



BUSINESS DEVELOPMENT AND ECONOMIC SUSTAINABILITY OF SMALL SCALE ENTERPRISES IN BAYELSA STATE, NIGERIA

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Abstract

The study examines the link between business development and economic sustainability of small-scale enterprises in Bayelsa State, Nigeria. Two research questions and two null hypotheses guided the study. The study adopted a survey design. The population of the study comprised 200 selected entrepreneurs. The instrument used was an 8-item questionnaire. A reliability coefficient of 0.75 for the instrument was determined using Pearson Product Moment Correlation. The study employed mean and standard deviation to analyze the data on the research questions and Pearson's Product Moment Correlation to test the hypotheses at 0.05 alpha level. The findings reveal that business development through research and development and local technology adoption offer significant economic sustainability in terms of productivity and customer satisfaction in Bayelsa State, Nigeria. The study recommends that government and entrepreneurs should continue to improve on business development to enhance economic sustainability of small scale enterprises in Bayelsa State, Nigeria.

Key-words: Business development, small scale enterprise, research and development, local technology, economic sustainability

Introduction

Business development which serves as independent variable of the present study refers to a set of strategic activity designed and pursued to enhance the operations of business organizations. Business development in small scale enterprises sector is described to accommodate all efforts gathered to towards enhancing economic sustainability of small scale enterprises. Shohit (2024) conceptualize business development as the process of planning for future development by identifying new opportunities, strategies, methods, knowledge, technology and adding value to the business organization. Small scale enterprises as stated in Imoh and Godspower (2024) referred to a group of business enterprises that are believed to offer to the Nigerian economy in terms of goods and services, creation of wealth, value, jobs at relatively low capital cost and implication, especially in the growing sector which hope to serve as a vehicle for future industrial expansion.

The contributions of small scale enterprises to development of any economy have been widely recognized because of their capacity in enhancing industrial output and human welfare. Small scale enterprise consists of the driving force of industrial growth and development of the economy by diversification and growth of industrial production and the achievement of the basic objectives developments. Islam, Ghani, Mahyudin, and Manickam in Sanya, Olamrewaju, Tunde and Shamu (2024) state that the role of small scale enterprises as a catalyst for economic growth and development has been well documented in the economic literature and recognized in most countries. Small scale enterprises account for a greater percentage of all businesses virtually in every economy and generate the majority of private sector employment and output. The small scale enterprises also generate employment opportunities thereby reducing the rate of unemployment in the country. Awoyemi and Adewoke (2020) aver that, in recent time, small scale



industrial sector is considered to be the backbone of modern day economy currently in Nigeria, small scale enterprises represent about 90% of the firms in the private sector. Numerous studies have shown that small and medium scale enterprises act as a catalyst for the growth and development of a national economy (Mohr, Sengupa & Slater, 2020). In Nigeria, governments formulate policies aimed at facilitating and empowering the growth and development of the small scale enterprises due to their contribution to the Nigeria economy like alleviating poverty, employment generation, enhance human development, customer service, quality products and services, and improve social welfare of the people. Business development in area of small scale enterprises describes the methods and strategies adopt and apply to improve the activities of small scale enterprises to achieve their short, medium and long term goals. Ottih (2016) maintains that Nigerians have come to acknowledge that small scale enterprises or entrepreneurship has presented itself as a tool for sustainable development given its capacity to move Nigeria into the realm of industrialized and economically developed nations. Therefore, the only avenue to alleviate poverty in a sustainable way is to advance or expose the sector to some development-based methods and innovations that will encourage the sector to contribute to economic sustainability, growth and development.

The aim of any economy (either industrialized or not) depends largely on how well managed the small scale enterprises are; for example, if we take a look at the standard practice of small scale enterprises in economically developed countries like United Kingdom or United State of America, it can be observed that they depend largely on small scale enterprises to reach out to the people. Ogbotubo, (2020) claims that, nevertheless, despite the efforts of this sector to the economy sustainability still remain relatively small in terms of its impact on gross domestic product (GDP), productivity, customer satisfaction, unemployment and poverty reduction. The rate of unemployment in the country is still high and majority of the population still live in poverty (Siyanbola, Egbetokun, Oluseyi, Olamide, Aderemi, & Sanni, 2012 & European Commission, 2020)

Economic sustainability of small scale enterprise is a serious concern to Nigeria as a country and Bayelsa State as a sub-region of the Nigerian federation. The effort and struggle to embrace the sector in its right shape to render the needed support to the economy is continued gaining attention by scholars, practitioners, government and other stakeholders. Dana (2011) states that's small scale enterprises is an asset that Africa has, but does not optimize this potential which they need to be aware of and consider as important.

From the above available literature, it is crystal clear that small scale enterprises in Nigeria particularly Bayelsa State to experience economic sustainability, the sector need to be exposed to certain improved supports and attention. On this premise, the present study seeks to determine if economic sustainability of small scale enterprises can be effectively and efficiently achieved through improved adoption of local technology and research and development in Bayelsa State, Nigeria. Essentially, this study generally sought to ascertain if there is link between business development and economic sustainability of small scale enterprises in Bayelsa State. Specifically, the study examined to know;

- i. To what extent does research and development (R&D) relate to productivity of small scale enterprises in Bayelsa State, Nigeria?
- ii. How does local technology adoption relate to customer satisfaction of small scale enterprises in Bayelsa State, Nigeria?



Research Hypothesis

H₀₁: There is no significant relationship between R&D and productivity of small scale enterprises in Bayelsa State, Nigeria.

H₀₂: There is no significant relationship between adoption of local technology and customer satisfaction of small scale enterprises in Bayelsa State, Nigeria.

Business Development

This refers to a set of activities designed to enhance the operations of small scale enterprises towards attaining the pre-determined goals. It involves systematic understanding of business environment, target audience and applying the resources to make the business organization to experience the needed growth and development to drive the goals. Shohit (2024) conceptualizes business development as the process of planning for future development by identifying new opportunities, strategies, methods, knowledge, technology and adding value to the business organization. Lorenzi and Sorensen (2014) refer business development as any activity by either small or large organization, non-profit or profit enterprise which serves the purpose of developing the operation capacity of the enterprise in some way.

Thus, business development refers to the process and techniques involve in building the operations of small scale enterprises to feature the firms' capacity to offer significant contributions towards achieving its economic sustainability goals. It involves the total process of providing support to strengthen the operation of small scale enterprise towards realizing the goals and objectives.

Small Scale Enterprise

The concept of small scale enterprise has not gained universal accepted recognition in terms of meaning and definition. However, despite this controversy, Kalapapa (2012) holds small scale enterprise as a business that is limited to size, scope of operation, financial strength and workforce involved. Small scale enterprise is a profit-oriented firm owned by one entrepreneur or a group of entrepreneurs who pool their limited resources that could not afford them to establish medium or large scale corporations. Yahaya, Geidam and Usman in Ogbotubo (2020) describe small enterprises are those businesses capable of employing 10 to 49 employees and have an asset of an amount equal to N5 million to N49.9 million with the exception of land and building. This study describes small scale enterprise as a form of business venture that secures and possesses limited human capital base, assets and location below that of the one within the control of medium and large scale enterprises.

Research and development (R&D)

The term research and development abbreviated as R&D describes an activity with the aim of introducing improved methods, techniques, processes, orientation and attitudes to achieve a target. Romer (2019) maintains R&D as the activities undertaken by corporations, research institutes and public bodies to generate new knowledge that can be applied to the development of new products and processes. It is a process undertaken by corporations, governments and other institutions in advancing knowledge for the purpose of improving products and processes (Mohr, Sengupa & Slater, 2020). European Commission (2020) attributes research and development to the search for new knowledge and adoptions to resources management in business enterprises. Mohammed and Gana (2022) concludes research and development as a key step taken by modern



business enterprises to influence organizational performance and sustainability through enhanced working environment, management-subordinate relationship, reward systems. The present study thus, conceptualized research and development (R&D) as the systematic and creative approach employed by both public and private enterprises stakeholders to work designed to enhance knowledge towards effective and efficient resources management to achieve goals.

Local Technology Adoption

Nigeria is abundantly endowed with many gifted human resources who can become useful and economically contributory to the nation through engagement with various kinds of local technologies. There is hardly any region or geographical location of the country where one cannot see or have a remarkable indigenous technology to prove and show for establishment or promoting the activities of small scale enterprises. Local technology adoption refers to traditional methods, processes, skills, knowledge and experience which entrepreneurs engage in creation of goods and services. Local and indigenous technology adoption provides enabling environment for small and medium-sized enterprises (SMEs) in Nigeria to improve their productivity, efficiency, and customer service. Abdul-Kemi (2014) describes local technology adoption as the total adoption of methods, processes and knowledge which provide indigenous entrepreneurs opportunities for the development of local skills and materials for wealth creation. Ottih (2016) defines local technology as technologies which make the availability of equipment and machineries to produce simple goods and services to meet market demands. Egboh (2016) maintains that local technologies are practical ways in carrying dynamic entrepreneurial activities for economic growth, development, sustainability and for competitive advantage. Local technology adoption thus, conceptualizes to mean the technical-know how that is being employed in building upon local equipment, processes, skills, knowledge and experience which help owners of business ventures to produce new goods and services or improve on existing ones for meeting up the dynamic market needs and challenges. Adoption of local technologies is a strong drive and force for entrepreneurial development among the developing economies.

Economic Sustainability

This concept is seen as the creation and development of socio-economic well-being of business enterprises through development and effective utilization of enterprise resources. Ofolabi (2015) maintains economic sustainability as a process that is concerned with eliminating poverty, unemployment, and inequality in a given nation. It can be pointed out that small scale enterprises development influence economic sustainability and development through employment generation, competitive advantage, innovation, productivity, creation of new ventures as wells as customer satisfaction. Ottih (2016) points out the specifics of local economic sustainability from the point of small scale enterprises in terms of development of new technologies, employment generation, wealth creation, provision of better goods and services, effective establishment and productivity of local firms. Small scale enterprises promote economic sustainability or well-being and improved standard of business enterprises through enhanced engagement of local resources, technologies as well as research and development in the chosen field. Ilemona, Akoji and Matthew (2013) describe economic sustainability as a function of poverty reduction/alleviation. Economically sustained small scale enterprises are the ones that enjoy increased productivity, high customer patronage and effective and efficient adoption of its local and acquired technologies. Small scale enterprise development serves as a catalyst for economic and national



sustainability. Economic sustainability of small scale enterprises emerge when socio-cum economic goals of small scale enterprises are achieved.

Productivity

The term productivity is seen as the excess of output over input in entrepreneurial activities in a given period of time. The International Labour Organization has defined productivity as the ratio connecting the output and input of resources used up in the production process (Kato, 2016). Productivity is defined as the relationship between the result obtained and the human contributions in terms of time spent and staff capability as part of the overall requirement of production. Ogbotubo (2020) maintains productivity as a goal-oriented concept which manifests through effective utilization of human and non-human resources of a given enterprise. Amah (2014) refers productivity as the rate at which work is done. Azande (2012) described productivity as total output versus total input. High productivity in small scale enterprise sector is a function of economic factors, sociological factors, managerial factors and technological forces. Productivity according to this study is a measure of economic sustainability which deals with the achievement of the firms after been exposed to venture-based strategic training, seminars, workshops, information, orientation and knowledge of enterprises management.

Customer Satisfaction

Almost all organizations' primary objective is to ensure their clients derived satisfaction from their product/service. A productive and economically viable enterprise is the one that has a high scorecard of customer patronage over similar firms in a given environment. Customer satisfaction is the chief determinant of economic sustainability of every organization. It is imperative for organization to provide adequate care and recognizes their clients. It is certain that organization that satisfies its client, the client will return and demand for more product/service which in same direction influences the attainment of the goals of the organization. Ottih (2016) described customer satisfaction as the total processes employed by a firm to make present customer satisfied. Audu (2022) states that sales growth, customer service and welfare, market share, market expansion, product and service innovation are all strong indicators of a successful organization. Romer (2019) states that customer satisfaction is one of the top priorities of modern organizations that serves as key tool to determine effectiveness of the organizations. Uchehara (2019) states that providing products and services to meet up customers' demands in any dynamic environmental setting to earn customer retention, reputation and life time-based relationship on product and service patronage is nothing, but to improve on the economic status of business enterprises. Customers and clients are best served when business enterprise renders the needed services or products to them.

This study refers customer satisfaction as total efforts small scale enterprise put in place to provide a needed set of utility creation to existing users of an identified firm's products and services through introduction of new methods, processes, skills and knowledge to such outputs.

Empirical Review

Abdul-Kemei (2014) examined small scale enterprise and economic development in Nigeria using a correlation design. The study gathered secondary data from different sources: CBN 2013 Statistical Bulletin and the aggregated data from the annual reports of Microfinance Banks and Commercial Banks for all the period of the study. The data collected from the sources was a



time series for the period of 22 years (1992-2013). The study adopted Autoregressive Integrated Moving Average (ARIMA) model. Findings from the study revealed that entrepreneurship through effective financing stimulates viable economic development in terms of employment and wealth generation, stimulation of indigenous entrepreneurship or promotion of entrepreneurial culture. The former study relates to the present study in the area of geographical scope and some variables. However, they deviated from each other in the sense that while the former study adopted effective financing to enhance development of small scale enterprise, the present employed R&D and local technology application as means to business development to enhance economic sustainability of small scale enterprises in Bayelsa State.

Audu (2022) examined green entrepreneurship and sustainable development in Kogi State, Nigeria. Four research questions and hypotheses guided the study. The design was a survey with a population comprised of all green entrepreneurs in Kogi State. A sample size of 246 was adopted using Topman statistical formula. The study adopted descriptive statistics to answer the research questions, while linear regression analysis was used to test the hypotheses. Findings revealed that there is a significant relationship between all the study variables in Kogi State. Audu's (2022) study is related to this present study because both measured economic development from the point of small scale enterprises. Also, they related in the sense that both studies used the same design and descriptive statistical tool in analyzing the research questions. However, they differed in the sense that, while the former study only employed small scale based green entrepreneurs, the present study surveyed both green entrepreneurs and those engaged in other sectors of small scale enterprise. Also, while the former study engaged Cronbach Alpha and linear regression tools to determine the reliability and the hypotheses, respectively, the present study applied mean, standard deviation and Pearson Product Moment Correlation formula to determine the data collected on the research questions, reliability and test of the hypothesis. Also, while the former study was established in Kogi State, the present was carried out in Bayelsa State.

Akeen, Elijah and Suleiman (2018) examined small scale entrepreneurship and economic problems in Nigeria. The study adopted survey design. The data collected was based on secondary sources from like the International Labour Organization and the National Bureau of Statistics. The study employed descriptive statistics to analyze the data collected on the research questions, while correlation and regression models were used to test the hypotheses. Findings from the study revealed that weak entrepreneurial practices contribute to weak and poor economic development in the area of unemployment, poverty, abandonment of local technology and knowledge in Nigeria. The basic implication of the study is that, sound entrepreneurial practices enhance economic development and sustainability through employment generation, poverty alleviation, skills acquisition. Akeen, Elijah and Suleiman's study is related to this present study because both examined the impact of small scale enterprise on economic development. They also related in the use of study design, instrument, and descriptive statistical tool for data analysis. Nevertheless, they differed because, while the former study was based on secondary data collected, the present study utilized primary data gathered on owners of small scale enterprises who ventured into production of local goods and services using local technologies, and research and development. Nevertheless, they differed in the adoption of inferential statistics; the former study used regression, while the present study used Pearson Product Movement Correlation.

Imoh and Godspower (2024) surveyed the impact of micro, small and medium enterprises and sustainable economic development in Nigeria. The study covered from 2000 to 2020 and annual time series data were sourced from the CBN Statistical Bulletin, World Development



Indicator (WDI) and National Bureau of Statistics (NBS). The co-integration and ECM frameworks were used. The results showed that the output of micro, small and medium enterprises has a significant and positive impact on the Per Capita Income (PCY). Also, the exchange rate (EXR) has a significant and positive impact on the micro, small and medium enterprises and Prime Lending Rate (PLR) has a negative and insignificant impact on the micro, small and medium enterprises. Both studies relate in the choice of the independent and dependent variables. However, they differed in the use of data; while the former study employs secondary data, the present study employs primary data to determine the relationship between influence of SMEs on economic sustainability; also adoption of statistical tools.

Sanya, Olamrewaju, Tunde and Shamu (2024) investigated the impact of small scale business on economic development of Nigeria: A Study of Ijebu-Imushin in Ijebu East Local Government Area, Ogun State. Descriptive survey research design was used in the study. The population of the study was made up of individuals who were involved in entrepreneurial activities in Ijebu Imushin Town, Ijebu East LGA of Ogun State. A sample size of 384 respondents was drawn for the study. Out of which a total of 200 copies of the questionnaire representing 52.08 per cent of the sample was returned and used in the data analysis. The study applied Statistical Package for Social Sciences (SPSS) to run Pearson's Correlation Coefficient test on the research questions and the hypotheses of the study. The study revealed that a positive relationship exists between SMEs operations and economic development.

Ebong, Nte and Obot (2019) examined the impacts of staff training and development on the organizational performance and productivity using Akwa Ibom State Ministry of Finance. The population of the study comprise of all the staff of Akwa Ibom State Ministry of Finance and the data collected were analyzed using descriptive statistics. The major findings of the study revealed among others that: poor staff training and development lead to poor organizational productivity. Abdullahi (2018) investigated the perceived effect of R&D on productivity among academic staff of Kano State Polytechnic, Nigeria. The sample size used was 233 respondents randomly selected out of 590 academic staffs that served as the population. The result of the multiple regression analysis revealed that training method, training design and training delivering style has significant and positive effect on employee's productivity among academic staffs of Kano State Polytechnic, Nigeria.

Theoretical Framework

The following theories were reviewed in the interest of the study variables: Fred Davis and Paul Warshaw's technology acceptance theory and attribution theory.

Fred Davis and Paul Warshaw's Technology Acceptance Theory

The theory is propounded by Davis and Warshaw in 1989. The basic postulation of the theory states that when the technology available for adoption is useful, friendly and easy to use, users will be willing and determined to use it for the attainment of set goals. The usefulness of technology lies in the person's ability to evaluate and adopt it to effectively and efficiently apply in terms of achieving the predetermined goals.

The theory is related and relevant to the present study in the sense that entrepreneurs and managers of small scale enterprise who introduce new or improve on existing local technologies to produce goods and services of customers-based perceived to be more efficient and effective which in turn influence economic sustainability in their business organizations.



Attribution Theory

The attribution theory is propounded by Heider in 1944. The theorist describes behavior as a phenomenon which can be accounted for by two classes of factors-personal or internal forces and environmental or external forces. The internal factors are like skills, information, technology, innovation, R&D, policies, structure, social system, reward system. The external factors include political factors, legal frameworks, culture, and technology and ecology system. Attribution refers to the process by which business enterprises, public corporations and agencies interpret events as being caused by particular aspects of these factors around or within them. The basic assumption of this theory is that, a firm's performance is determined by certain internal and external circumstances, and ventures tend to attribute task success or failure to the nature of the situation around them.

The implication of this theory provides another view of how performance-based behavior of small scale enterprise is energized and sustained. Small scale enterprise economic sustainability is a perceived behavior which is determined by certain external and internal forces such as adoption of local technology and research and development.

Method

The study employed a survey design to determine opinions of entrepreneurs of small scale enterprise development on economic sustainability in Bayelsa State, Nigeria. The population of study comprised 200 entrepreneurs of small scale enterprises in the state. The population size was manageable; hence, no sample. Two research questions and two null hypotheses guided the study. The hypotheses were tested at 0.05 alpha level of significance. A eight (8) item structured questionnaire was used for data collection. The instrument was titled Business Development and Economic Sustainability of Small Scale Enterprise (BDESSSE) questionnaire which was validated by two experts. It was designed in a four-point Likert scale format to elicit Very Great Extent 4 (VGE), Great Extent 3 (GE), Moderate Extent 2 (ME) and Not at All 1(NAA) response. A reliability coefficient of 0.75 of the instrument was determined using Pearson Product Moment Correlation. The researcher personally administered the instrument on the 200 respondents. The entire copies were collected and analyzed using mean and standard derivation to provide answers to the research questions and Pearson's Product Moment Correlation was used to test the hypotheses at 0.05 alpha level.

Decision criteria: A mean value that was greater than or equal to 2.50 was regarded as an agreed opinion while a mean value less than 2.50 was regarded as disagreed opinion. For the hypotheses, if the computed (r) value was greater than the critical r value for one tailed test at 0.05 level of significance, reject the null hypothesis, otherwise accept.

Results

Research Question 1: To what extent does research and development relate to productivity of small scale enterprises in Bayelsa State, Nigeria?



Table 1: Mean of the Extent to which Research Development to Productivity of Small Scale Enterprises in Bayelsa State, Nigeria =200

S/N	Questionnaire Item	VHE (4)	HE (3)	ME (2)	NAA (1)	Total	SD	\bar{X}	Remark
1	Organizing training for knowledge acquisition.	100 (400)	55 (165)	35 (70)	10 (10)	645	3.17	3.23	Accepted
2	Building environmental awareness encourages outputs.	80 (320)	85 (253)	20 (40)	15 (15)	628	2.44	3.14	Accepted
3	Acquisition of new knowledge on book keeping leads to efficiency.	85 (340)	80 (240)	35 (70)	10 (10)	660	2.95	3.3	Accepted
4	Exposing to business seminars increases performance.	70 (280)	90 (270)	20 (40)	20 (20)	610	1.61	3.05	Accepted
Grand Mean								3.18	Accepted

The mean score of 3.23 implies that provision of work incentive enhances firm productivity. The mean score of 3.14 agrees that training for new knowledge helps the firms to know how to go about its productivity. The means score of 3.3 also indicates that Building environmental awareness encourages helps the firm to be well directed in realizing good profitability, while the mean score of 3.05 agrees that exposing entrepreneurs to business seminars increases performance. The grand mean of 3.18 implies that research and development work relate to productivity of small scale enterprises in Bayelsa State, Nigeria.

Research Question 2: How does local technology adoption relate to customer satisfaction by entrepreneurs of small scale enterprises in Bayelsa State, Nigeria?

Table 2: Mean of the Extent to Which Local Technology Adoption Relate to Customer satisfaction of Small Scale Enterprises in Bayelsa State, Nigeria=200

S/N	Questionnaire Item	VHE (4)	HE (3)	ME (2)	NAA (1)	Total	SD	\bar{X}	Remark
1	Adoption of new marketing skills draws customer attention	95 (380)	60 (180)	35 (70)	10 (10)	640	0.87	3.2	Accepted
2	Building new communication skills encourage consumer patronage.	79 (316)	86 (258)	24 (48)	11 (11)	633	1.40	3.17	Accepted
3	Creation of new channels of	85 (340)	80 (240)	25 (50)	10 (10)	640	0.95	3.2	Accepted



	distribution attracts new customers.								
4	Introduction of new quality control techniques increases market shares.	69 (276)	90 (270)	20 (40)	21 (21)	607	0.91	3.04	Accepted
Grand Mean								3.15	Accepted

The mean score of 3.2 implies that adoption of new marketing skills draws customer attention which stands to enhance customer satisfaction of small scale enterprises in Bayelsa State. The mean score of 3.17 agrees that introduction of new processes encourage consumer patronage. The means score of 3.2 also indicates that creation of new channels of distribution attracts new customers helps the firms to be well directed in realizing economic sustainability in Bayelsa State, while the mean score of 3.04 agrees that introduction of new quality control techniques increases market shares as a means to lead economic development. The grand mean of 3.15 implies that local technology adoption relates to customer satisfaction of small scale enterprise in Bayelsa State.

Test of Hypotheses

Hypothesis One

There is no significant relationship between research and development and productivity of small scale enterprises in Bayelsa State, Nigeria.

Table 4.12: Relationship between Research & Development and Productivity in Small Scale Enterprises, Bayelsa State.

Variables	N	$\sum X^2$	$\sum Y^2$	Df	SD	Sig Level	r-cal	r-crit	Decision
R&D & Productivity	200	2,561	2,809	198	2.25	0.05	2.46	1.645	Reject H ₀

The computed r (2.46) was greater than the critical r value (1.645) for one tailed test at 0.05 level of significance. There is every reason to reject the null hypothesis, and conclude that there is a significant relationship between research and development and productivity of small scale enterprises, Bayelsa State.

Hypothesis Two

H₀₂: There is no significant relationship between adoption of local technology and customer satisfaction of small scale enterprises in Bayelsa State, Nigeria.



Table 4.18: Relationship between Adoption of Local Technology and Customer Satisfaction of Small Scale Enterprises in Bayelsa State.

Variables	N	$\sum X^2$	$\sum Y^2$	df	SD	Sig Level	r-cal	r-crit	Decision
Adoption of Local Technology & Customer Satisfaction	200	3,988	4,789	198	3.22	0.05	2.001	1.645	Reject H ₀

The computed r (2.001) is greater than the critical r value (1.645) for one tailed test at 0.05 level of significance. It is imperative therefore to reject the null hypothesis, and concluded that there is a significant relationship between adoption of local technology and customer satisfaction of small scale enterprises in Bayelsa State.

Discussion of Findings

Based on the analysis of the data, it was found that there is relationship between small scale enterprise development and economic sustainability in Bayelsa State.

Relationship between Research and Development (R&D) and Productivity of Small Scale Enterprises in Bayelsa State, Nigeria

Findings emerged from research question one revealed that there is significant relationship between R&D and productivity towards building economic sustainability of small scale enterprises in Bayelsa State. These findings collaborated with the works of Akeen, Elijah and Suleiman (2018) and Imoh and Gods power (2024) who substantiated that research and development increase employee and organizational productivity. Abdullahi (2018) and Ebong, Nte and Obot (2019) also affirmed the findings of the present study further that, research and development is a modern considered means of building human capital with knowledge, awareness, training, capacity in organizations with the aim of enhancing high performance towards greater economic growth and development.

Relationship between Local Technology Adoption and Customer Satisfaction of Small Scale Enterprises in Bayelsa State, Nigeria

The findings here revealed that, there is a significant relationship between local technology adoption in terms of quality control, methods, processes, skills and customer satisfaction in Bayelsa State. These findings are in line with the works of Abdul-kemi (2014) and Siyanbola, Adeyemi and Sanni (2012) which held similar view, that adoption of new combinations in form of methods, processes, experiences and skills offered greater measures to determine better customer services towards building economic sustainability of small scale enterprises in the state. Abdula-Kemi (2014), Audu (2022), Afolabi (2015), kato (2016) and Peter (2024) further provided strong support when they also established the fact that technology always plays significant role on determining success of business organizations.

Finally, the test of the null hypotheses revealed that research and development adopted by owners of small scale enterprises encourages productivity. Also, adequate adoption of local technology serves a means of dimension of business development that provides improved service to customer satisfaction. The Over-all findings from the study maintained and averred that



business development provides strong support in the area of building improved economic sustainability in the area of productivity and customer satisfaction of small scale enterprises in Bayelsa State. Amah (2014), Egboh (2016), Mohammed and Gana (2020), Romer (2019), Sanyhi, Olamrewaju, Tunde and Shamu (2024) all collaborated this position in their individual studies as they collectively noted that small scale enterprise development focused on research and development, innovation, adequate planning, leadership and adoption of local technology often influence economic development.

Conclusions

This study concluded that business development enhances improved economic sustainability of small scale enterprises in Bayelsa State, Nigeria. Also, the study concluded that the adoption of local technology relates with customer satisfaction of small scale enterprise in Bayelsa State, Nigeria. Finally, it was a submission of this study that, there is a great significant relationship between research and development and productivity of small scale enterprise in Bayelsa State, Nigeria

Recommendations

Based on the conclusion, the present study recommended that;

- i. Entrepreneurs of small scale enterprise should encourage utilization of local technologies in carrying out operations of the firms in Bayelsa State, Nigeria.
- ii. Training programmes and seminars on owners of small scale enterprise should be organized to enable them acquire the knowledge, awareness and orientation to improve the activities of the enterprises towards building sustainable economic base.
- iii. The firms should make adequate provision for R&D to enable them meet up the expectations leading to economic sustainability of small scale enterprises in Bayelsa State
- iv. Entrepreneurs of small scale enterprise should be given strong attention towards development of the firms by providing improved approach to engagement of local technologies and knowledge building environment for the purpose of realizing optimum performance.
- v. Government should encourage development of small scale enterprise through making adequate provision for research and development as well as availability of local resources to increase their economic sustainability in the state.

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