

# THE SIGNIFICANCE OF MUSLIM FAMILIES AWARENESS IN PROMOTING ENTREPRENEURSHIP DEVELOPMENT IN SOKOTO STATE, NIGERIA

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**Abstract:** *Interest in promoting awareness of entrepreneurship development has been increasing worldwide for the advancement of economic development. Entrepreneurship development has been considered a significant sector for economic development globally. In recent studies, literature that relates to the significance of promoting awareness for entrepreneurship development has been growing largely in the global village. Thus, studies on the significance of entrepreneurship development for economic development have captured the attention of numerous experts. However, there are few or limited studies that explore the enormous role of Muslim families' awareness of the significance of entrepreneurship development in Sokoto state, Nigeria. The objective of this study is to explore the role of Muslim families' awareness in promoting entrepreneurship development in Sokoto state, Nigeria. The methodology used for the conduct of this study is qualitative research. The study employed a purposive sampling technique and considered it the most suitable method for data collection. The data collection techniques employed for this study were interviews and focus groups. The study used semi-structured interviews and focus group discussion for the data collection. The standard used for selecting the participants was strictly based on relevance, expertise, professionalism, and the willingness of the participants to participate in the study. The participants interviewed include Muslim family experts, Muslim family counsellors, and Islamic scholars, comprising of five (4) participants for each research subject. Twelve (12) participants were sampled for the study. The method of data analysis used is thematic and theoretical explanations. The study findings revealed that Muslim family awareness of entrepreneurship development is very significant to economic development in Sokoto state, Nigeria. The data further reveals that Muslim families' awareness through the media, Muslim*

*scholars, and individual entrepreneurs strongly plays a pivotal role in promoting entrepreneurship for the economic development of the people of Sokoto state.*

**Keywords:** *Muslim Families, Awareness, Entrepreneurship Development*

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## Introduction

The aspiration to promote the entrepreneurial development of various countries has 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 the contemporary world today. The realization of entrepreneurship development today has become an integral part of many countries' goal to achieve 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 reveal that entrepreneurship generates new sources of income and employment opportunities for individual and societal development<sup>1</sup>. One of the roles of entrepreneurship is to promote the living standards of individuals and positively influence national economic growth and development<sup>2</sup>. 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.<sup>3</sup> It also encourages them to make reasonable decisions for all business activities. The entrepreneurship programs have been introduced or designed in order to support and empower people with new ideas to establish businesses for the purpose of self-reliance and promoting economic development. Islam encourages entrepreneurship development for economic development and growth. Likewise, Islam motivates Muslim individuals to engage in economic activities in order to earn a 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, & Kalsom<sup>4</sup>; Gumusay<sup>5</sup>; Kayed & Hassan; Nazamul et al<sup>6</sup>. Kayed and Hassan; and Nazamul et al. Kayed and Hassan consider Islam as an entrepreneurial religion that permits and encourages individuals to take part in entrepreneurial activities such as searching for opportunities, risk-taking, and innovation, as emphasized in the Quran and Sunnah, to pursue 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

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<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> M. S. Oukil, "Entrepreneurship and entrepreneurs in an islamic context," *Journal of Islamic and Human Advanced Research*, vol. 3, no. 3, pp. 111-131, 2013.

<sup>4</sup> 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.

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

<sup>6</sup> Hoque, 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).

mission, Prophet Muhammad (S.A.W) was a renowned entrepreneur and merchant.<sup>7</sup> It is argued that entrepreneurship is an integral part of the promotion of societal economic development. Without a doubt, it has a significant impact on job creation, the development of local and national economies, and the promotion of societal welfare for economic development. Therefore, there is need for public become aware of the significance of entrepreneurship in the development of business in terms of entrepreneurship education, empowerment schemes, skills acquisition, and small and medium enterprises (SMEs) for human development. For this reason, entrepreneurial income can be used to provide children's quality education, sound health, and better well-being. Nevertheless, the role of Muslim families' awareness in promoting entrepreneurship development has significant influence towards increasing an individual's economic activities and wellbeing.

Moreover, it appears as if there are issues confronting individuals wishing to participate in entrepreneurship development programs at a societal level, which are the declining interest of people in participating in entrepreneurship development and low awareness of the program. For these reasons, due to the low level of societal awareness on realising the significance of entrepreneurship development among Muslim individuals therefore, the researchers choose Sokoto state in order to increase the level of awareness toward understanding the importance of entrepreneurship in promoting human development. Furthermore, 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 in the importance of entrepreneurship development in Sokoto state. For this reason, this study becomes necessary to fill a vacuum that needs to be filled. Therefore, these issues are considered worthy of investigation.

## 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 bedeville the progress of some countries today, especially the problem of unemployment and high rates of poverty<sup>8</sup>. In the same way, Mwasika highlighted that entrepreneurship development is a process of enhancing entrepreneurial knowledge, skills, and experience through designed structured training and building programmes for individuals who are willing to start or expand businesses<sup>9</sup>. Likewise, Kareem asserted that the role of entrepreneurship in promoting economic development is to create new jobs, reduce the level of employment, and increase the economic growth of a country<sup>10</sup>. In a recent study conducted by Kurpayanidi and Konstanti Ivanovich found that the inspiration of entrepreneurship and innovative activities has a major impact on individuals in terms of increasing their local and national economic income. Their study confirms that enhancing

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

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

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

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

entrepreneurial activities can help the society towards achieving economic growth and national development thereby reducing economic hardship among the individual<sup>11</sup>. According to Metu and Nwokoye, entrepreneurship constitutes a significant way of reducing unemployment among individuals and discovering new domains of opportunity.<sup>12</sup> Similarly, Joseph et al. argued that poverty alleviation in Nigeria can be reduced through skills acquisition, youth training, creativity and innovation, and through entrepreneurship development. According to the findings of their empirical research, there is a need for the government, donor agencies, academic institutions, and private organizations to support entrepreneurship development as an effective means of alleviating poverty among individuals in the country and other countries around the world.<sup>13</sup> In the same way, Yaacob and Azmi highlighted 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 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.<sup>14</sup>

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 an emphasis on marketing, business, trade, and entrepreneurship. Their study is purely theoretical in nature, with much reference to the Qur'an, 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 problems that hinder 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 individuals. Additionally, Cesaroni and Paoloni showed that micro-enterprises are important drivers of economic growth and that female entrepreneurs are the key developers of businesses.<sup>15</sup> Correspondingly, Tunggak and Ahmed examined the levels of entrepreneurial orientation of Muslims based on the demographic factors of business experience, level of formal education, and the frequency of attending entrepreneurial training.<sup>16</sup> Interestingly,

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<sup>11</sup> Kurpayanidi, Konstantin Ivanovich. "Stimulation Of Foreign Economic Activities Of Entrepreneurship On The Basis Of Innovative Development." *Theoretical & Applied Science* 1 (2021): 8-13.

<sup>12</sup> 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).

<sup>13</sup> 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).

<sup>14</sup> Yaacob, 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.

<sup>15</sup> 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.

<sup>16</sup> 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).

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 to equipping individuals with their various skills for entrepreneurial development.<sup>17</sup>

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 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 for youth empowerment and poverty alleviation.<sup>18</sup> Kolawole and Ajila added that rural entrepreneurship development and employment generation are essential in enhancing the transformation of 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.<sup>19</sup>

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 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 so as to remedy unemployment.<sup>20</sup> 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.<sup>21</sup>

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.<sup>22</sup> Similarly, Rina et al. suggest 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 promote hard work, self-sufficiency, creativity, cooperation, honesty and responsibility, in addition to

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<sup>17</sup>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.

<sup>18</sup> 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).

<sup>19</sup> Kolawole, Oluwatoyin Dare, And Kehinde Ajila. "Driving Local Community Transformation Through Participatory Rural Entrepreneurship Development." *World Journal Of Entrepreneurship, Management And Sustainable Development*(2015).

<sup>20</sup>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.

<sup>21</sup>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).

<sup>22</sup> 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.

communication skills.<sup>23</sup> 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, their actions become more coordinated and successful. The author concluded that entrepreneurs need to eliminate all forms of failure in their entrepreneurial activities.<sup>24</sup> Hamid and Sa'ari considered entrepreneurship as an icon of development in the Islamic economic system that helps build individuals and social services with the aim of creating opportunity for the community.<sup>25</sup>

### Literature on the Role of Medias in Entrepreneurship Development

Hang, Min, and Aldo van Weezel observe that the public media plays an essential role in influencing entrepreneurship through creating ideas, innovations, and novel ways of thinking towards successful businesses.<sup>26</sup> In the same way, Khajeheian highlighted the role of the media in promoting the development of entrepreneurship among people in society. The study found that social media offers an opportunity for economic growth, especially in developing countries. The media is a viable tool for entrepreneurship development and economic growth.<sup>27</sup> Likewise, Bauman, Antonina, and Carol Lucy examined the role of social media and described how it changes businesses and operates in the environment, in addition to supporting 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 business partners and increasing the market accessibility of small and medium enterprises (SMEs).<sup>28</sup>

Moreover, Olanrewaju et al. affirmed that social media prompted most entrepreneurs to change their daily business activities. The use of social media has introduced a number of novel marketing strategies relevant to the development of business firms.<sup>29</sup> Hossain asserted that the role of social networking in media entrepreneurship development is to meet the needs of online shopping and foster social cohesion, build trust among online shoppers, marketers, and entrepreneurs, as well as promote harmony and reduce unemployment.<sup>30</sup> In addition, Turan, Mehmet, and Ali Kara posited that the media have a positive influence in framing marketing communication and social networking that builds strong relationships among existing and new customers.<sup>31</sup> This corresponds with the view of Datta, Khayati Shetty, Olivia Adkins, and Jason

<sup>23</sup> 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.

<sup>24</sup> Albrecht, Brian C. "Entrepreneurship as Coordination." (2016): 1-20.

<sup>25</sup> 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).

<sup>26</sup> 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.

<sup>27</sup> 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.

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

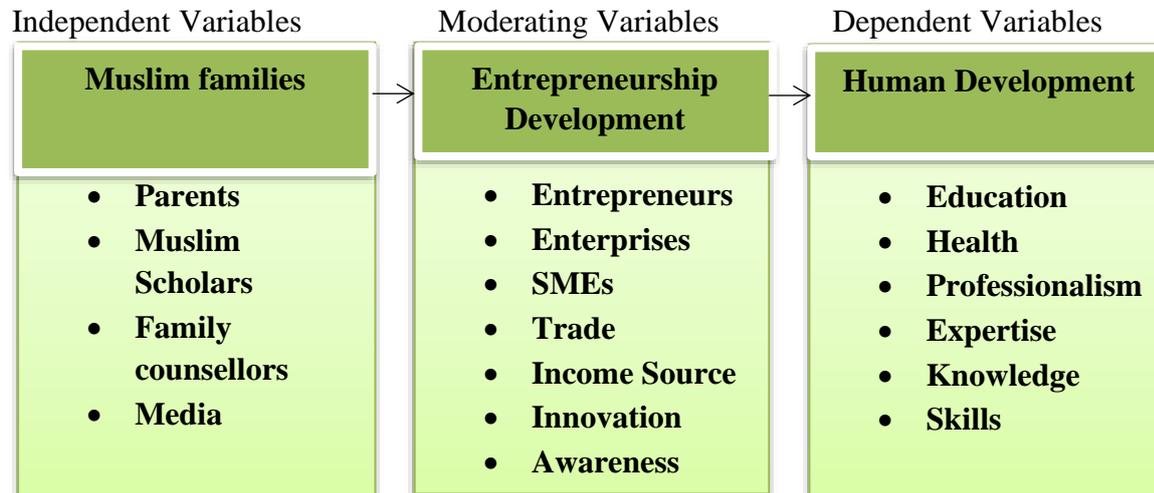
<sup>29</sup> Olanrewaju, Abdus-Samad Temitope, Mohammad Alamgir Hossain, Naomi Whiteside, and Paul Mercieca. "Social media and entrepreneurship research: A literature review." *International Journal of Information Management* 50 (2020): 90-110.

<sup>30</sup> 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.

<sup>31</sup> Turan, Mehmet, and Ali Kara. "Online social media usage behavior of entrepreneurs in an emerging market." *Journal of Research in Marketing and Entrepreneurship* (2018).

that social media generally provides more opportunities for individuals to pursue entrepreneurial endeavours.<sup>32</sup>

### Conceptual Framework of the Study



**Figure 1: The Relationship Between Muslim Family, Entrepreneurship Development and Human Development**

It was conceptualized that the Muslim families consist of nuclear and extended family. The entrepreneurial awareness of Muslim family had played a vital role in realizing the significance attached to entrepreneurship development in the attainment of human development. Furthermore, Muslim family particularly (parents), Islamic scholars, family counselors and media were the independent variables that promote the success of entrepreneurship development. The moderating variable which is entrepreneurship development encompasses entrepreneurs enterprises, SMEs, trade and awareness are the key variables that prepares young Muslim to become self-employed, shaped their mind with new innovations and creative mind and thinking, developed positive attitudes in pursuant to be self-reliant and self-dependent. This in turn will promote qualitative education, good health, skills, income sources as well as professionalism and expertise, thereby creating job opportunities and alleviate or eradicate poverty among Muslim populace as part of strategy of promoting human development which stand as dependent variable.

#### **Muslim Family: 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.<sup>33</sup> 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

<sup>32</sup> 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.

<sup>33</sup> Ahmad, Khurshid. Family life in Islam. Islamic Foundation, Complete the references.. from which website, title and so on.

community and pursue their future endeavours.<sup>34</sup> Sangeeta and Aziz add that an extended family consists of three or more generations.<sup>35</sup>

### **Family and Entrepreneurship**

Numerous scholars and researchers around the globe consider the family as a special unit in promoting entrepreneurs for human development. According to Faccio and Lang, there is universal recognition of the significance of family businesses<sup>36</sup> and their contribution in terms of awareness of 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 on the economic and social orientations of its members. Rogoff and Heck<sup>37</sup> 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.<sup>38</sup> 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.<sup>39</sup> examined the role of entrepreneurship in promoting knowledge, self-efficacy, and family education and gender on entrepreneurial intention. While Pimentel<sup>40</sup> added that entrepreneurial orientation in a family promotes entrepreneurial behaviour. Finally, the study by Sugianingrat et al.<sup>41</sup> concluded that entrepreneurship education and family environment have a positive influence in promoting economic development.

### **The Concept of 'Entrepreneur' and '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 by many academic disciplines that have contributed their perspectives on the concept of entrepreneurship. Bula<sup>42</sup> is of the view that the existing definitions of entrepreneurship come from diverse literatures of different disciplines in the fields of sociology, economics, management, and psychology. Thus, entrepreneurship can be described as a multidimensional concept. Entrepreneurship is defined as an art form 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,

<sup>34</sup> M. Reginald Clark, *Family Life and School Achievement: Why Poor Black Children Succeed or Fail* (Chicago, USA: University of Chicago Press, 2015).

<sup>35</sup> Sangeeta Dhama and Aziz Sheikh, "The Muslim Family: Predicament and Promise," *Western Journal of Medicine* 173, no. 5 (2000): pp. 352.

<sup>36</sup> Faccio, Mara, and Larry HP Lang. "The ultimate ownership of Western European corporations" *Journal of Financial Economics* 65, no. 3 (2002): 365-395.

<sup>37</sup> 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.

<sup>38</sup> 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.

<sup>39</sup> Hutasuhut, Saidun. "The roles of entrepreneurship knowledge, self-efficacy, family, education, and gender on entrepreneurial intention" *Dinamika Pendidikan* 13, no. 1 (2018): 90-105.

<sup>40</sup> Pimentel, Bernardo M. "The role of individual ability and structural embeddedness on entrepreneurial success." (2015).

<sup>41</sup> 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.

<sup>42</sup> 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

entrepreneurship deals with activities that relate to business opportunities. Entrepreneurship, according to the German economist Schumpeter, is an innovation as well as a "combination and creative destruction. "Consequently, entrepreneurship is a process that requires human intellect, knowledge, skills, expertise, and proficiency to achieve the target aims and goals. An entrepreneur is someone who owns a business venture and controls, supervises, and looks after its processes without assurance of reward and with the readiness to take risk. Likewise, an entrepreneur is someone who owns an enterprise, partnership, or notion that can be at risk of failure or success. In addition, an entrepreneur is a person that establishes a business venture and operates it with the view of 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 require effective care and opportunities. Entrepreneurial qualities and behaviours are identified as "entrepreneurship," and the outcome and determination of these acts are referred to as actions are recognised as 'enterprise'. Enterprise is defined as a commercial venture or business endorsed with the potential to provide employment opportunities for effective goods and services in order to promote economic growth and human capital development and increase the national income and export possibilities for economic development.

### Methodology

This article is qualitative in nature, using a case study approach. The instruments used in the process of data collection involved participants' verbal in-depth interviews and focus group discussions using semi-structured interviews to explore the role of Muslim families' awareness of the importance of entrepreneurship development in Sokoto state, Nigeria. Purposive sampling technique was found to be the most suitable in this study. The criteria used for selecting the participants were based on relevance, professionalism, expertise, and the ability and willingness of the participants to participate in the study before recruitment. The research participants involved Muslim family experts, family counsellors, and Islamic scholars. In all, a total of twelve (12) participants were purposively selected for the study. The interview and focus group discussion were audio-recorded, transcribed, edited, and reported and interpreted according to the needs of the analysis of the data. The method employed for data analysis in this study is thematic and descriptive analysis. The participants are coded here as P1, P2, up to P12. The study adopted and used the Creswell ideal for selecting a sample of participants range between 5 to 25 can be used in qualitative study in providing rich data for better finding<sup>43</sup>. Therefore, since this research is a case study, the researcher is guided by the opinion of Creswell in selecting the participants. The raw data was analysed by initially preparing, organizing, sorting, coding, forming the themes, and interpreting the results that emerged and reporting them from the data. In order to authenticate the findings of the study, the researchers ensured that all participants' views were captured accurately in accordance with the needs of the analysis, while the emerging themes and subthemes were identified and positioned accordingly.

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<sup>43</sup> Creswell, John W., and Cheryl N. Poth. Qualitative inquiry and research design: Choosing among five approaches. Sage publications, 2016.

## Presentation Analysis and Interpretation of Data

### **The Role of Muslim families in promoting Entrepreneurship Development**

The data that emerged from the respondents' responses revealed the most significant role played by Muslim families, particularly parents, in 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, of technology and global networking.<sup>44</sup>*

Similarly, regarding the advisory role of the parents on the significance of entrepreneurship 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. This may help drastically to reduce the widespread prevalence of high rate of poverty among the Muslim individual in the society..<sup>45</sup>*

The data that emerged from the responses of the participants almost highlighted the importance of entrepreneurship development. The participants considered parents to be 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 innovations. Interestingly, the participants pointed out the fact that the significance attached to entrepreneurship by citing an exemplar and role model, Prophet Muhammad, was involved in trade and business. He was an entrepreneur. This confirms that entrepreneurship has a significant influence in preparing youth for better positions by changing their way of life through providing employment opportunities as a means of livelihood for a quality life as part of human development.

All participants agreed that parents play role that includes a parental counseling on entrepreneurial activities. 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 themselves 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 businesses<sup>46</sup>.*

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<sup>44</sup> PT: 1 This interview was conducted on 15/01/2019 at the College of Administration and Business Studies, Sokoto state, at 10:00am.

<sup>45</sup> PT: 2 This interview was conducted on 25/01/2019 at the participant's residence, Maiduguri Road, Sokoto state, at 12:00pm.

<sup>46</sup> PT: 3 This interview was conducted on 29/01/2019 at the participant's residence in Maberu, Sokoto state, at 10:00am.

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.<sup>47</sup>*

From the above interview responses, it appears the parents play an important role with regard to their families in terms of motivation and encouraging them to engage in entrepreneurship development. Parents understand the significant role that entrepreneurship plays in advancing and promoting their socioeconomic growth and development, providing a source of income, and building capacity. It is clearly evident that parents ultimately place their emphasis on practical skills for their children in terms of acquiring education, knowledge, training, and learning with regard to entrepreneurship development. This will help them to develop new capabilities and improve talents for the success of business. This confirms that training and learning approaches can provide a great contribution to the success of muslim individuals in their daily activities. This is attributed to the fact that entrepreneurship has positively improved the well-being of individuals as part of human development in Sokoto state.

Another participant believes that proper coordination, supervision, support, and effective security measures should be provided for the overall development of entrepreneurship, in his own words, he 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 conducive 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..<sup>48</sup>*

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.<sup>49</sup>*

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

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<sup>47</sup> PT: 4 This interview was conducted on 16/03/2019 at the Department of Education, Usman Danfodiyo University, Sokoto state, at 12:00pm.

<sup>48</sup> FGD: 1 This interview was conducted on 06/02/2019 at Sokoto State University, Sokoto, at 05:00pm.

<sup>49</sup> PT: 5 This interview was conducted on 29/01/2019 at the participant's residence in Arkila, Sokoto state, at 11:00am.

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 the utmost emphasis and consideration. Furthermore, participants stressed the importance of maintaining security measures to ensure that the environment, property, and lives of individuals are protected from threat. This means that skills acquisition programs are needed in order to broaden Muslim individuals' financial sources of income to reduce the future economic hardship and challenges.

### **The Role of Muslim Scholars in Promoting Awareness for Entrepreneurship Development**

The data emerged from the interviews indicated that Islamic scholars are important personalities in shaping the minds of Muslim individuals to realize the importance of entrepreneurship 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 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.<sup>50</sup>*

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.<sup>51</sup>*

Similarly, 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.<sup>52</sup>*

<sup>50</sup> PT: 7 This interview was conducted on 10/02/2019 at the participant's residence, Mabera, Sokoto state, at 10:00am.

<sup>51</sup> PT: 9 This interview was conducted on 29/01/2019 at the participant's residence in Arkila, Sokoto state, at 11:00am.

<sup>52</sup> PT: 8 This interview was conducted on 10/02/2019 at the participant's residence, Mabera, Sokoto state, at 10:00am.

All participants agreed that entrepreneurial activities provides Muslim families source of income, especially to their children education and health for human development. One of the participants clarified that:

*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.<sup>53</sup>*

In relation to another development, one of the participants elaborated on the role of entrepreneurship in various aspects 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.<sup>54</sup>*

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 21<sup>st</sup> century is highly relevant for the success of families in today's society in terms creating new jobs, reduce of poverty and unemployment youth. There is need for government agencies, stakeholders, donors and NGOs to recognize how significance entrepreneurship promotes economic development.<sup>55</sup>*

From the above responses of the participants, the data that emerged confirmed that entrepreneurship immensely contributes through providing knowledge and skills for various forms of business to the effective building of humanity toward promoting economic growth and ensuring better employment opportunities, job creation, increasing sources of income, and poverty reduction. 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 a means of livelihood. Furthermore, the participants pointed out those Islamic scholars are important personalities and problem solvers. Islamic scholars are at the forefront of playing an important role in religious gatherings, preaching sessions in public media, special gatherings, and religious schools for the awareness and importance of entrepreneurship development. 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 Islam permits women to engage

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<sup>53</sup> PT: 10 This interview was conducted on 16/03/2019 at the Department of Education, Usman Danfodiyo University, Sokoto state, at 12:00pm.

<sup>54</sup> PT: 11 This interview was conducted on 06/02/2019 at the participant's residence, Alu Quarters, Mana, Sokoto state, at 11:00am.

<sup>55</sup> PT: 7 This interview was conducted on 16/03/2019 at the Department of Education, Usman Danfodiyo University, Sokoto state, at 12:00pm.

in entrepreneurship activities and business in accordance with Islamic guidelines enshrined by Shari'ah in relation to the conduct of business for means of survival and livelihood thus, Islamic scholars are an integral part of promoting entrepreneurship development.

### **Role of Media in Promoting Awareness of Entrepreneurship Development**

The data collected from the responses of the participants clearly indicated that the social media plays a significant role in creating awareness on platforms motivating people to actively partake in entrepreneurship. 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 of the public perception to be aware of the significance attached to entrepreneurship.<sup>56</sup>*

Another participant is of the opinion that:

*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.<sup>57</sup>*

In another related development, one of the participants stated that:

*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 which changed the patterns of conducting local business to modern business through online advertisements to the customers.<sup>58</sup>*

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 create different platforms where entrepreneurs and individuals interact, communicate and discuss issues related to business activities in promotung for human development.<sup>59</sup>*

<sup>56</sup> PT: 12 This interview was conducted on 06/02/2019 at the participant's residence, Gawon Nama, Sokoto, at 11:00am.

<sup>57</sup> PT: 11 This interview was conducted on 25/01/2019 at the participant's residence, Maiduguri Road, Sokoto state, at 12:00pm.

<sup>58</sup> PT: 9 This Interview conducted on 30/12/2018 at Ruggar Warru Junior Secondary School Opp Umaru Ali Shinkafi Polytechnic, Sokoto State, at 11:00 am.

<sup>59</sup> PT: 7 This interview was conducted on 15/01/2019 at the College of Administration and Business Studies, Sokoto state, at 10:00am prompt.

Another participant added that:

*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 provide adequate information related to entrepreneurship development".<sup>60</sup>*

The above data that emerged from the participants can be interpreted to present an opinion that both Muslim families and the media play a vital role in informing people about entrepreneurship programs in relation to business, which contributes significantly to educating Muslim families. Media helped in advertising new products online for the public on Whatsapp, Facebook, Instagram, and Twitter as well as in radio and television; this will attract customers to access the product. Online business strategies assist young entrepreneurs to build their confidence in creating new innovations as part of human development.

### **Discussion of the 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 the role of parents, Islamic scholars, the family, and media. The findings concerning the role of parents disclosed that parents have significant influence in supporting their children and family members to realize the importance attached to entrepreneurship and to actively take part in entrepreneurial programs and activities in order to have employment, a source of income, and to tackle the menace of poverty and redundancy among the individuals. The findings reveal 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 developing positive attitudes among individuals to become self-reliant and self-dependent. This finding is in line with the finding of Aja-Okorie<sup>61</sup>; 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 and job creation, which in turn helps to reduce the rate of unemployment among youth in the country. Similarly, this finding is also similar to the findings of Kurpayanidi and Konstanti Ivanovich<sup>62</sup> who found that the inspiration of entrepreneurship and innovative activities has a major impact on individuals in terms of increasing their local and national economic income as well as reducing economic hardship among the individual.

The outcome of the study further confirms that parents are considered the most important key figures in supporting and influencing their families to take part in entrepreneurial development programs to acquire knowledge and skills in alleviating the problems of poverty, providing employment. In support of this, the study of Joseph et al. found that entrepreneurship

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<sup>60</sup> FGD: 3 This interview was conducted on 06/02/2019 at Sokoto State University, Sokoto, at 05:00pm.

<sup>61</sup> 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).

<sup>62</sup> Kurpayanidi, Konstantin Ivanovich. "Stimulation Of Foreign Economic Activities Of Entrepreneurship On The Basis Of Innovative Development." *Theoretical & Applied Science* 1 (2021): 8-13.

development has a significant influence on reducing the high rate of poverty through acquiring knowledge and skills, better training, and creating new innovations for business development.<sup>63</sup> Similarly this findings are consistent with the findings of Shinkafi and Nor,<sup>64</sup> Yacob and Azmi,<sup>65</sup> Casaroni and Paoloni;<sup>66</sup> Tunggak and Ahmed,<sup>67</sup> Faizal,<sup>68</sup> who found that entrepreneurship development has influence to promote economic growth and development. This confirms that entrepreneurship development training programs can offer practical skills for human development

Regarding the role of Islamic scholars in entrepreneurship, the findings show that Islamic scholars play a pivotal role in promoting awareness of entrepreneurship development. They act as agents of change in shaping and developing the entrepreneurial character in people's minds to develop self-confidence and motivate them to participate in entrepreneurial activities for self-reliant. This finding is consistent with the findings of Joseph et al., who discovered that entrepreneurship development is an effective way of creating new innovations for job opportunities and alleviating poverty among individuals..<sup>69</sup> Similarly, this outcome are coincides with the findings of Barba-Sanchez et al<sup>70</sup>; Din et al.<sup>71</sup>; Rina et al.<sup>72</sup> who submitted that entrepreneurship development plays a significant role in reshaping attitudes, behaviours, self-sustainability.

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 of entrepreneurship development. This can be achieved through a series of awareness programs on social media. The outcome of the study revealed that the media have positive influence on individuals' behaviour for the realization of the importance of

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<sup>63</sup> 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).

<sup>64</sup> Shinkafi, Akilu Aliyu, and Nor Aini Ali. "Entrepreneurship Development in Islamic Economics" *New Developments in Islamic Economics*. Emerald Publishing Limited (2018): 3-18.

<sup>65</sup> 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.

<sup>66</sup> Casaroni, 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.

<sup>67</sup> 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).

<sup>68</sup> 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.

<sup>69</sup> 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).

<sup>70</sup> 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.

<sup>71</sup> 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.

<sup>72</sup> 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.

entrepreneurship for human development. Media build confidence for individuals, and the community for the appropriate choice of business plan. This finding is consistent with the study by Bauman, Antonina, and Lucy that shows how social media helps entrepreneurs increase their strategic partnerships through sharing information, getting in touch with customers, creating value for customers, and changing their business patterns.<sup>73</sup> Social media contributes to ensuring that young entrepreneurs are motivated in the right direction for new innovations in business and accurate information for online business and transactions. This finding is corroborated by the finding of Husain, who posited that the role of social networking is to meet the needs of customers for online shopping and foster social cohesion, build trust among online shoppers, marketers and promote harmony by reducing business problems.<sup>74</sup>

### **Implications of the Study**

The study has socio-economic implications for the people of Sokoto state and the entire Nigeria and is likely to lead to a different place where entrepreneurship advances the economies of Muslim families. The article has religious implications for Muslim entrepreneurs' sincerity, piety, and fear of Allah in their dealings. In addition, the study has societal implications, especially for Muslim families, for the importance of engaging in entrepreneurial activities. This study also has a significant contribution to our contemporary Muslim youths that choose the path of entrepreneurship activities. It has implications for the Sokoto state government, NGOs, family counsellors, policymakers, and academicians in redirecting their efforts towards successful and effective entrepreneurship development in the state and beyond.

### **Conclusion**

This study constitutes an original piece of research that explores the enormous role of muslim families' awareness of the importance of promoting entrepreneurship development in Sokoto state, Nigeria. The research questions used for the study include how the families' awareness of entrepreneurship development influences entrepreneurship development in Sokoto state, Nigeria. The study explores the significance of Muslim families' awareness for promoting entrepreneurship development in Sokoto state, Nigeria. The findings and discussion of the outcome of the study reveal Muslim families' awareness has significant implications for promoting entrepreneurship development. The study further found that Muslim families, Islamic scholars, and the media often play a significant role in promoting entrepreneurship development in Sokoto state, Nigeria. Thus, the study concludes that Muslim families' awareness has a significant role in promoting entrepreneurship development in Sokoto state, Nigeria. However, further research can employ the use of quantitative approaches rather than qualitative ones like this one. In addition to that, separate research should focus on the role of Muslim scholars' awareness towards advocating entrepreneurship development in Sokoto state, Nigeria. The study is a valuable resource for Muslim individuals, policymakers, academics, governments, NGOs, entrepreneurs, researchers, SMEs, and the general public who may find its references appealing.

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<sup>73</sup> Bauman, Antonina, and Carol Lucy. "Social media: Exploring entrepreneurial opportunities." In *Understanding Social Media and Entrepreneurship*, pp. 15-28. Springer, Cham, (2020).

<sup>74</sup> 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.

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