, programs and services not only to help job-seekers find work, but also to support budding entrepreneurs looking to start their own businesses. Entrepreneurs are eager learners, committed readers and very generous with their skills and stories, therefore, libraries need to match this generosity by really putting time into curating a specific, targeted collection to support the entrepreneur's startup journey. Libraries need to connect and serve entrepreneurs with core information and resources they need. Libraries also need to organise some activities or workshops for young entrepreneurs and as well provide reading materials in line with any entrepreneurship skills (Cowell, 2017).

Libraries can invite local small business owners to speak to community members about their entrepreneurial experiences, might also permit aspiring entrepreneurs to reserve meeting rooms for informal conversations with patrons. It is a great way for them to gauge interest in their product or service. Libraries can subscribe to "stacks" which is a responsive web-based content management system that provides everything a library needs to create and manage a world-class digital experience. It can help streamline room bookings and events management. Libraries can enhance their services as an essential information provider for small businesses and aspiring entrepreneurs, turning librarians into heroes that help grow local economies and new jobs. EveryLibrary (2019) stated that today, libraries face new realities in their mission to remain the reliable, valuable, and trusted source of information that help promote entrepreneurship. It went further to mention five (5) effective things smart libraries can do to positively impact small businesses and local entrepreneurship. They include promoting entrepreneurship through strategic partnership by using selective dissemination of information (SDI). Libraries are uniquely positioned to be able to provide business intelligence through data subscriptions that small businesses and entrepreneurs cannot afford on their own. According to American Libraries magazine, data services are a key element of library small business assistance and online databases that provide community demographic information, industry trends and marketing insights are resources that libraries provide to meet today's business needs.

The third thing smart libraries can do to positively impact small businesses and local entrepreneurship according to EveryLibrary (2019) is to directly connect entrepreneurs with the government services they need to open their business. Libraries can also become physical incubators for small businesses.by reserving meeting rooms for entrepreneurs so they can meet their clients. Fourthly, in USA, libraries are a frequent physical home to the numerous Small Business Development Centres where they provide trainings, workshops on other small business related topics to upcoming entrepreneurs. Finally, library can provide trade journals and magazines that will match the businesses that are already located in its host community. Libraries should know that the more specialized their information is to match the specific sub-industry segments present in their host community the more relevant information and value of services they are providing. Each community has different industries that are prominent to their areas; it may be agriculture, technology, manufacturing, or business services. Online databases with business information enable local companies to search for information directly relevant to their unique industries. Small businesses need information about their industries and libraries should be a great starting place to get such information. Libraries as a matter of fact should be well equipped to provide resources, research, and connections to help before an entrepreneur even has a business

or marketing plan. Libraries can connect entrepreneurs with information, data and the research they need to launch and grow their business.

Conclusion

The services library renders to its clientele cannot be overemphasized as its services are not only limited to providing resources for academic purposes but also providing services towards promoting entrepreneurship. Libraries are universally recognized as important social institutions and no community is considered complete without a library system. Library can be seen as a valuable institution where individuals and group of people visit to carry out some researches in respect to their various needs. Entrepreneurship aims at unleashing the untapped potentials of every individual and library has a role to play in helping the individual through its services such as making available necessary materials that will help the entrepreneur get the necessary information needed to start up a business or consolidate on the existing established business. An entrepreneur should possess certain unique features in order to succeed in entrepreneurship; such characteristics include being a risk taker, goal setter, initiator, possessing mental ability and self-confidence, also human relations ability. There are entrepreneurship opportunities for university undergraduates, most especially for librarians, such opportunities are library equipment business, publishing and printing business, information brokerage business, courier services business, library consultancy business, rural information provision business, stationary business, reprographic business, art gallery business, vendor business freelance information business, etc. There is no doubt that an entrepreneur must possess some skills, which are information literacy skill, information technology skill, managerial skill, personal entrepreneur skill, technical skills, which includes written and oral communication, interpersonal, monitoring environment, the ability to organize, and network building. The roles library can play in promoting entrepreneurship maybe present or futuristic in nature.

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