THE STATUS AND DEVELOMENT OF INFOPRENEURSHIP IN SELECTED CITIES IN NIGERIA AND SOUTH AFRICA

BY

MUDIA OSBORNE IVWURIE
B sc (Lib& Infor Sci), Dip (in Lib Science ed),

This dissertation is submitted in fulfillment of the requirements for the award of the degree of Masters in Library and Information Science at the University of Zululand KwaDlangezwa, South Africa

2015

DECLARATION

I hereby declare that this study, The status and development of inforprenuership in Nigeria and South Africa my original work. Unless where specifically indicated otherwise is my original work and has not been presented for any award in any other university and it has not been submitted to any other university for award of any kind of degree.

…….. July 2015
Mudia Osborne Ivwurie

Approval

Signature: …… Date: ……
Promoter
Prof. D.N. Ocholla
Department of information studies
University of Zululand

DEDICATION

This research project is dedicated to almighty God, the creator of heaven and Earth, the giver of this great opportunity for making this study a huge success.

I also dedicate this dissertation to my beautiful and lovely wife, Rukevwe Evelyn Ivwurie and my lovely little angel Olivia Ebrubaoghene Ivwurie for their prayers and support.

ACKNOWLEDGEMENTS

First and foremost, I wish to acknowledge the wonderful work of God almighty for giving me this privilege for all the blessings, energy wisdom and understanding released unto me throughout my studies.

I wish to express my gratitude to my supervisor Prof. D.N. Ocholla for his guidance and mentorship throughout this research project.

I also wish to express my appreciation to all the information-based business owners who generously gave their time towards answering my interview questions. God will reward you all.

I am grateful to my lovely wife Mrs. Rukevwe Evelyn Ivwurie and my daughter Olivia Ebrubaoghene Ivwurie for their support in prayer, encouragement, and moral advice during my studies in South Africa. I will not forget your efforts, especially your patience and perseverance during the difficult period of my career path.

I wish to specially appreciate Mr. Rexwhite Enakrire, and family, for his financial and academic support. God will reward you. My appreciation goes out to all Nigerians students and colleagues in the department of Library and information studies at the university of Zululand.

My sincere gratitude goes to my parents Rev. Johnson .A. Ivwurie and Mrs. Alice Ivwurie for their moral support, encouragement and prayers during my studies in South Africa. A special thanks also goes to my in-laws Mr. Maceuley Udi and Mrs. Maria Udi for their prayers and encouragement given to my wife during my absence.

I also express my sincere gratitude and a special thanks to my elder brother and his wife Mr. Aghogho .E. Ivwurie and Mrs. Julie Ivwurie for their care and wonderful support. My gratitude also goes to my elder sister Mrs Deborah Ivwurie and my remaining brothers and their families, Mr. Christian Ivwurie and family, Mr. Ovwoke Prize. Ivwurie. Mr. Ovie C. Ivwurie and Mr. Efe .R. Ivwurie and family. I appreciate all your prayers and moral support during my studies.

I am grateful to Dr Dapo Olanipekun SAN, for his financial support and words of encouragement before and during my studies.

TABLE OF CONTENTS

LIST OF TABLES

ACRONYMS AND ABBREVATION

LIS	**Library and information science**
ICTs	**Information communication technologies**
WWW	**World Wide Web**
MC	**Master of ceremony**
IS	**Information services**
IT	**Information technology**
SASE	**Self Addressed-Stamped-Envelope**
IMA	**Information marketing association**
GDP	**Gross domestic products**
SMEs	**Small and medium enterprises**
ASIS	**America society for information science**
SEDA	**Small enterprises development agency**
IDC	**Development Corporation**
WOS	**Web of science**
CAC	**Co-operate affair commission**
UZREC	**University of Zululand research committee**
UNIZULU	**University of Zululand**
KZN	**Kwa-Zulu Natal**
GSM	**Global system mobile**
CCTV	**Closed circuit television**
TV	**Television**
SPSS	**Statistical package for the social science**

LIST OF APPENDIX

ABSTRACT

The present study aims to create awareness of infopreneurship practice amongst LIS graduates and to train LIS students to acquire all necessary skills for effective infoprenuership practice in this present ICT proliferated society. The study will also help to save graduates from extraordinary increases in the rate of unemployment and the high rate of poverty in our present economy. Infopreneurship practice is linked to entrepreneurship as it describes individuals that sell and market information products and services mostly through the internet and other traditional mediums with the intention of making profits as a means of livelihood. Infopreneurs are experts in the information field/discipline that provide specialized information services in exchange for money. Infopreneurship is an information-based business practice, by information specialists and professionals, as a way of providing specialized information products and services to satisfy customers' needs, in exchange for money. Studies of Ocholla (1999); David and Dube (2013); Allen (2001); Chandler (2007); and Mason and Dobson (2008) have identified the challenge of increased rates of unemployment of Library and Information Sciences (LIS) graduates. This is due, in part, to the limited availability of library jobs. The poor level of adequate planed awareness programme of infopreneurship and the changes of technology is alarming.

The purpose of this study is to investigate the status and development of infopreneurship in Nigeria and South Africa. Therefore, it is important to understand the level of awareness of infopreneurship practices among LIS graduates and to ensure LIS students acquire all necessary skills for effective infopreneurship in the present day ICT community. The study focused on information-based businesses owned by LIS graduates and other graduates of related fields, in selected cities from the two countries. The objectives of this study are:

- To describe and explain the concepts infopreneurship in the informal sector.
- To establish the level of those graduates involved in infopreneurship from the eight (8) cluster information fields/disciplines.
- To investigate and describe the areas and/or types of infopreneurship.
- To investigate the impact infopreneurship has on information entrepreneurers and societal development.

- ❖ To find out what challenges infopreneurers encounter.
- ❖ To find solutions that will help to improve infopreneurship practice in Nigeria South Africa.

A Case study/qualitative content analysis research methodology was applied for this study. The interview was the major instrument used to gather responses from information-based business owners. It was supported by data gathered from the observation method. A combination of purposive and snowball sampling techniques of non-probability sampling methods were used to generate the sample size, and frame, from the eight clustered information business categories of respondents for this study.

The target population for this study was chosen from the lists of all registered information-based businesses as well as LIS graduates practicing infopreneurship in Nigeria and South Africa. The sample size of 160 information-based business owners, LIS graduates and others related information discipline was picked from eight (8) clustered business areas and/or discipline, which include information communication technology (ICTs), mass media/communication, telecommunication, libraries, archive and records management centers, publishing and printing sectors, computer science, and LIS education.

The findings show that infopreneurship is a growing practice in both countries, although a majority of those individuals practicing infopreneurship are not familiar with the term infopreneurship. The study also revealed the numbers of LIS graduates involves in the infopreneurship practice, despite the increase growth in this field that few LIS graduates are involved in infopreneurship practice in both countries. However, infopreneurship in recent times, has added more new area/types to the practice such as, internet blogging, software and hardware installation, tracking services, trouble shooting, web designing, programming, CCTV installation, online TV, amongst others.

Infopreneurship practice has served as an eye opener to LIS graduates and other related fields of studies for job opportunity and self-dependency. The majority of graduates that joined the information-based business sector joined because of the need for money to survive and escape the high rate of poverty in society. Infopreneurers are faced with different challenges such as

insufficient funding, equipment, and infrastructure. An additional issue is the difficulty in licensing of businesses, due to the high cost and the unnecessary requirement for registration of businesses and the tax imposed on smaller infopreneurs is outrageous.

The study recommends that LIS schools create more awareness of infopreneurship practice among students, and also review the infopreneurship courses, or include learning content that focuses on business skills acquisition and practical vocational skills acquisition programs. The study also recommends that governments provide a positive support plan by creating a good business atmosphere for young graduates who want to start their personal business.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHAPTER ONE

TION AND BACKGROUND

1.1. Introduction

This chapter discusses the status and development of infopreneurship in Nigeria and South Africa, specifically as an alternative to formal employment for library and information science (LIS) graduates as well as other related disciplines. This chapter consists of a background discussion, the problem statement, aims and objectives of the study, the significance of the study in terms of its contribution to this field of knowledge, and finally the limitations of the study. Furthermore, a summary of the research methodology applied to this study, the list of terms and definitions, as well as the dissertation layout, is presented in this chapter.

1.2. Background to the study

In our present day society, information and knowledge have become fundamental factors in the discourse and practice of social and economic development. They are increasingly considered as significant in development as other factors of production including land, labor, and capital. Ikoja-Odongo and Mostert (2006:147) citing McCreadie and Rice (1999), describes information as a commodity and a resource. Additionally, Ikoja-Odongo and Mostert (2006) define information as available data from a specific environment, which has been organized, produced, repackaged after modification, and marketed to the general public for daily usage. According to Gboyega and Kolawole (2014:1), information has become an object of study in many disciplines such as ICTs, information studies, computer science, and so forth. This was due to its significance to modern societies, and its high demand from individuals and private organisations, on a daily basis. The recognition and application of information in every sector of the economy demonstrates the attention that is due to this factor of production. A study by David and Dube (2013:2) argued that the current information era is characterized by the abundance of information, from different sectors and fields of academia. Information-based business initiatives have emerged in recent times as opportunities for graduates to become self-employed, and make a profit from the provision of specialized information products and services that are in demand (Kinder and Kitz, 1988:23).

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ted to the concept of entrepreneur. The entrepreneur, and sidered to be a significant factor with regards to the nal development in the area of economic growth and jobs creation. Entrepreneurs are those individuals who take leading roles, as well as risks, in mobilizing production factors (natural resources, human resources, and capital) in combinations that produce new products and services for markets (Lee-Ross and Ashley 2009:10). Lahm and Stowe (2011:10) define infopreneurship as the widespread practice of developing, selling, and reselling information products and services. Rugge and Glossbrenner (1997:xxi) define infopreneurship as the practice of those self-employed individuals that have acquired specialized skills in finding answers for people information needs by accessing special information, that supports the demand, and justifies charging fees for profit. Mason and Dobson (1998) note that infopreneurship is a practice that provides information services which are basically information-based for profit businesses, that focus primarily on organizing ideas into specialized information and delivering that information, in a customized manner, in order to fit clientsô specific information needs.

Infopreneurship is a practice by information specialists that markets their products and services in different formats in order to meet different usersô information needs with the intention of making a profit for sustained livelihood. Infopreneurs organise ideas into products; giving satisfaction to the customers who need the products and services. Similar definitions tend to narrow the concept of infopreneurship to ña business of selling information products and services, via the internet, in order to make moneyò (Du Toit, 2000:83-84).

Ochollaôs (1999:84) definition of information consultancy and information brokerage is closely linked to the concept infopreneurship. Ocholla (1999) defines an information consultant to be a ñspecialist who gives expert advice in information and information brokerage to individuals or organisationsò. The information consultant could provide consultation on a single item or several items, depending on specializations.

According to Lahm and Stowe (2011), prior to the rise of the internet, infopreneurship; though not named as such; was practiced by individuals who used different mediums to provide information that would have been packaged into products and services which are mainly printed

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ition from one place to another through a physical transfer xplained that infopreneurs used to sell their information otapes, audio CDs, CD-ROMs, videos, talk shows, and conferences. This was because mail order was the primary means of delivery for physical goods and services.

There are many reasons for the rise of infopreneurship. Ocholla (1999:106) identifies unemployment, willingness of the information consumers to pay for consultancy services, the inability of existing information centers to cope with the information services needed, rising demands for complementary information services, and cutbacks on public sector spending, as major factors in the ascension of infopreneurship. Coulson-Thomas (2000) explained that the overflow of information in different sectors had bombarded many managers and organizations with information in different categories and formats. This has made it difficult for many users to locate their required and useful information amongst the numerous types of information produced on a daily basis from every quarters.

According to Coulson-Thomas (2000), relating the formats of presentation of information in the present day knowledge economy, and the increase in the demand for specialized and repackaged information, there are unprecedented opportunities for information experts to assist users with coping with the development and proliferation of information, by sifting, screening and sorting the information. This trend had actually promoted the development of infopreneurship practices amongst graduates, by the means of providing employment opportunities.

Du Toit (2000:83) argued that infopreneurship has emerged because consumers want to access information that is systematically organized. She argues that the global economic crisis (meltdown), which has led to lower investment in many countries, could have contributed to the rise of infopreneurship. The economic meltdown that started in 2007-2008 had caused the reduction in job opportunities amongst graduates, leading to high rate of unemployment experienced in most countries, particularly in the information disciplines; as a factor behind the increase of infopreneurship practice. This reason was followed by the lower demand for graduatesô services. This trend was due to slow economic growth in Nigeria and South Africa,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

or specialized information services, to satisfy their daily

There are many areas of infopreneurship. According to Ocholla (1999:84) these include:

- Advising a client on matters within the expertise of the consultant
- Developing new skills and knowledge on behalf of a client
- Reviewing and evaluating technologies on behalf of a client
- Performing specific professional tasks based on a consultantôs specialist knowledge, through staff selection, education, and development

David and Dube (2013:4) mentioned that IT-oriented areas; such as blogging software used for friendly blog websites; construction of robust websites accessible to non-programmers; development of wiki software; print-on-demand services; new web-based publishers; and broadcasting. David and Dube (2013) further include software and hardware installation, automation of library, marketing of information products, information repackaging, records management, proof reading and editing, internet providers, E-abstracting and indexing, building a consistently branded web presence, online broadcasting, and website creation. Recent areas of infopreneurship as noted above and below seem to be largely driven by technology.

Lahm and Stowe (2011:1) noted two trends in infopreneurship. Firstly, the technological improvements in electronic products, which resulted in the rise of numerous media through which information-based products, were provided. Secondly, the development of the internet as means of both marketing and distribution of goods and services although the use of printed materials is still very much alive (Kouclara 2008; Allen2001). The application of the internet has helped in terms of the reliability received by human beings in using information for solving problems as the best means of finding solutions to personal challenges, organizational challenges, and national issues. These trends have had an impact on LIS curriculum development, both directly and indirectly.

Skrob (2009:2-3) listed ten benefits of infopreneurship as follows:

- Replaces manual labor by making the provision of services faster. This is also known as ñmultiplying yourselfò and leveraging what the infopreneur knows better

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

it potential

specialized services

- New products bring new customers
- Marketing opportunities
- Cross-promotion opportunities
- Potential for corporate deals
- Word of mouth
- Little to no interaction with buyers/customers is possible

Considering the reasons, areas, and benefits of infopreneurship highlighted, there seems to be a strong justification for infopreneurship as an alternative employment sector for information providers -one that is worth exploring, understanding and exploiting.

1.3. Contextual setting

The status and development of infopreneurship in Nigeria and South Africa will encompass every individual business that is associated with the selling of information, providing of information services, including those producing information as an essential commodity. Nigeria has a population of roughly 170 million people, 36 states/provinces, including Lagos and Oyo state with a population of above 20 million people (National Population Commission of Nigeria, 2013:4).

Nigeriaôs economy in 2014 was worth GDP of $515..431bn (equivalent to about R5-trillion) of 6.1% till 2014. The economy of Nigeria has expanded by 3.96 percent in the first quarter of 2015, (Nigeria-OECD, 2013) compared with South Africaôs economy with GDP of $323.809 per capital income of 2.8% approximately $4000, (South Africa OECD 2014). Nigeria has 126 universities (both private and public) that graduate five hundred thousand (500,000) graduates annually across several disciplines. The graduate unemployment rate was 23.9% (percent) in 2011. The unemployment figures for Nigeria are similar to that of South Africa with a25:20% unemployment rate (Attah, Audu, and Ogwu, 2013:10). This is despite the wealth of the industrial sector and resources of these two countries. The Nigerian Yellow Pages (2014:1-144) revealed that there are about 12 industrial sectors in Nigeria, including the information sector,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

g industries; software publishing; motion pictures film
es; broadcasting and telecommunications industries;
ing industries. Many of the industries in the information sector are involved in producing products that are protected by copyright laws, and distribute them to traditional wholesalers and retailers. A good example of the traditional publishing industries that provide and process information include software and database publishing industries, broadcasting, telecommunications, film and sound industries, as well as libraries/records centers. Attah, Audu, and Ogwu (2013:11) highlighted some of the information sectors that are known to provide products and services in Nigeria. These include:

- Publishing, printing and reproduction of recorded media
- Publishing of books, brochures, and other publication
- Publishing of newspapers, journals, and periodicals
- Publishing of music
- Online publishing
- Post and telecommunications
- Telecommunications
- Computer and related activities
- Software publishing
- Data processing
- Database activities and on-line distribution of electronic content
- Recreational, cultural and sporting activities
- Motion picture, video production, and distribution
- Motion picture projection
- Radio and television activities
- News agency activities
- Library and archive activities

Infopreneurship has existed, and has grown tremendously, in the information sector among other sectors since the 1960s till the present day in Nigeria, with many individuals working in their own businesses, providing information products and services for money. They do this without knowing about the practices from each of the other disciplines that do similar information

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

still not a popular concept in Nigeria, as many people are rather than a distinct practice. According to the Nigerian (2013), it was revealed that different categories of infopreneurship experts are information specialists; who are graduates that come from the following field of study: LIS disciplines, mass communication, computer and ICTs accessories, marketing, telecommunication, publishing, computer sciences, library, records, and archives management, in the sector of Nigeria. Notably, new areas in the practice have evolved including the proliferation of cyber cafés, photocopying, scanning, lamination, phone-call centers, binding business, computer repairs, and internet advertisements. These include internet shopping, information consultancy, library automation, data management, and records management,

South Africa has a population of roughly 54million people (Statistic South Africa, 2014). The country consists of 9 provinces with several major cities as well as rural areas. However, with reference to the city used for this study, having population above 3.468 million people in some of the big cites which yearly contributes largely to the economy of the country, as a result of the numerous economy activities (Statistic South Africa, 2014). South Africa has 25 public universities, that are developing human capital of above 500:2% (two percent) graduates every year, bringing the rate of unemployment to about 4.2 million people with 20% increase in recent times (Department of Labour, South Africa, 2013:n.p); and (Trading Economy, 2014:n.p). According to Stats SA (2013) South Africaôs economy, and GDP, has expanded, by 3.8 percent in the fourth quarter of 2014. Presently the GDP has grown to approximately US$515.43bn (South Africa OECD 2014).. This change in the economy has positioned South Africa as the third largest economy in Africa (South Africa OECD 2014). And Trading Economy 2014:n.p). South Africa as a nation has eleven (11) different industry sectors.

These economic sectors in South Africa consist of over 2, 000.000 types of businesses that cut across different categories of business, including those types of information-based businesses found in the services industry. The sector also includes other sub-sectors that comprise information products and service-based providers. This puts the total number of various types of businesses above 153 316 at 20%. However, the size of the economy was determined through the measurement of the various contributions made by the information sector to the countryôs GDP. It is a fast growing sector amongst other sectors of the economy according to Britz (2011).

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

, in the service sector, have contributed US$65.44 to the A Sector Skills 2013/14).

According to Harmse, Boons, and Britz (1996), the information sector is part of the services sector as well as the communication sector in South Africa. Boon, Britz, and De Lange (1992:110) reveal that the size of the information sector is determined by considering those companies that are generating information, and providing information services. According to them, they include printers and publishers, the manufacturers of computers, computer science as a field of study, communications, book keeping, telecommunications, and business services. They can be further grouped into sub-sectors, which comprise of all information entrepreneurship; including internet cafés, printing and publishing services, binding, advertisement, internet blogging, network trouble shooting, internet connectivity, computer programming, IT training centers, computer repairs, airtime and phone calls business, forensic investigation, records, archives management business, editing, proof reading services, IT component marketing, monitoring services software installation, and tracking information services business.

Infopreneurship has become one means of survival for those in the information sector. It provides opportunities for individuals who are able to render specialized information services and marketing information products in exchange for profits. Information business in South Africa became a lucrative business center, as part of the economy, contributing greatly to the GDP of South Africa (Harmse, Boons and Britz, 1996). Many graduates could be unaware of the practice, in part due to the generalization of infopreneurship practice as entrepreneurship. According to David and Dube (2013), infopreneurship in South Africa comprises of experts from the following information fields and disciplines:

- LIS discipline
- ICTs/Computer science
- Telecommunication
- Printing and publishing
- Records and archive management
- Mass communication

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

yed information sector graduates who can benefit from Stowe (2011:4-8),Du Toit (2000:12),as well as Robert and Stowe (2011:6) have argued that infopreneurship is a growing business due largely to the growth in unemployment and self-employment as well as the proliferation of digitalization brought about by the advancement of ICT, as noted by Gupta, Kundra, and Gupta (1983:64). The inability of existing information centers to provide the information products and services needed by the country; as well as the reduction on public sector spending; has become and continues to be a major concern (Ocholla,1998:83). However, infopreneurship practice has not been fully embraced by LIS graduates as an alternative to limited library jobs in both countries. The few information-based businesses are not adequate to meet the higher demands of information seekers in Nigeria and South Africa. This is coupled with a lack of support from the government. Few studies that have been conducted on information services in Africa have focused on infopreneurship.

The researcher had observed that a majority of LIS graduates have not identified opportunities in practicing infopreneurship this has also affected the issues of availability of good service to the general public when considered the cost of providing this products and services to the general public. The issue of pricing has been a challenge to infopreneurs. Additionally, inadequate rules and regulations, that guide this practice, has been one of the factors that work against the development of the infopreneurship industry. There is no evidence of recent studies that focus on this sector and specific domain in Africa. There is consequently also a lack of rigorous studies in this field despite the complexities encountered in the sector; some of which have been highlighted at the beginning of this chapter. The term infopreneurship seems to not yet be popular in Nigeria and South Africa. This study, therefore, seeks to explore self-employed information-service rendering businesses, individual respondents, and business people; and establish their developmental challenges by using selected spaces/environments in Nigeria and South Africa.

The research effort then is looking to answer the following:

- What is the level of awareness of infopreneurship?

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

practicing infopreneurship from the eight (8) cluster area of discipline and field of study of those practicing) nfopreneurship, in Nigeria and South Africa?

- What impact does infoprenuership have on information entrepreneurs and societal or national development in Nigeria and South Africa?
- What are the challenges encountered by infopreneurs in information marketing, consultancy, and brokerage in the two countries?
- What are the solutions that will help to improve infopreneurship practice in information marketing, information marketing, consultancy, and brokerage in the two cities?

1.5. Aim of the study

This study seeks to investigate the status, trends, and impact of infopreneurship in Nigeria and South Africa with a specific look at selected cities in Nigeria and South Africa.

1.6. Objectives of the study

The objectives of the study are:

- ❖To examine the concepts of infopreneurship in the informal sector
- ❖To establish the level of those practicing infopreneurship from the eight (8) cluster information field/discipline (the area of discipline and field of study of those practicing)
- ❖To investigate the areas and/or types of infopreneurship
- ❖ To investigate the impacts infopreneurship on information entrepreneurs and societal development
- ❖To find out the challenges encountered by infopreneurs
- ❖To find solutions that will help to improve infopreneurship practice in South Africa

1.7. Significance and contribution of the study

This research project is of importance in terms of its contribution to the body of knowledge and its addition to the existing literatures and theories, to all students and library and information studies and information related discipline, internationally. This study will be research material for post-graduate students, lecturers, and other researchers; that are contributing toward future studies on the subject. The study also serves as an enlightening resource for governments, organisations, and individuals in terms of career choice selection.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rofession

departments, and other related departments from other raduates on an annual basis. Notably, opportunities in the LIS professions have become more defined and broadened beyond library jobs (see Ocholla and Shongwe 2013), especially with the introduction of more practice in self-employed business, by young graduates. Nonetheless, this practice is not yet fully embraced by young graduates. Therefore, the outcome of this research would help to develop and create the awareness of alternative informal employment opportunities through information-based business and practices of infopreneurship. LIS curriculum development to support infopreneurship would also be essential in this value production. Thus, the current study could contribute to critical thinking by LIS professionals in order to facilitate the inclusion of new ways and practices of infopreneurship as essential to the course and the curriculum.

1.7.2. Daily organisational operation

This study will provide private and public organisations with up-to-date information on infopreneurship, and also allows them quick access to a wider range of suitable and current information sources, for their daily activities.

1.7.3. Individuals

There area limited numbers of jobs available in the present economy, compared to the numbers of graduates produced every year. The outcome of this study will create awareness and also show individuals the opportunities for self-employment through infopreneurship.

1.7.4. Community

There is a scarcity of information services for the communities in Africa. Public library services, as a basic example, are still underdeveloped. The governments of the two subject countries for this study are still battling with the challenge of developing suitable and effective information services for the public. The outcome of this study will be an eye opener that offers perspectives towards alternative information services; that can be developed to increase information access, whilst also showing alternative job opportunities that can be made available in the job market.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

, for the development of infopreneurship, amongst other luce unemployment and the poverty situation in Nigeria and South Africa alike.

1.8. Scope and limitations of the study

The present study covers the status and development of infopreneurship. The study has considered the different categories of individuals involved in providing information services, while paying attention to the area/types of infopreneurship in present day practice. Furthermore, the study covers the impacts of infopreneurship to individuals and national development while it also considered the challenges faced by self-employed information business owners and the opportunities for infoprenuership with different suggestions and recommendations.

This study largely applied the qualitative research method, which allowed the application of semi-structured interview and observation instruments. Information-based business owners and graduates of information disciplines were interviewed through face-to-face interviews that were scheduled (See 3.5.2 and 3.6 in chapter three).

The study covered only information-based products and services, which are clustered into eight (8) categories from the following sub-sectors in the information disciplines, listed below:

- Information Communication Technology (ICT)
- Mass media
- Telecommunication
- Libraries
- Archive and records management centers
- Publishing sectors
- Computer science
- Library and Information Science (LIS) education

The geographical environments covered for this study are some selected cities in Nigeria and South Africa. The cities in Nigeria include Ikeja, Ogba, Agege, Ojodu, Lagos Island, and

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

nich make upthe subjects for this study includes Durban, and KwaDlangezwa. The selection was based on the

Some limitations encountered in this research project included the misconceptions about respondentsô businesses information due to the fear of the outcome that providing information would expose their business details to the government. While the insecurity challenges had also made respondents avoid the researcher, due to fearful attitudes of respondents, which led to the restriction of the researcherôs approval in conducting interview in some of the information-based businesses that were visited.

1.9. Knowledge dissemination

This research report will appear as a dissertation and published on the UNIZULU Institutional Repository for global access. Parts of the report will be published in scholarly journals and also presented at relevant conferences, seminars, and workshops.

1.10. Dissertation arrangement and presentation

Chapter 1: Introduction and background to the study

This chapter introduces the key concepts of the research with a clear contextual setting of infopreneurship in Nigeria and South Africa. The chapter also contained the statement of the problem, aims and objectives, research questions, significant of the study, scope and limitation, research methodology, ethical consideration, knowledge dissemination, and the definitions of the frequently used terms and terminology.

Chapter 2: Literature review

This chapter presents a comprehensive review of related literature of scholarly works, research findings, in the field of infopreneurship practice in library and information studies, and other related disciplines. This is done in consideration of the six (6) research objectives for this study.

Chapter 3: Research methodology

This chapter consists of the research methodology that was applied for this study, which entails appropriate procedures applied in gathering reliable and valuable data for this study through a well-defined research plan. This section contains the various procedures, stages, and uses in

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ell as a discussion of the paradigm applied to achieve

es employed in analyzing the data collected.

of data

This chapter comprises the presentation and analysis of the data obtained from the various interviews conducted with information-based business owners.

Chapter 5: Presentation and discussion of observation result

This chapter presents the outcome of information gather from the observation exercises during the interview schedule.

Chapter 6: Discussion of findings

This chapter discusses the results of findings from analyzed data obtained from interviews conducted with information-based business owners. The findings established gaps in the literature and novelty findings in chapter four that are in correlation with the research objectives and the research questions.

Chapter 7: Summary, conclusion and recommendations

This chapter provides the summary conclusion, and recommendations for the study. Therefore, the chapter summarizes the entire study in light of the stated objectives.

1.11. Definition of the concept infopreneurship

The concept infopreneurship is defines as a practice, or business, by information specialist entrepreneurs. These entrepreneurs are individuals, or groups, whose main aims is either selling specialized information products or providing information services, through the internet, (World Wide Web) and the traditional medium to those requiring them for exchange for money as fee charges, (see section 1.1, 2.2.1. in chapter one and two respectively).

1.12. Summary

This chapter has covered the status and development of infopreneurship in selected cities of Nigeria and South Africa. Conceptualizing infopreneurship in both countries, with the problem statement clearly defined, highlights the significance of the study as it contributes to the body of knowledge, research understanding, and discourse regarding information and national development.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

eurship practice has existed for a long period of time, erstood as information consultancy and brokerage in the n, 1998). It was noticed that infopreneurship was at that stage of its conceptualization, categorized as entrepreneurship. This included a minority of individuals engaged in the business of providing information services for customers in exchange for money. Interestingly, changes in the practice had broadened provisions of information services in recent times, due to the advancement of ICTs and digitalization leading to an overflow of information, accessible on a daily basis. Observably, this has served as an eye-opener for infopreneurs amongst LIS graduates, and other related field of studies. This is especially the case due to the high rate of unemployment coupled with the increase in demand of specialized information. The development of infopreneurship has brought a variety of alternative information products and services to the IS market and improved information access and use while also providing alternative employment in the information sector. This endeavors to unpack the complexities of infopreneurship, broaden understanding of the activity, and enable its wider application in the sector. Chapter two covers the literature review based around the themes of the study.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHAPTER TWO
ERATURE REVIEW

2.1. Introduction

According to Neuman (2011:124), the literature review is the section of a research paper where the researcher canvasses the accumulated knowledge on the particular research from which the research questions are placed. It gives knowledge of what others have done and then uses that knowledge as a basis and as a guide for further studies. Creswell and Clarke (2007:24) consider the literature review as an essential aspect of any research paper, because it gives the researcher and reader of the paper a clear understanding of the research area, showing the results of previous studies done in the area.

The purpose of this chapter is to describe and discuss the fundamental concepts and components of infopreneurship practice as a field of study within the objectives (see section 1.6 in chapter one) of the study. This chapter focuses on issues regarding infopreneurship as a concept in the information disciplines, as well as defining who practices infopreneurship, the requirements to succeed in the practice of infopreneurship, and the reasons for the proliferation of infopreneurship in many countries today. The chapter will also consider the various areas/types of infopreneurship revealing the newest best practices and the impacts of infopreneurship in terms of the benefits to individual and to national development, as well as the various challenges faced by infopreneurs when practicing infopreneurship and opportunities for infopreneurship. The overall intention of this review is to provide a theoretical background for understanding infopreneurship; and how it can be applied in this study.

2.2. Infopreneu rship

This segment discusses definitions with relation to infopreneurship and the requirements by infopreneurs for reorganizing the field practice to high standards. According to Stowe (2011:10), infopreneurship in earlier days was a practice that produced and distributed information products and services. Information-based business has been in practice long ago, as it was established in the United States, the business typically involved the delivering of information by U.S. mail (for example the SASE-Self Addressed-Stamped-Envelope, required) as one of the oldest type of information-based businesses that were actively operated in the past

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

e practice is seen in a different context. In support, Mason ñdocument delivery used to be one of the most basic and ion brokers for money purposeò. Indeed, they add, the practice of selling information products and providing information services continues to develop, from the traditional ways people use to deliver "mail order, as an information serviceò had changed in recent time. This resulted in the recent expansion received by business ideas of this nature of the U.S Postal Service grounded on repackaging and those types known for carrier businesses. Similarly, Warnken (1981:5) stated that service fee-based information businesses known for providing unique information services in both Europe and other parts of the world. However, they started with SVP for *s'ilplait* which means (French for ñif you pleaseò). Warnken (1981) acknowledges that during the 1960s and early 1970sother categories started operating in North America. When comparing the fee-based information services in the 1970swiththe 1980s, it is noticeable that the business became more unique and the practice of information-based business amongst information experts and professionals had changed. However, Ocholla (1998) cited Moll and Lewis, who anticipated the growth of information-based business, stating that ñit was to be one of the fastest and largest growing industrial areas of the economy in the UK,ò considering the demand and utilization of information.

According to the UK department of Business Innovation and Skillsô growth dashboard (2015), knowledge intensive services grew particularly rapidly in the UK during the 1990s and 2000s; accounting for half of the United Kingdoms real economic growth between 1997 and 2007. The fastest growth was in the information economy, not the financial services.

According to Ibrahim (2004) reveal that the attention given by UK government in controlling information brokers practice, has yielded cooperation leading to positive results with other government agencies in trading information. This resulted in organizations creating new systems and methods in acquiring, storing and disseminating information, which has helped the information brokers to play a more significant role in the country's economy.

Infopreneurship practice in the present day has had a tremendous change, from the previous daysô traditional modes of information-based service delivery, which was prevalent from 1940 till 1990. A study by Coulsonï Thomas (2000) established that individuals in collaboration with library services noticed an increase in the demand for specialized information by clients. A

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

13:23) also showed the changes in the information-based hanges in the definitions of information-based business; okerageô to ófinfopreneurshipô Furthermore, studies had shown the movement of information-based consultancy and brokerage business from the traditional ways to digitalization modalities characterized by development in the field, as well as the recent emergence of, information technology (IT). Observably, the changes in the practice have, over time, contributed to other sectors in the economy, through the utilization and application of information in every capacity, giving room for more recognition of infopreneurship practices. This view concurs with the study of Mason and Dobson (1998:21) who argued that the emergence of infopreneurship was as a result of computerization and technology advancement in recent years.

The term infopreneur has been linked to entrepreneur as both groups of people engage in self-employed business for a monetary income. Warner (1992) argues that both pursue a similar objective of making profits by selling or marketing consumable products and services that are needed by the general public. Hence, they both have the mindset on profit maximization and independence as chief goals of their activities. Several studies have proved that both groups are made up of individuals who take the lead in creating ideas, packaging the ideas as a product and/or service, as well as taking the risk in mobilizing the production factors (natural resources, human resources and capital) in combinations to produce appealing products and services for clientsô needs within a community (Lee-Ross and Lashley, 2009:10). Notably, the only difference in the two concepts is that infopreneurs trade mainly on the basis of information. This is not necessarily the case with entrepreneurs. They provide specialized information products and services, which are customized to fit client special needs mostly through the internet (Mason and Dobson, 1998:3), while the entrepreneur practices any kind of business in order to add value to their lives.

2.2.1. Infopreneur

Entrepreneurs are individuals who consistently create ideas and innovation by organising the ideas into products and/or services. Entrepreneurs manage every resource as personal business to become self-employed, by applying considerable initiative and taking risks in order to generate money. On the other hand, ñthe infopreneur is an individual who specializes in the information

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

information products and services to clientò (Kinder and

The concept ôinfopreneurô is still relatively unknown, yet found increasingly suitable for categorizing and describing people engaged in information-based businesses. This view is supported by Frey (1989:10); who acknowledges that there is no umbrella-term with which to describe the group of brokers, consultants, and contractors. However, it is clear by the services provided by this group of people. For example librarianship, researchers, records management, and information consultants, computer specialist and computer engineers, and information technologists who identify areas for informationôs needs of the immediate society, who also utilized the opportunities in sustaining their livelihood. In support, Mason and Dobson (1998:3) apply skills and expertise, beyond the practice of finding and packaging information that would satisfy customer special needs, through a modernized ICT system. According to Mason and Dobson (1998:3), an information consultant and/or broker gives advice, as well as provides specialized information services. Infopreneurs, according to Robert (2010:5), are important information experts in most societies. They contribute to the growing economy and legally source, filter, and organise information in unique ways in order to meet customersô needs, with the intention of making a profit through charges for the service that is rendered.

Ocholla (1998:18) describes them as intermediaries that match the demand with the supply of information products and services in line with the standards of the information market. In which these specialist in the field of information known as brokers and consultants of information, by charging customers fees for the services rendered for profit gains. Infopreneurs consider the availability of information sources, needs of clients and determine the reliability and authenticity of the information product (Mason and Dobson, 1998:3). According to Warnken (1981:3-4), the infopreneur is normally a one man/person in the informal business sector, that serves a variety of clients with their information needs, making recommendations towards solution for customersô information needs.

Ocholla (1999) views infopreneurship as closely linked to information consultancy services and brokerage. Ocholla argues that the two terms have similarities and shouldnôt be seen in a different light. The main purpose is to gather information, both finished and unfinished, and organise the

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rm of repackaging, and making available for any medium ation. Dawes (2004:8) describes information brokers as rces including the internet, online services that specialize in databases system analysis, public libraries, books and CD-ROMs, telephone calls, as commonly used to earn a living. In the same view, Coulson-Thomas (2000) reveals that information consultants are usually independent persons, known as information contractors, using any means in order to get accurate information available for a client with the intention of making a profit. In support, Warmer (1992:14) describes the work undertaken by infopreneurs by way of a contract on-behalf of the client; most times taking various processes either in a short or long term, with payment arrangements. However, Ocholla (1999) links both terms closely in practices; arguing that that ought to be inter-changeable because both involve the interface between information sources and consumers, for the purpose of increasing the exploitation and the use of information by giving expert advice on specific information. The infopreneurs receive remuneration for their services through their charging fee that is based on the agreement for the information services rendered, with the client/customer. In the same manner, McCarty and Robinson (1998:14) describe ñconsultancy as a practice in an area where people with a marketable talent, experience, analytical ability and communication skills, operating as sole proprietorshipò, or as part of a larger consultancy environment with a specialized ideas, seeing that information content is significant.

Stowe (2011) describes infopreneurs as entrepreneurs whose main medium, of either selling information or providing information services, is the internet. Infopreneurs also use the World Wide Web for selling information products or services, provided on the web (Chandler, 2007). Chews (2007:6) defines infopreneurship as a practice, or business, of gathering, processing, organizing, filtering and disseminating information to whoever is requiring the information; in exchange for a specified fee charge. Chew (2007) further describes information business as involving a specialist who is knowledgeable and possesses the adequate skills in his/her particular field, as well asa passion for such business. Similarly, Robert (2010) sees infopreneurship as a practice of developing, selling, repackaging, and selling information products and services. According to David and Dube (2013:14) the infopreneur, as an entrepreneur, is generally recognized as an individual who has skills, qualities, attributes, and competencies that promote creativity, innovation, risk-taking, and positive thinking; which fully utilize his/her available ideas, opportunities, and resources in order to achieve an expected purpose. The two authors state that,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

eurs who identify opportunities for creating enterprising fying knowledge deficient situations, and selling target- mostly through the internet, (David and Dube, 2013:14). Thus, infopreneurers are people with curiosity and enthusiasm and are well trained in the field of information. According to Ibrahim (2004:24) infopreneurship is a broad industry full of opportunities for self-employed business people, who are information brokers, consultants, and marketers whom apply techniques for retrieving information for their client or customers in a unique way.

The major ways infopreneurs provide services of organised information is as a consultant, broker, and/or marketer. The infopreneur tries as much as possible to match the information available in the environment, acting as a mediator or intermediary from various sources. Infopreneur necessarily means to meet client information needs, by reducing the stress and other challenges of the client (Kotz and Boon, 1995:16).

Infopreneurship practice involves different categories of persons who are mostly information specialists from different disciplines, who have the mindset for organising ideas into information products and services that meet customersô special needs, by leveraging the internet and other traditional formats. Observably, all the different definitions of infopreneurship described above describe those infopreneurs in the early days and present day practice quest as the same purpose. However, this study notices advancement in the ways of providing information, which is caused by development of technology. Information consultancy and information brokerage sources information on-behalf of a client, although it is a business for making money. However, it also focuses on intermediaries considering client needs as priorities. Robert (2010) suggests that infopreneurship only begins to grow due to the two major technologies. Firstly, the changes brought by the electronic products resulting in more ideas of numerous mediums through which the information products and services are provided. Secondly, the development of technology, using internet as means of marketing and distribution information to customers. Examples are search engines, web designing, online shopping, online backup service and application services provider.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ce infopreneurship. See Allen (200); Chandler (2007); n and Dobson (1998); and Coulsonï Thomas (2000).

- **Knowledge**: Infopreneurers need to have full knowledge of what an information-based business comprises of, particularly in the areas of consideration that appear more competitive (Allen, 2001). Since this will enable them to have better ideas, how information business is practiced better understand how infopreneurship works, and learn the most effectiveôs ways of rendering services (Coulsonï Thomas, 2000). Therefore, aspiring infopreneurers need to make sure they have knowledge of the profession, be conversant with skills, have knowledge of professional ethics, and the required competencies to compete effectively in the field (Allen, 2001). According to Mason and Dobson (1998:4), no matter how much has been read or is believed to be true about business practices, the infopreneur needs to acquire more detailed knowledge and necessary information to become a successful infopreneur with relevant knowledge.

- **Curiosity:** according to Coulsonï Thomas (2000:197), infopreneurs need to be inquisitive in order to drive critical idea formulation and information repackaging. They should also be able to evaluate every obtained result and determine the exact reliable information that is needed by clients. Hence, the researcher recommends that infopreneurs need to confirm the reliability of the services and be ready to give to customer relevant information services, in order to check if they are relevant to their demands in a shorter space of time.

- **ICTs and other necessary skills:** All information experts require skills. They need to possess adequate ICTs skills in order for their practice, and meet the specialized information needs of clients. For example, interpersonal skills, this involves the ability to work with people. Additionally, conceptual skill-sets, which entail the ability to acquire ideas as well as organise and provide necessary information effectively is essential (Mason and Dobson, 1998). Technical skills, which involve the ability to understand the technical process and techniques are necessary, in order to be productive with information (Mason and Dobson, 1998:4).

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

list needs to possess good character and behavior towards
hin the profession. Additionally, the specialist must have
vernment representatives. This concurs with Ocholla (1998:94), who explains that the ñsuccess of the information consultancy practice depends on a positive information culture and attitude.ò

- **Experience:** Acquiring more experience has been recommended for the practice of good information business infopreneurship (Chandler, 2007:16). Du Toit (2001:85) suggests that having good experience in that particular area will be of great advantage. There is a need for younger infopreneurs to seek advice from scholars and experts already in the field, in order to boost their abilities (Coulsonï Thomas, 2000:197).

- **Exposure**: Infopreneurs need to have wider knowledge of things around their profession, find experience around other similar professions in their field, as well as collaborate with other infopreneurs (Allen, 2001). Hence it will be helpful to meet other colleagues in the practice, get closer to other people within and outside your environment, and always develop that spirit of getting along with people of different cultures and disciplines. Becoming a member of any special interest or professional group in the field could be of great assistance for new practices (St Clair, 1996:150).

- **Knowledge of the business environment and its customers**: Good knowledge of the immediate business environment is a vital tool to all information-based businesses owners (Allen, 2001). Infopreneurs need arm themselves with expected current information about business environments and familiarize themselves with core issues including: competitors within their locality and area of specialization (Warnken, 1981:20). How do they offer their services to clients in the business world? What is the standard competitor charges rate? Which is a suitable location for the business? Who are target customers? These questions will enable the infopreneur to prepare his/her mind ahead of time and improve his/her ability to handle incidents (Mason and Dobson, 1998:84).

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rvices to be provided: according to Allen (2001:31) or categories of the most appealing information products starting such information-based businesses. This requires them to do the necessary research, and consider the nature of the products and/or services (Chandler, 2007:200). This includes factors such as the quality, size, and brand that is preferable for customers. However, there is a need for planning with regards to how and what it takes to deliver the products and/or services, continuously, without falling short of the standards required by the client/customer. Mason and Dobson (1998) considering the format suitable for your clients can give the infopreneur a good edge in between competitors (Warners, 1990:15).

Management skills: The awareness of what it takes to manage a business leads to a good profit margin and effective use of time (Allen, 2001).Du Toit (2001:85) suggests that infopreneurs should acquire skills regarding resource management, human beings and material resources in order to achieve stated objective and goals, This makes human application of natural and material resources work towards producing good results(St Clair, 1995:54).

In support to the ideas above, Basi, Yen, and Jang (1997:304) argue that organisation skills are an important requirement for an LIS graduate who may be considering self-employment as an alternative to standard employment. In their view, such LIS graduates have to be excellent time-managers, as they need to organise the services, making sure that the client are satisfied. This will be achieves by employing capable hands to assist in various tasks. For example, considering technical skills of the persons as supporters, infopreneurs should coordinate perfectly the human resources involves in the business, to ensure they perform their duties as well as control every one involves towards achieving the main goals. According to Chandler (2007:7), for infopreneurs to be successful in their business they must apply managerial strategies to win their market, which he highlighted as planning.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

07:7) there are many new information produces on a daily market creating a highly competitiveness amongst necessary for the infopreneur to provide good quality services and products that can be sold on the market. Therefore, it is recommended that information products and services should be of a high quality. For example, written documents, audiotapes, and video programs should be professionally edited.

- **Expertise**: according to Chandler (2007:7), an information consultant, information broker, and/or marketer should prove their skills, obtained from training, by demonstrating quality through reliable and satisfactory services by which they apply their skills and experiences.

- **Value of information**: Chandler (2007:7) recommended that infopreneurs should consider product value in pricing when determining the price of their information products and services with consideration to the customerôs buying power. Chandler 2007) further describes the ways many infopreneurs price their products and services out of the óballpark,ò failing to check how competitors are pricing similar products. Notably, some infopreneurs set their prices too high in order to demonstrate extreme value of the information products they are offering.

- **Delivery process**: Information and services delivery needs to be efficient and timely in terms of its delivery to customers. A design means should be as fast as possible considering online categories, which require email checking and other mediums (Chandler, 2007:7).

- **Marketing skills:** every infopreneur needs to acquire marketing skills in order to assist his/her own business development. This is done by enticing customers to buy an infopreneurôs products or uses their services (Gupta, Kundra and Gupta, 1983:64). Mason and Dobson (1998) argues that infopreneurs should try as much as possible to identify customers with the unique needs of the available information products, this give every infopreneur the opportunity to promote products, and how to improved marketing strategies should be the priority of infopreneurs, to identify types of problems that affect their business activities and clarify areas that need improvement, in order to gain customers (Warner, 1992:10). For this reason there is a need for infopreneurs to explore strategies such as

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ıs. Additionally, the effective use of the annual trade fair, s a means of reaching out to the general public. Chandler an organised programme for short courses, conferences, and seminars to develop new means and competencies of reaching customers.

- **Development**: Improvement in the infopreneursô products and services gives the clients more sense of reliability and trust in the businesses products and services. All information products and services must be up to date (Chandler, 2007:9).

- **Effective records keeping:** according to Parker (1986:123) it is important to establish good records by keeping accurate account systems for all income and expenses at an early stage. This helps your management decision processes that guide financial tractions spending. This provides the infopreneur with the knowledge of losses and gains from the business, such as the records of corporate tax return etc.

- **Infrastructure and premises:** Notably, it is definite that all categories of information-fee based services need to have good and reliable infrastructure in order to produce good and effective products and services. Therefore, there should be a reliable and steady power supply of electricity and others basic infrastructures, like accommodation etc. In a similar view, Coulsonï Thomas (2000) and Chandler (2011) argued that infopreneurs, like entrepreneurs, are promoters of creativity and innovation, through risk-taking and the application of critical thinking that is motivated by the spirit to fully utilize the available opportunities and resources in order to achieve expected goals and targets that are not normally envisioned.

2.3. Reason for infopreneurship

There are several reasons why infopreneurship has been adopted, Ocholla (1998:83) highlighted some reasons for engagement in infopreneurship practice to include: the interest of the general public for patronizing specialized information services, as customers are much ready to pay any amount as long they are satisfied with the requested and provided information. In addition Ocholla (1998) describes the growing interest in self-employment and additional incomes in order to compensate for inflation, which has become a major concern. Similarly, the increased use and

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

he industrialized world also brings the African continent ; the increase in consumption of all commodities. Gupta, e complexity that was introduced as a result of literature growth explosion and the digitalization. This has becomes an important reason that makes it such that users no longer have patience to track needed information due to the influence of ICT enabling rapid searches and retrievals of required information and the deficiencies that exist in the present organisational set-up of library and information centers. Du Toit (2000:85) identifies the increasing growth in demand for the services of information experts in South Africa as an important cause for the associated increase in the number of graduates practicing infopreneurship.

The rise of infopreneurship practice is closely linked with the development of information technology. While facing these challenges of assessing and retrieving information in a technological era became complex, many members of senior management team in public enterprises were not knowledgeable of the recent changes with the information systems technology until the 1980s (Chandler, 2007). Over the past 30years, the rapid evolution and the spread of information systems (IS) technology has created major new sets of managerial challenges. Due to the demand of specialized information, which would be used in many ways by organisations for production processes, graduates of information science disciplines were encouraged to establish self-employment opportunities through small business start-ups. These businesses would provide their clients with better and more efficient solutions, with a priority to render reliable services. IS consultants will have to quickly learn, develop, and adopt the modern information practice to escape the unemployment problem (Warnken, 1981:5-7; Mason and Dobson 1988:10). However, the effectiveness of a solution will depend on how well it is able to address a clientôs problem, as well as the extent to which the client is able to save on existing costs through hiring the IS expert to meet his/her needs (Dawes, 2004:13).

Similarly, Liew, Foo, and Chennupati(2000:13) recognized that, as the number of information consumers increase, millions of people in most societies now prefer and require reliable and accessible information products and services for their business activities, educational pursuits and political activities. This indicates that there is a favorable market area for infopreneurship.

Ibrahimôs (2004:24) study, conducted in Netherlands and Malaysia, as well as the study of David and Dube (2013), conducted in South Africa found that there was a need for information brokers and

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

on the part of the private sector, government para-statals, rmation services for the advancement of their businesses dy recognized the lack of awareness of the scope and potential of the information industry. In support, Chandler (2007:14) argued that the incidences of infopreneurs are increasing due to the increasing marketability of the industry, which is able to generate income opportunities As noted by Robert (2010:10), ñIncreasingly, people are demanding modified, packaged information and specialized information that is relevant to solving particular pressing issues, or decisions.ò The amount of information generated regularly is also a contributing factor to engagement in infopreneurship as an employment alternative. For example, David and Dube (2013:17) noted that the rate of information being generated on a daily basis is increasing. People struggle to keep up with the flow of information, and therefore require regular assistance with rapid searching and retrieval of reliable information, from trusted infopreneurs. David and Dube (2013) further noted that most people require the right information at the right time without time wastage. Tailored packages of information that are relevant to particular requirements, issues, or decisions-making processes are in high demand.

Fikes, Farquhar, and Pratt (2013:26) noted that infopreneurship has become a business of high selling and demand, due largely to the rise of the internet, as people strive to obtain relevant information in a timely and cost efficient manner as information is central to the performance of many work and industry-related duties. The widespread availability of computer-based information, which information experts have provided, had facilitated access to a broad range of information sources that are rapidly disseminated on the Internet. The general availability of the technology to build and maintain information faster enabled the establishment of an industry whose primary aims is products that are computer based network-accessible brokering services (Chew, 2006).

2.4. Areas and types of infopreneurship

The variety of types/areas of infopreneurship is growing rapidly as highlighted in table 2.1.Table 2.1 below shows differences in terms of areas of infopreneurship from the 1990s till 2011 with the indication of changes in some areas/types, which are **emboldened-**in the table presented below. The results indicate some of the newest types and categories of infopreneurship practices in the 90s to 2000s, up until 2011.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

		fopreneurship
	(1992)	, making phone, educational advising service, library planning, designing library buildings, selling of software and hardware, web designing, translation services, compilation of bibliography business, compilation of Directories, Indexing and abstracting, book vendor, setup of libraries and records centers, automation of libraries, advertising, marketing of information **CDS /CD ROM,** document delivery services, editing/proof reading services, **computertraining centers**, **servicing information technology systems, internet centers such as café,>call centers,** recruitment consultancy services.
2.	Warnken (1998)	Abstracting and indexing business, information and data analyzing business, appraising collection services, bibliography compilation, cataloging services, **clipping service,**computer software design, consulting, currents awareness, preparing, directories, display and exhibitions, document delivery services, edition, editorial services, **evaluation of information needs**,grants, identification experts, **training, loose leaf updating,**maintenance of collection, **market research and survey preparation**, **online searching, organizing collections**,part time labour recruitments, personal selections, photo and picture research, publics relation, publishing, purchasing services, records management, repackaging of information, research fees base service, reviews, selecting dissemination of information, organising seminars and workshops, speakers services, stories telling, system design, verifying facts, and writing.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

		services, research services while searching information duals and organisations, including information handling uch as: • Online research, • Document delivery, • Thesaurus construction, • **Translating,** • Training/seminars in information services writing, • Telephone research services, • **Internet searching business.**
4.	Ocholla (1999)	• Research (exploratory and evaluative) in information and related fields such as user studies and market analysis, • Compilation of bibliographic lists, • Cataloging and filling services to libraries, • Publishing, • **Provision of current business information,** • Compilation of directories, • Publishing, • Translation services and Information repackaging, • Writing, editing and proof reading, • Collection management, • Records management, • Cataloguing.
5.	Aina (2004)	• Internet/e-mail service, • Computer word processing, • Bindery and lamination, • Translation, consulting, • Video rentals, • Technical writing business, • Information working • **Microfilming,**

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

		lexing and abstracting, aning of information.
		ormation management services, • Information technology training, • Information systems business, • Archives and records management, • Research and data analysis services, • Legal information facilitator, • The establishment of libraries/documentation centers, • Training of library and information personnel.
6.	Popoola (2007)	Listed the following information products and services as Reference and referral services, photocopying services, current awareness service, document delivery service, statistical data analysis, postal or courier service, **telephone/telex service**,facsimile service, selective dissemination of information.
	Chandler (2007)	Gives several types of infopreneurship, including **web content and search engine optimization.**Chandler said books, e-books and special reports are arguably the most common information products on the market, yet there other new ways information professionals can generates more income such as the **tele-seminars** teleconference, **online marketing**,tips books subscription news letter, electronics classes where by information specialist sell e-mails classes to make profits. Candler gave others types of infopreneurship business as videos and audio products, in-person seminars or workshops, workbooks, web site content, **shopping cards**and **credit cards,**web site design, electronics classroom, organising seminars and workshops, audio and video products, writing books, media appearances, **blogging.**
7.	Lahm and Stowe (2011)	As **Clickbank.com,** facilitated by Click-bankôs exchange marketplace, authors provide **digital goods and** sample copies.
8.	Robert and Stowe	Highlights infopreneurersô products and services including: audio

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ROMs, videos, talk shows, and conferences as these mail the primary means of delivery of physical goods and

It was observed that new practices have emerged in the information sector. Different types of information services were noticed in the areas of publishing, marketing, abstracting and indexing, records management, and information service delivery amongst others. Specifically noted, was for example, clipping service, loose leaf updating, online searching, telephone/telex service, online marketing, shopping cards and credit cards, blogging both web and internet categories, online radio and TV business, web-site hosting; design of websites using XML and XHML (currently known as HTML) (see Table 2.1 above). However, these emerge from the following information business disciplines including information technology, computer science/computer engineering and mass as noted earlier by Lahm and Stowe (2010) and Robert and Stowe (2011).

A recent study by David and Dube (2013) emphasized that in Africa, several infopreneurship practices have merged in recent times that would be of great assistance to graduates of library and information science as well as other related disciplines, creating the awareness that had precipitated the more preferable and recognized practices, which are classified below.

Table 2.2: Clusters of jobs in the disciplines

Fields	Categories
Records and Archives Management	• Data services involving data analysis, • Database generation, • Development and support and designing, • Data capturing software, • Writing and consultancy in records, • Management research, • Records classification and indexing, • Registry systems analysis and design, • Records surveying, • Records appraisal,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	tomation of records management systems, search assistantship, eelance teaching.
Library and Information Science	• Writing novel, short story, and poetry, • Publishing projects consultancy, • Graphic designing services, • Knowledge management consultancy, • Web/content analyst, • Educational publishing, • Setting up libraries, • Editing and proof reading, • Authorship, • Library automation, • Marketing company information products, • Book and print media selling & marketing.
Journalism and Media Studies	• Free-lance writing, • Paid-blogging Services, • Publishing liaison • Information and documentation officer, • Freelance editor, • Content cover designer and illustrator, • Evaluator, • MC (master of ceremony) jobs, • Proof reader and book marketing assistant.
Publishing Studies	• Services and Products in: Brochures, fliers and banners, • Content analysis and developer, • Freelance writing, • Communications design, • Print process analyst, • Marketing educational materials, • Designer, • Online publishing, • Evaluator,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	oof reader, ok marketing assistant.
Technology (ICT)	ouble shooting, • Web blogging, • Software designing, • Network connectivity.
Computer Science	• Computer programming, • Installation, • Computers repairs, • Software.

Source:ICEE ICIT (2013)

What is shown table 2.2 reveals four fields in the information disciplines that are found with the different categories and types of information-based businesses. They were clustered into records and achieve management, library and information science, mass media, publishing, ICTs and computer science. There are shared areas or overlaps as well, particularly in LIS and printing and publishing and between computer science and ICTs.

2.5. Impact of infopreneurship on information entrepreneurs and national development

According to Chandler (2007:3), revenue is often considered as the primary benefit of providing information products and services. He further argued that there are numerous other factors, ranging from the self-dependent of graduates, serving as sources of income for sustaining livelihood and the boost to the economy of host nation, as benefits that have kept infopreneurs in practice of this lucrative business, which others may not have considered in the process of considering information business options. Hence, those benefits explain why many graduates of information field remain in the business.

Infopreneurship, likened to entrepreneurship, is an important driver for socio-economic development of the host countries as emphasized by Turkina and ThiThanh Thai (2013:16), who cite Dana (2007:14), and Herman and Smith (2010:7), in their research.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

g McBride, revealed that in the United Kingdom the nd brokerage had helped government agencies, and the n more effectively and efficiently. This broadened and advanced other sectors in the economy such as manufacturing sector, agricultural sector, medical sector and so forth. The impact of infoprenuership is widely discussed in the literature. Thanaseelan (2005:2) highlighted economic growth as a key benefit that are enjoyed by many countries and lots of competent individual infopreneurs, especially as new business, new jobs, new products, and new services emerge on a daily basis. While is also important to consider the future gains of manual labor, however, infoprenuership has brought about new products and new customers opportunities.

Chandler (2007:5) lists the benefits of infopreneurship as, the accessibility of accurate information needed by the customers, satisfaction derived by customers in using information, and increased in reliabilities as standard of specialized information products and/or services obtained by customers which has increased the patronage of the business of information brokers. Infopreneurship practices have helped to reduce unnecessary costs to information consumers in the process of seeking and using quality information services. However, some information seekers have to travel long distances, seeking needed information, because of unavailability of information-based businesses. According to Skrob (2009:16), the former president of the Information Marketing Association (IMA), ñinfopreneurship is one of the best ways to escape the rat raceò of trading time for money in midst of unpleasant unemployment challenges in most society today. Thus, he argues that infopreneurship is the act of leveraging personal knowledge base into various ñinfo-productsò. Skrub (2009), largely citing other sources, further offers ten benefits of becoming an infopreneur as follows:

- **Replaces manual labor by "multiplying yourself" and leveraging what you know**: Infopreneurship is basically a necessity for service-oriented business today, because of the importance of information and the increasing demand and usage by millions of individuals and organisations.
- **Passive income and large profit potential**: Infopreneurship has affected many graduates of library and information science, and other related disciplines, by allowing them to make money by creating specialized information product and automating its distribution

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ervices rendered pay them much as seen by the research and infopreneur FAQ (2011:14).

business is a self-employment opportunity business that starts small and grows in time. Starting information-based business is not capital intensive; hence, there is a local avenue that aid infopreneursô needs to break through (Infopreneur FAQ, 2011).

- **Expert status**: Publishing a book, e-book, article, or booklet enhances an LIS practitionerôs credibility as an expert in the field. A word-based info product can serve as a business card to open doors of opportunity, including interviews.
- **A new product brings new customers**: As the product line expands, the potential for new customers grows. Each product will attract a different clientele. Some customers may purchase only one item while others will purchase more than one. The number of customers of information products continues to increase, as infopreneurers add new products and services to the market on daily basis.
- **Marketing opportunities**: Each new product creates an opportunity to reach new markets through advertising efforts. Each new product creates a reason to send a press release to announce an addition to the line
- **Cross-promotion opportunities**: Information products can be used as giveaways or for the development of strategic alliances with other businesses to promote products.
- **Potential for corporate deals**: Information products can be resold to corporations or other professional organisations for training purposes or as giveaways to their customers, employees or sales force. You can also package information products and resell them as a ñstarter kitò for those looking to create a business of their own.
- **Word of mouth**: Word of mouth usually is the result of developing a product that exceeds the customerôs expectations. Products that possess extraordinary value will create a buzz over time and revenues will increase as well.
- **Little to no interaction with buyers/customers is possible**: Due to the internetôs impact on the mail order industry, customers can now go directly to your website and purchase products without direct contact. Most information marketing doesnôt require a brick and mortar setup.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

or promoting national development. Information has been as it is known as an economic good that contributes to U.S Department of State/bureau, and enterprises (USBE, 1996) entrepreneurship is an avenue which creates an opportunity for individuals through their innovation which are turned into products and services for monetary gain, by contributing to society and to the local economy (OECD, 1996), (OECD, 2010). Today, infopreneurship is an ingredient for economic growth. Existing studies within the field of information business has confirmed this, as one study that determines the development and importance in entrepreneurship, explores how entrepreneurs influence changes in the economic. Kemp (1976:101) observes that information has been regarded as the fifth need of mankind, ranking after air, water, food, and shelter. Luck, et al., adds that information is the life-blood of planning, directing, and controlling any enterprise (Luck et al, 1981:20). It makes the contentment of the demands of the population of a nation possible in an efficient way.

2.5.3. Employment opportunities

Entrepreneurs create jobs for themselves and others they employing as part time employee in many cases. The increase in entrepreneurial activity also increases competitiveness in the business, considering the high rate of technological and operational changes (Mishra 2013:10). Hence, it increases the productivity as well as uses more labour to achieve the business objectives (Coulson-Thomas, 2000:20). Infopreneurs, as with entrepreneurs, prefer to establish their personal business in an area with high population, leading to increase in competitions in the business. Hence, it creates an avenue for job opportunities for other engaged in the business as supporting hand, thus, reducing the rates of unemployment in that capacity (Mason and Dobson, 1998: 30).

2.6. Challenges encountered by infopreneurs

Infopreneurship is faced by many challenges. Ocholla (1999:110-111) explored various problems associated in setting up infopreneurship business to include: smallness in size; elitism, thus the urban-centralism of most information-based business; which are largely located in urban areas serving elites and middle class clients; temporariness of the businesses because that are transitional and not permanent; inter-disciplinarily of the sector engaging diverse people even those without information sector background; and the issue of infopreneursô ability of developing

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

f experts with suitable knowledge of the business; skills inics/consultancy services/centers for customers to find ne by bookstores, video stores, and doctors/physicians

Other challenges closely related to the ones listed by Ocholla, David, and Dube (2013) are challenges faced by graduates when setting up infopreneurship business, from their investigation that includes difficulties in developing business proposal, budgeting, sourcing for business funding, legal requirements and compliance and lacks of adequate planning. According to Njoku (2008:15) challenges facing the profession in Africa are linked to infrastructure such the energy crises (see also Ibrahim 2004:24). Frequent power interruptions restrict effective business operation by infopreneurs.

2.7. Opportunities for infopreneurship

2.7.1. Opportunities for developing infopreneurship

Studies of Chandler (2007:5), Ibrahim (2004:24), and Thanaseelan (2005:5) have shown the five-stages and activities considered to better the practice of infopreneurship. These are problem diagnosis, generation of alternatives, evaluation of alternatives, choice of an alternative, and implementation. Allen (2001:7) stated that the only way an infopreneur can be successful is to develop the love and passion for information services while they also need to consider othersô important issues such as the ethics among others. Allen (2001), Mason and Dobson (1998:101), and Ponelis (2014) expanded on the following issues that needed better solution in, such as:

Ethical issues: according to Mason and Dobson (1998:101) infopreneurs, like other social workers, can be called upon to make judgments. Infopreneurs should not compromise their practice; rather consider the potentiality for conflicts of interest in the practice. For this reason it is necessary that the infopreneur maintains high professional standards, remains vigilant for dilemmas in the business that are unfair or compromising of personal or societal value, such as privacy or intellectual freedom (Allen, 2001). The study suggests that infopreneurship practice needs working codes of conducts as well as rules and regulations that will guide all individuals doing information-based business, in rendering services and decision-making. Considering the quality of services rendered to customers, as well as the pricing system, confidentiality, and reliability of information products and services render to customers Ponelis (2014). Mason and

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ethics and code of conduct will guide infopreneurs to act potential clientsô expectation. Therefore, infopreneurs s necessary when practicing infopreneurship, ethical organisation, maintaining independent attitudes, guarding intellectual property, as well as licensing and agreements. There are several codes of conduct that require everyone in the practice to follow as regulations developed by different ethical bodies. An example of this is the code of conduct and professional rules of the American Society for Information Science (ASIS) (Mason and Dobson, 1998:101).

Adequate finance and financial control: Infopreneurship practices require capital in order to acquire the necessary equipment and materials at the start-up stage of information-based businesses, as well as the continuous running of the business in order to enable such businesses to function perfectly (Mishra, 2013). Therefore, it is important to note the financial circumstances, and the amount of capital needed, in order to spend on setting up the business. This includes acquiring a license for the business, obtaining internet access, letter-headed papers, business cards, telephones, and other important equipment that is required for your practice **(**Warnken, 1981:24).

Favorable government policy: According to Mishra (2013), the government should make favorable laws that guide the establishment and maintenance of private business that is easier for infopreneurs. The government should create suitable policies that will help in the handling of all necessary issues with regards to young graduates who had developed an interest and willingness to be self-employed. For example the government can reduce the registration fee for small information-based businesses; making it affordable for young graduates. Especially when considering the problematic socio-economic situation in some countries, the government should also reduce the amount of tax imposed on these small infopreneurs. This will encourage newcomers.

Government support: Menseh and Benedict (2010:151-158) suggested that government institutes and agencies, such as SEDA (Small Enterprise Development Agency), IDC (Industrial Development Corporation), amongst others, in order to oversee, manage, and control such practices in each country. Hence, they should create conducive environments for the practice of

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

lso called upon to assist infopreneurs financially (good t loan facilities) for adequate start-up capital, and also olic can engage in small businesses that would provide livelihood for the citizenry (Mishra, 2013).

Entrepreneurial mindset: Graduates should develop a business-orientated spirit by planning towards a specific area that they feel they can perform better on their own and prepare plans considering the graduate has the necessary aptitude and skill set to be successful in such an area or business which require ideas, talents with enough sacrifices (time) enormous amount of hard working. Therefore, infopreneurs need pre-analysis of the particular area of interest considering what it takes, the resources that will be involves and the benefits as end result for practicing infopreneurship (Mason and Dobson, 1998:3)

Infopreneurship training: Menseh and Benedict (2010:151-158), see ways by which many infopreneurs started as an apprentice and they acquired the skills and knowledge from their master/teacher who might not have formally obtained more training in the new added area of the practice in recent time and. This study has highlighted the importance of training and re-training of those already practicing infopreneurship as well as those planning to join the practice. Adequate training and re-training will help to expose more young graduates in acquiring more skills in some of the changes in the new types of practice particularly in the ICT (Du Toit, 2001). The study by David and Dube (2013) suggests that the training of young infopreneurs should be the responsibility of LIS schools and other related accredited professional service providers.

Managerial training and Business management skills: Similar to the crucial and required solution to boost the performance of LIS graduates in the business, effective information marketing or consultancy and brokerage require knowledge of the products and services, as well as a level of understanding of information capabilities, as mentioned in table 2.2.2 in section 2.4. Chew (2006) suggests acquiring appropriate management skills, such as ability that helps infopreneurs to formulate a medium in the broker's environment on some class of products and Services, identifying the different information sources that are relevant to be their priorities in answering customer information needs and meeting clients query. Hence, Allen (2001) recommends that infopreneurs should generate plans to answer the query for customers using

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ion sources. Therefore, is necessary considering how to
f integrating information, while translating the demands
es as broker's ideas.

2.8. Appraisal, critique, and application of the reviewed literature to the current study

This study affirmed the diversity of extensive literature on infopreneurship. It showed that there has been much less work done in the domain of information-based business and field reported in the three databases during the last ten years or five years. For example, for the purpose of this study, analysis of the representation of the terms infopreneurship (3), information consultancy (11) and information brokerage (73) was conducted in LISTA (26), SCOPUS-database (135) and WoSôs databases (41) from 2010 and 2014 and records retrieved-without filtering duplicates-as indicated in brackets under each category, suggested that infopreneurship is not a popular concept and SCOPUS does index most documents in the domains. Thus, the literature review on infopreneurship has to use more related concepts for information retrieval, especially information brokerage, in order to produce comprehensive review. This also suggests that information-base businesses are popular in both countries, but infopreneurship term is yet unknown to many of those found doing information-based business in Nigeria and South Africa. As noticed in table 2.1.,there is a shift from traditional to modern/new or emerging areas of infopreneurship that are largely ICT oriented or based. Although the availability of some facilities that aid the smooth practice of infopreneurship has been inadequate for the present generation who have considered becoming self-dependent.

Similarly, infopreneurship is quite diversified (see table 2.2.), with technology-based/oriented businesses increasingly emerging and thriving. In essence, the literature reviewed in this study indicated that infopreneurship is link to entrepreneurship practice by information experts. This had thrived because of the inability of the existing information agencies/services to provide the information services that clients need and that might help to solve unemployment problems. Individuals seem to be pushed into infopreneurship businesses to overcome hardships that are related to high rates of poverty and economic crises in many parts of the world. The literature has highlighted the challenges (2.6) facing infopreneurship. These include political, economic, social and technological challenges in nature.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ings by Ocholla (1998,1999),who also found that the term
hin the information-based professions that work in the
vices in the both countries.

The gap in the literature that is noticed in the lack of current research and publications in the domain particularly from Africa, the rate at which unemployment of graduates is escalating and formal employment in the government and corporate sector is declining/shrinking. Also the use of infopreneurship as a term could be cutting off the retrieval of most research and publications in the domain. Therefore the term must be used cautiously.

2.9. Summary

This chapter reviewed core literature regarding the status and development of infopreneurship. Notably, several literature sources reviewed have been able to unveil a clear understanding of infopreneurship as a practice amongst information professionals. Included in the literature are the discussions regarding what the infopreneurs are, as well as several requirements for being infopreneurs. This chapter also reviewed the reasons for infopreneurship, as well as revealing the different types of information-based business that is practiced by infopreneurs. Additionally, this chapter unveiled the impact of infopreneurship to individual graduates, and national, development. This chapter also reviewed literature on the challenges and opportunities of infopreneurship for future implementation. An appraisal, critique, and application of the reviewed literature to date, was provided, which also includes the data base analysis on intellectual and research work on infopreneurship between the stated periods.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHAPTER THREE: RESEARCH METHODOLOGY

This chapter includes an explanation of the procedures used in this research, the processes applied, and a description of the implementation of the research. The chapter covers the research paradigm/research approach that was applied for this research, the research method, target population, sampling procedures, data collection procedures, and data analysis, with regard to collected data from the interviews and observation.

According to Bernard (2013:3), research can be understood as a craft that seeks to understand the ways in which people do things; with their knowledge about their culture in that particular society. Similarly, Welman, Kruger, and Mitchell (2005:3) described the term ôresearchô as a process of gathering scientific knowledge through investigation into existing natural phenomena, and the body of knowledge.

3.2. Research paradigms

A paradigm is a set of assumptions or beliefs that people use to think about, and construct, reality. Paradigms can be difficult to prove, and it can be likened to variables and problems attached to corresponding methodological approaches and tools that guide research processes (Maree, 2011:47-48**;** Dash, 2005**).** Braun and Clarke (2013) explain that a paradigm is a set of beliefs, assumption, values, and practices that are shared by those who are involved in the research investigation. Braun and Clarke (2013)**,** Maree (2011:47-48)**,** and Dash (2005:35) list the three paradigmatic approaches as positivism, interpretivism, and post-positivism.

3.2.1. Positivism/quantitative approach

This approach emphasizes an objectivist approach in the study of social phenomena, importance to research methods focusing on quantitative analysis, surveys, experiments, and statistics. Positivism is centered on ontology as a study of philosophical belief or truth of well-structured issues concerning the nature of social reality; discussing how we can know more about social life (Bryman, 2004:16). These assumptions represent two very different concepts in ontological perspectives. Neuman (2011:92) agreed with this perspective, however, emphasized that ontology represents the fundamental nature of reality, making the assumption in regards to how

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

re shows how the world exists independently of human rets the whole thing happened around their environment. ism is an approach, which explores the social reality of philosophical ideas. This means the understanding of human behavior against his experience. The positivist approach, according to Neuman (2011:81), is an organized method that combines deductive logic with precise empirical observation of individual behavior in order to discover human activities; through observation, experiment, and sense of believe.

The positivist approach is associated with the scientific techniques as a means of knowledge creature. Welman, Kruger, and Mitchell (2005) opined that the positivist approach adopts the qualitative method. Therefore, positivism is associated with several theories including structural-functional, rational choice, and exchange-theory framework. .

3.2.2. Interpretivism approach

This approach stresses the subjectivist perspective to studying social phenomena, attaching importance to a range of research techniques and focusing on qualitative analysis. This includes personal interviews, participant observations, and individualsô accounts on personal constructs (Dash, 2005). In addition, Neuman (2011:101) views anti-positivism as interpretative, which refers to the study of how people interact and get along with each other. Neuman (2011) further emphasizes the meaningful aspects of social action that are socially constructed, considering their meaning and value as relativistic, with a clear understanding containing more shared meaning. Interpretivism has many variations including hermeneutics, constructionism, ethnomethodology, idealism, phenomenology, and subjectivism, which cover qualitative research methods that use symbols rather than numbers.

Qualitative research is usually associated with the social constructivist research paradigm, which emphasizes the socially constructed nature of reality. Neville (2007:3) argued that it is all about recording, analyzing, and attempting to uncover the deeper meaning and significance of human behavior and experience. Researchers are interested in gaining a rich and complex understanding of peoplesô experience, and not in obtaining information, which can be generalized to other larger groups of participants. According to Bahari (2010:18), qualitative research is the type of approach that allows the making of claims of knowledge based on constructivist perspectives,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rtain designs which involve inquiries such as narratives, nded theory studies, and/or case studies. It was further .72) that qualitative research often emphasizes words, by creating avenue for constructive results rather than quantifying the words in the data collected, as well as the methods of analyzing data.

This study applied the interpretivism research approach to investigate the problems identified in the study. The interpretivism approach made use of qualitative content analysis, interviews, and the observation method. The rationale for using these methods of interpretivism was to have concrete opinions or views of the respondents (information-based business owners) regarding issues that addressed infoprenuership practice. The value of these approaches is that it facilitated the addressing of respondentsô views, in relation to stated research problems and questions that have been raised. This approach was chosen because it allowed adequate one-on-one interaction with information-based business owners.

The qualitative research approach was applied by using interviews and participant observation method for the collection of empirical data for this study. Respondents were given the opportunity to provide detailed answers about their businesses and the services that they render to customers. Data was collected from information-based business owners through semi-unstructured and semi-structured interview questions, as well as the use of observation a long side the interview hours, through watching the environment and infrastructure of the information-based business of respondents.

3.3. Research method

According to Wilson in Davis (2005:85) many researchers mistake research methodology for research methods. On the other hand, ómethodologyô is the most original, and popularly used, which provides the rationale and theoretical framework, for research methods. Other scholars also confirmed this, however, clearly explained ómethodologyô to be different from ómethodsô (Bernard 2013). Research scholars reveal research ómethodologyô to be the knowledge of methods. Methodology contains methods including systematic ways, standards, and principles that are applied by a researcher in order to guide the processes, choices, and structures; which depend on the research paradigm suitable for such research. It also varies from discipline to

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

esearch area (Ragin and Amoroso, 2011:116). Thus, from
dology is the manner by which data is collected for the
ocedures and methods used in conducting the research interviews. There are several methods applied in research, listed as followed: quantitative method, qualitative, both method and the mixed methods. Dash (2005) lists quantitative methods, which comprises of surveys, experiments, and the qualitative method that comprises of personal interviews and participant observations for example.

3.3.1. Case Study

A Case study research method in conjunction with content-analysis method is applied for this research project because it is the type of research approach that is usually associated with the social constructivist interpretivism paradigm, which emphasizes the socially constructed nature of reality. Neville (2007:3) reveals that a case study is a research method used to narrow down a very big field of research investigation into a smaller convenience area of research. In support, Neville (2007) said the method is all about recording, analyzing and attempting to uncover the deeper meaning and significance of human behavior and experience. Researchers are interested in gaining a rich and complex understanding of peopleôs experience and not only obtaining information which can be generalized to other larger groups. According to Bahari (2010:18) descriptive research method is link to qualitative research which is the type of approach that allows the making of claims of knowledge, based on constructivist perspectives, and the application of strategies of some certain design which involve inquiry such as narratives, phenomenology, ethnography, grounded theory studies, or case studies. It was further viewed by Ragin and Amoroso (2011:172) that qualitative research mostly emphasizes words rather than quantifying the words in the data collected and considering the analysis of such data most be time in narrative ways.

The reasons for using multiple the case study/qualitative content analysis methods in this study was because case study/survey research method are considered some of the best research methods for conducting empirical studies in the field of infopreneurship and entrepreneurship (Neuman, (2011). This approach became necessary because of the categories of areas and questions that can provides accurate and reliable answers that will represents the whole of infopreneurs in the two countries, and when considering the respondents that are included in this research investigation. This is made possible with the assistance of LIS graduates, in collecting

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

itative method, by applying snowballing techniques in study/qualitative methods has allowed the study to use the rch procedure for gathering relevant information, in order to reach the information-based business owners. This enables the study to unveil their views and experiences of the practice of infopreneurship, acknowledging the various tools and modes of operation. The semi-structured interviews as well as the unstructured interviews (through a face-to-face interview schedule) were employed. These questions included an inquiry into their experiences of the information-based business as well as how they package, and sell information to users as customers.

This study uses a case study/content analysis method. The choice of this research method was made because it allowed the effective collection of rich empirical data from information-based business owners in selected areas, through semi-structured interview and the participant observation method. This assisted in the unveiling of information regarding their business and infopreneurship practices, as a field of study. This method was achieved using interviews schedule with individual registered information-based business owners and graduates of information disciplines who are practicing infopreneurship. The interview was supported by observing the business activities of respondents. This was done by checking the types of services render by the respondents, observing the business environment and communication channels.

3.4. Target Population

According to Welman, Kruger, and Mitchell (2005:54) the population is the entire set of cases from which a sample is taken for a particular study. Population entails the total participant size for the study that may be in land scale, objects, animals, human beings, or a community, which makes it particular enough in order to provide a clear understanding of what population that may be involves in the research. This gives the researcher full insight and allows clearer understanding of its applicability in the study. However, the population might not be so easy to cover within a specific period. Consequently the research requires a target population. To this end Neuman (2011:241) defines a target population as all ñunits of analysis that are used for a specific study, and sees populationò as the abstract idea of a larger group of many cases from which a researcher chooses a sample. In support of this description, Bernard (2013:130) defines ótarget populationôas the general collection of cases or units of analysis or as a totality of all the

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

esearch topics According to this definition, the target
nall and medium information-base businesses in Nigeria
ut across all information-based businesses/LIS graduates doing information-based businesses in the following selected cities in Nigeria and South Africa. The target populations were determined on the basis of the size and type of information products and services offered by infopreneurs to the general public. The target population was drawn from the eight sub-sectors in the information sector that have previously been surveyed. These are information communication technology (ICTs), telecommunication, mass communication, libraries, archives and records centers, and computers science/computer engineering, publishing, and library education.

The population for this study is drawn from the various information-based businesses owned by LIS graduates and other related disciplines. The target population is choosing from the lists of all registered information companies and businesses in Nigeria and South Africa and the contact of graduates practicing infopreneurship. The target population was drawn from the list of all information-based business owned by LIS graduates practicing infopreneurship in Nigeria and South Africa, using the boards of directorate, corporate affairs list of company, to identify registered infopreneurship businesses, from the numerous companies around the selected cities in both countries which make it easier for this research investigation.

3.5. Sampling procedures and method

According to Maree (2011:79), any method used to select a portion of the population for a study through the probability or non-probability method is called ósamplingô. In addition, Welman, Kruger, and Mitchell (2005:56) points out that ósamplingô enables the study to cover a smaller number of units, instead of the entire population, and assists in deciding on the particular set of participants that would be taken to inform the study. Sampling in this research paper will assist in two areas; establishing a good representation of the research problem by avoiding bias as well as drawing inference from findings, which constitute a sample from an entire population of businesses in both countries.

This study applied the purposive and snowballing sampling techniques. The purposive and snowballing techniques were chosen as they enable the study to pick the complete required

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

y collated all registered businesses through boards of different locations categorized into information-based s were considered. Both purposive and snowballing techniques were used concurrently (see section 3.5. and 1.2 in chapter three and one respectively)

3.5.1. Type of sampling procedure/Techniques

3.5.1.2. Non-probability sampling

The non-probability method of sampling was applied in order to draw the target population from the larger population of all small and medium businesses in Nigeria and South Africa that are registered information-based business in a specified research segment. This sampling procedure was applied due to the large population of businesses in both countries, which covers the two large countries in Africa that are the subject of this study (Nigeria and South Africa).According to Welman, Kruger and Mitchell (2005:67) non-probability is the type of sampling method that does not specify the participant that hasa chance of being included in the target population, because the population is not certain and the participants are selected on the basis of availability and relevance to the study. This is because the population for the study is not yet known. Bernard (2013:162-163) sees non-probability methods as applicable when a research study is estimated from a smaller part of a sample population to a sampling case from the entire population. Neuman (2011:220), Leedy and Ormrod (2010:211-213), and Welman, Kruger, and Mitchell (2005:69) highlight the various types of sampling techniques when applying non-probability sampling methods. They are as follows; accidental samplings, quota sampling, purposive sampling, snowball sampling, self-selection sampling, and convenience sampling. Two of the sampling techniques from the above listed categories in non-probability methodology were used for this study, which applied the purposive and snowballing sampling techniques.

3.5.1.3. Purposive sampling

This sampling technique that is applied in research, involves the study of those classes to be included in the expected population by selecting the participant according to a criterion that is relevant to particular research question**.** Therefore, the study considered only those participants that represent the purpose of the research in the whole population **(**Maree, 2011:79). In addition**,**

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

sive sampling is also referred to as judgmental sampling, mples for a research study; giving the researcher a wider possible cases in the whole population segment, and is dependent on the judgment of the researcher. Purposive sampling techniques were used basically to pick the specific registered information-based businesses from the numerous related business categories in both countries.

3.5.1.4. Snowball sampling

According to Haque (2011:4-5) snowball sampling is a socio-metric sampling technique that involves choosing a sampling size from a population and requesting that the persons in a group identify their colleagues, friends, and/or associates, who in turn know other friends and colleagues, until the informal relationships leads to a an ambiguous and non-judgmental referral process. It is just like the snowball, which increases its size when rolling in a nice-field. This method seems to be best for the diffusion of innovation, network analysis, and decision-making. Maree (2011:177) and Bernard (2013:163) revealed the use of snowball sampling in selecting cases when the population for the study is difficult to be completed.

3.5.1.5. Types of sampling techniques used

Purposive sampling techniques were used to acquire samples for this study. This has helped the research to concentrate mostly on those information-based businesses owners that are active in the information sector. The choice of these sampling techniques considered all infopreneurs/LIS graduates that are specifically involved in infopreneurship practices, in the selected cities in both countries. Purposive sampling was applied consulting boards of directors, which is the organisation that produced the list of all businesses in the two countries. This organisation is responsible for listing the names, addresses, and contacts of all businesses in both countries. The research also used the chamber of commerce, industries, and co-operate affairs commissions (CAC) in both Nigeria and South Africa. The use of the list of businesses in both countries has assisted the researcher in picking the sample size out of the numerous information-based businesses business owners from different information sub-sectors, including LIS graduates and other information disciplines practicing infopreneurship, for the earning of a livelihood. The selection was determined base on the types of information products and services rendered, as well to the field/area of study of the owners of the informationï based business, and the location

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

. The sampling size was selected from the eight clustered

The snowball technique was applied in this study to assist the purposive sampling technique and complete the required sampling size for this study. Snowballing was applied through the assistance of one LIS graduate doing information-based business at the University of Zululand in KwaZulu Nata South Africa and University of Ibadan in Nigeria. This graduate infopreneur was asked to identify more infopreneurs practicing infopreneurship within the selected cities for the sample. The other persons identified further helped the researcher in reaching other graduates of the LIS disciplines who engage in information-based business. This sampling technique has enabled the study to identify other information-based businesses and graduates doing information-based business within the field of study that is in question. Other participants were contacted through telephone calls and through email correspondence. This effort by the researcher, gave room for booking an appointment with each respondents for the interview. Prior to the interview schedule, there was proper inquiry of the status of respondents and the types of information-based business and their area of practice. This was done in order to find out if these graduates were still into infopreneurship practice, and if they would be willing to participate in the research study. Thereafter, arrangements were made on convenient dates for conducting the interviews. Snowballing was applied also in the study, because the expected complete sample size was unable to achieve through the use of a list of registered businesses and their of board of directors. Therefore, snowballing assisted in completing the necessary sample size for the current projectsô research.

3.5.2. Sample size

Kumar (2011:194) explained the decision to reduce the population to a smaller size due to limits in time and resources. This gives room for the selection of a certain number of individuals, or elements, important for the inclusion in the study. To this end, Maree (2011:179) says a smaller sample does not take a long period of time, and requires much less finance, in order to reach the objectives of the research project. He further states that it makes sense to represent a larger population in a smaller sample size when the population is homogeneous; when the members are similar in nature with respect to the variables that are important to the study. Therefore, the sample size selected for this study was 160 information-based business owners, cut across eight

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

or. In Nigeria, the following cities were selected: Ikeja, outh Africa the following cities were selected: Durban, cities all fall into the same province; that was selected purposely beforehand These cities were selected based on convenience and the purpose of the study, while the study also considered the growing business activity in the selected cities of both countries and the categories of the businesses more generally. The sampling size was selected in line with the various commonly practiced information-based businesses owned by graduates in categories from the information discipline in both countries. This is clearly stated in section 3.5.3 Sampling frame and Table 3.1 below.

3.5.3. Sampling Frame

According to Welman, Kruger, and Mitcheal (2005:57) a sampling frame involves the researcher drawing a sample from the research projectôs larger population, in order to conduct an easier analysis. It enables the study to clarify all issues regarding the population or units of analysis to which the hypothesis applies. The population for this study consisted of ten (160) information-based businesses, owned by graduates, and selected from different information sectors. These businesses come from different information business disciplines/sectors, listed as followed:

Telecommunication: global system mobile network (GSM), service providerôs mobile phone marketing, airtime marketing, trouble-shooting, presentation, interviewing, reporters.

ICT business: software designing, software sales, computer repairs, photocopying centers, cyber café, soft marketers, computers marketing shop, trouble-shooting

Infopreneurs in libraries: These are librarians working in the following categories of libraries and as well do their personal information businesses together with their work. Such as publicôs libraries, academic library, school libraries, special libraries (see appendix 1).

Mass communication/mass media businesses: these are graduates of mass communication running their personal information-based business on several platforms, including, television station, radio stations, and online radio business (see appendix 1).

Publishing businesses: includes newspaper vendors, book vendors, binders, printers, magazine publisher, newspapers, and media houses. The sampling frame is presented on table 3.1.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	ities in Nigeria • dan, 11 • Ikeja, 25 • Lagos island, 4 • Ojodu, 5 • Agege,**8** • Ogba **3**	**Selected cities in South Africa** • Durban, 14 • Elsikawini, 2 • Richards Bay, 12 • KwaDlangezwa, 1 • Empangeni 21
Telecommunication sectors,	10	10
Libraries,	10	10
Archive and records centers	10	10
Mass media	10	10
Publishing sector	10	10
Information technology,	10	10
Computer sciences/computer gineering,	10	10
Library education and training	10	10
TOTAL	**80**	**80**
GENERAL TOTTAL	**160**	

3.6. Data collection procedures and method

Data gathering techniques are described as the specific procedures that help to determine how a researcher goes about gathering data or information needed for the research project. According to Welman, Kruger, and Mitchell (2005:134) data collection techniques focus on the various ways that allow the use of instruments to collect information for the research project. This is most time done after the research design has being chosen, which means the researcher needs to determine numbers of the participants who will be responding to series of questions. Studies by Neuman (2011:227), Welman Kauger, and Mitcheal (2005:59), Bernard (2013:131), and Leedy and Ormrod (2011:205) show some commonly used sampling method in social science research are probability are non-probability, which has several sampling research techniques. The most commonly used data collection tools are questionnaires, interviews, and observations.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

llection instrument; that was used for this study. The information-based business owners, at their business elp of one research assistant in Nigeria and one assistant employed in South Africa Observation was also applied by paying attention to the environment, infrastructure, and the means of communication used for reaching colleagues and customers. Respondents were first informed of the aims and purpose of the research, before permission to interview was granted. Afterwards, an appropriate arrangement for a convenient time for the interview was arranged in order to allow smooth and productive interview outcomes, with all owners of information-based business, that were selected from the 8 cluster types of businesses. The interview contained semi-structured and unstructured research questions with three sections. During the interview hour, information-based business owners were asked a series of questions regarding information about their personal/demographic data and several questions regarding their information products and services, while the researcher was recording down all the answers. Information-based business owners were allowed to narrate details about their information-based business practices to the best of their knowledge.

3.6.1. Interview

The interview is a method or an instrument for collecting data for research whereby the researcher asks questions of the respondents that are in relationship to the research objectives. This requires detailed answers in order to explore general areas of interest in depth (Welman, Kauger, and Mitcheal, 2005). According to Bernards (2013:181), the interview is an instrument that is used to gather data for research, because it gives room to obtain findings that are more reliable and detailed in a precise format, through a unique ways by giving clear answers from respondents in the research, depending on the type of interview applied in the research. Bernard (2013) further suggests that ñwe live in an interview society;ò meaning that the interview is a commonly used method of collecting data. The respondents answer in their own words, however, the interview must have a prepared guide. There are four types of interview types, including, structured interviews, unstructured interviews, non-directive interview, and focus interview through face-to-face encounters with respondents.

This study applied the semi-structured interview with semi-structured questions prepared in semi-structured format. The questions were accompanied by a letter of instruction on the first

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

nd the purpose for the interview. The interview contained ctions including, demographic data, general business infopreneurship as a concept. Respondents were asked a series of question regarding their personal information, general information about their business, as well as more general questions regarding this field of study. For the purposes of the study, a total of 111 information-based business owners were interviewed.

1. Three (3) information-based business owners were interviewed on a daily basis.
2. The interview lasted between 30 minutes to one (1) hour each.
3. The interview period lasted one month duration in South Africa, specifically in the month of October 2014 and one month in Nigeria, specifically the month of January 2015. Interview times included Saturdays.

3.6.2. Observation

Ramadass and Aruni (2009:32) defined ócobservationô as the data collection instrument that can be used alongside other instruments in both qualitative and quantitative research methodologies, whereby data is collected in mechanical, manual, and photographical ways by viewing the sight of the infrastructure, and the environment of participants in research. In support, Neuman (2011:150) explained that the type of research, and methods, selected for a research investigation make it necessary for observation as one of the instruments, to be applicable in both research designs. In the present study, said observations take place parallel and simultaneously with interviews, which is the major instrument.

Observations were used alongside the interview at every stage of the data collection exercise. The observation method was applied because it enables the study to validate the data gathered from the interview, in respect to the services rendered by respondents, infrastructures available, and the business environment. The observation was structured into three sections and this method allowed the researcher the opportunity of observing the following at each stage. Firstly, the researcher observed and recorded the various activities at the business places and the services rendered by respondents, their mode of operation, and all the operational systems. Secondly, the interviewer observed the infrastructure and the equipment used for rendering information products and services. Thirdly, the researcher took time to observe the environment used for the

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

efully checked the hygiene of the premises of all the , the researcher observed communication patterns used in n products and services and the channels they apply in reaching customers and other colleague within the business and outside the premises. However, observation methods have given a clear overview of the categories of facility used for the business through sightseeing, also involving the "capturing of photographs" of what is observed that is happening around the business premises at the time of the interview visit. This assisted in enhancing the correspondents of what had been said by the owner of the information-based business interviewed.

Observation was used along side with interview in this study for the following reasons:

1. It has enable the researcher in this present study to check against subjective of the data provided by infopreneurs of what they or practice, if when the questions were not directly asked correctly.
2. The use of observation has assisted the researcher in uncovering important factors that has help for a thorough understanding of the research problem, which were unknown when the study was designed at the beginning of the research project.
3. In addition, the use of observation method in this study has enabled the researchers to develop a familiarity with the cultural situation that will confirm helpful information of different types of information services and products render by infopreneurs throughout the interview exercise.
4. The observation use has also help the research the opportunity for a clear insight into the present infopreneurship practiceôs situation, relationships, and/or behavior.

3.7. Data analysis

According to Neuman (2011:507) the organising of collected data, as well as bringing meaning to large collected data, is called data analysis. Content analysis is the best method used in analyzing data that is gathered from qualitative research methods. This is because this technique involves the examination of the information, as well as symbols, in written documents of responses gathered, as they needed clarity for readersô easy understanding. Bernard (2013:186) views content analysis as the detailed and symbolic examination of content, information, or of

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

tterns, subject matter, or biases that emanate from the the use of content analysis by the following steps:

- Reading through all of the written responses or transcript
- Creating a condensed list of responses
- Creating a list of categories involve with a specific limits of number
- Developing on operational definition for each category
- Conducting an operational inter-rater reliability analysis on a sample of each category

Content analysis, and the version 21 of the IBM SPSS Statistics (a software package used for statistical analysis,), were the two types data analysis methods used for the analysis of the data that was gathered through interviews scheduled as well as the observation of participantsô business services rendered, different infrastructure available, and the environment wherein the business operates. The version 21 of the IBM SPSS Statistics (SPSS) was used to analyze the demographic data gathered from the respondents that participated I this study, after coding the responses into numbers.

Content analysis was the major type of analysis used in analyzing all the data gathered through interviewing respondents. The choice of content analysis was because interviews were the major instrument employed which gave the room for narrative responses in collecting data for this study, as the interview contained mainly semi-structured questions, assisted by observation. Using the content analysis technique in the study brings out the uniqueness in the data presentation, as the findings were reported according to each respondentôs narration. Content analysis was used in the following stages in line with the above stated steps.

Firstly, the researcher carefully read through all the written narrative responses in the entire transcript that had been collected. Secondly, the researcher created a condensed list of responses from the all the instruments that were used. Thirdly, the data was presented in a table with three columns containing responses in Nigeria and South Africa separately as well as the remark in the last column. The table was designed to ascertain a clear similarity and variation of answers

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

onses were grouped and classified according to those ere separated according to their differences.

d numbers in order to ascertain their frequency with percentages, which also attached meaning to the entire 8 (eight) different clustered raw data that was gathered, Fifthly, the responses gathered from both countries were discussed and summarized according to the findings from both countries. Therefore salient issues, novelties, and the gaps in the practice were noticed as they were presented. Furthermore, all the issues were compared and contrasted with several previous studies that had been done by experts in this field. The purpose for the application of these types of data analysis techniques is to check for ambiguity, completeness, comprehensibility, internal consistency, relevance, and reliability.

3.8. Validity and reliability

According to Leedy and Ormrod (2011:147) the outcomes of any research needs to be tested on the basis of measurement of the instrument which others will continue to rest on reliance. This is termed validity and reliability in research. Studies by Neuman (2011:208) and Welman, Kauger, and Mitchell (2005:142) have shown the importance for a researcher to identify the levels of measurement of instruments which they use in gathering quality information for any given study, with well described questions in explicit and concrete terms which guide the method of scoring responses. In addition, Neuman (2011:208) stated that research should prove, to an extent, which the instrument used for such research investigations can be subjected to a reasonable degree of reliability and validity testing in order to make the findings of the study greater in value. Therefore, in many research studies, validity and reliability of the instruments becomes essential in ensuring that the conclusions from findings of how infopreneurship is practice in both countries are valuable to international measurement.

3.8.1. Reliability

According to Bernard (2013:46) the reliability of an instrument is applicable to test value of of instrument designed for gathering information in a research investigation. This is mostly achieved by measuring it more than ones to see if the answers are the same. Neuman (2011:208) argued that reliability means the rate of dependability or consistency in research. When the same thing is repeated in the same condition, tested in the same process, and the results remain the same it can be said that the results/conclusions can be trusted as valid. Neuman (2011:208),

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

fied various ways of measuring the reliability of an stability reliability, equivalent reliability, representative er-judge reliability.

Reliability of the questions for the interview and the entire research instrument was tested, if they will yield expected results before it was used. The reliability of the instrument was achieved through the pilot study, carried out at the department of information studies and computer science at the University of Zululand. This has helped the researcher in checking all the questions to see if they actually speak to each of the studyôs objectives, content, and literature in this field of study. It also checks for the construction of the instrument, considering the duration of the interview. Testing the reliability allowed the researcher to restructure the instrument. There were corrections made by participants, and the comments were used to improve the instrument with the guidance of the supervisor. Some of the corrections recommended were regarding repetition of question in each section, removing of similar questions, and aligning the various questions to the research objective. The respondents also complained that there were too many questions for an interview schedule, considering each time that respondentôs can give.

3.8.2. Validity

It has been observed that information gathered by students and researchers has, in many instances, become irrelevant and inaccurate due to several reasons. According to Bernard (2013:45) validity in research shows the measurement of accuracy and trustworthiness of instruments, data, and the research findings. He further states that data validity is tied to instrument reliability. In support, Leedy and Ormrod (2011:28) argued that the subject area of the research instrument must correspond with well-stated purposes of the research and the respondents; which are the defined subjects, and must match exactly with the purpose of such research. In addition, Leedy and Ormrod (2011;28), Welman, Kruger and Mitchell (2005:142), and Neuman (2011:192-194) all argued for different types of validity which are listed as constructive validity, criterion validity, face validity, and content validity.

The instrument used for collecting data for this study was validated through a pilot study. Because the researcher wished to consider the authenticity and accuracy of responses that would produce reliable results .If they are in line with the designed research objective. This exercise

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ty of all the questions and content in the instruments. sure, and how the research objectives match exactly with of the instrument was achieved through 20 participants from the department of information studies and computers science colleagues and students at the University of Zululand.

3.9. Pilot study

The pilot study is a stage in planning in social sciences research, or pretests, that is used to improve the reliability of a research instrument by first doing a test study before the main study is conducted (Bernard, 2013:135). According to Neuman (2011:302), pilot test studies give room for the anticipation of alternative explanations or opportunities to recognize the threat to internal validity. Infopreneurs within the institution (university of Zululand) were interview. A pilot study needs to take place in a neutral location that will not be included in the main study. Although the main objectives of pilot studies are to test the reliability of the research instruments, the rationale behind the pilot study is to save time, capital, and other resources by checking that all the research instruments work as expected, and identifying problems that could be avoided in the main study. A pilot study creates room for revision, reworking, or the complete overhaul of all the constructed questions in the instrument selected for the study (Neuman, 2011:302).

A pilot study was carried out before the main study in order to test the validity and reliability of the research instrument. Therefore in order to test the data collection instrument a less formal field pilot study consisting of a small number of twenty (20) persons was conducted to develop, adapt, and check the viability of the chosen techniques and the instrument, prior to the larger main study. For the pilot study, a smaller sample consisting mainly of colleagues and student in LIS and computer sciences department and some information-based business owners within the University of Zululand was first interviewed.

The pilot-survey consisted of 5members of staff of LIS department and 5 post-graduates students who had engaged in information-based businesses (practicing infoprenuership) and another 5 students practicing infopreneurship computer sciences at the University of Zululand. The study also consists of 5 persons practicing information-based business within the campus. A total

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

d. Responses from sampled respondents were checked if and the challenges experienced was observed and noted

The pilot study helped the researcher to improve the quality of the instruments after observing the weakness and error of the instrument in the following areas. Such as the precision of the questions, how they capture content, how each questions speak to objectives and literature, time frames for the interview, and their suitability to the respondents. Thereafter, the instrument was improved. The pilot study also helped the researcher to familiarize with what to expect on the field. During the reconnaissance, the researcher gained a lot of insight of information-based businesses practice. Respondentsô reactions to the pilot were useful in a number of ways, by helping the re-structuring of the instrument, and finally by avoiding repetitions, unnecessary wordings, and questions.

3.10. Ethical Issues

According to Newman (2001:140) ethical issues are inherent in every research investigation, and they need to be addressed. Every participant was notified of the aims, methods, anticipated benefits, and potential hazards of the present research. In support of this argument, Welman, Kruger, and Mitchell (2005:181) describe ethical considerations as being conscious of, and concerned with, matters relating to plagiarism, and honesty. It can further be defined as issues that involve human subjects, giving maximum respects to right of individual respondents who are involve in the research (Neuman, 2011:140). From the definitions, which have guided the present study through the stages of data collection, permission of consent was sent to participants. Respondents were properly briefed about the aims of the study as well as their rights to participate/not participate. While the researcher keeps up to date with the latest thinking and literature regarding research ethics, he or she is expected to meet the highest ethical standard. The study adhered to the following ethical standards stated below.

Permission to conduct research: according to UZRECôs ethic guide-book (2015) it was revealed that before research investigation is approved and carried out at the UNIZULU, certain criteria is required of the researcher before the ethical clearance certificate is issued. Firstly, the researcher collects the consent permission approval letter from necessary participants and/or

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

authorities in both countries. Secondly, the researcher and research plans together with the instrument, to the nd registration. Thirdly, the research proposal goes to an ethics committee for approval whereby the ethical certificate is issued. This must happen before the researcher goes into the field (for the collection of data).

Informed consent: UZRECôs ethic guide-book (2015:2-5) suggests that participants and appropriate authorities should be informed and provide consent before the research investigation is undertaken. The researcher informed the entire participant about what the research was about, clarifying what the questions entailed and informing all participant of the purpose of the study, including how it would affect them. Participants were also informed about the risks and benefits of participating by giving participants necessary information about their business in the research. They were also briefed on their right to decline participation in the study if they chose to do so.

Confidentiality: according to the UZREC ethics guide book (2015:2) confidentiality must be observed and the respondentsô data must not be divulged. However in this study, the researcher treated all information, provided by participants (information-based business owners), with sensitivity. The researcher assured all information-based business owners sincerity with regards to keeping in confidence sensitive and personal information about information-based business owners and their business practices. Participants were assured of protecting, and keeping secure and secret of all information from the public domain.

Anonymity: Welman, Kruger, and Mitchell (2005:181) described the principle of anonymity as being linked to confidentiality. The researcher makes sure participantsô data is not linked immediately with his or her name, or any other identifier/identifying individual. The study treated every respondent as an anonymous participant at various point.

Discontinue: Research studies gave room for participants to discontinue at will, at any time, without being required to adhere to any penalty. In this study, a written statement in the introduction was provided, explaining the key aspects of the study. Participants were informed to participate voluntary. Although, the study ensured that participants fully understood the

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

aving no possible penalty. A participantôs decision was uly for their decision to not participate.

Privacy: All participantsô right of privacy should be considered and respected in any research investigation (Neuman, 2011). This has allowed the researcher to pay attention to private issues of information-base business owners. Respondents were only interviewed based on the approval of the individual participants. Thereafter the research booked appointment with the owners of information-based business if participant is not convenient with the time schedule (i.e. the participating respondents themselves).

3.10.1. The various ethical issues considered during this study

1. The research considered the time appropriate for the various infopreneursô interviews.
2. The various infopreneurs interviewed in this study were not compelled to participate in the interview schedule and they were also not compelled to answer all the questions.
3. The researcher considered the privacy of each of the infopreneursô interviews (i.e the researcher only gained access to the infopreneurs after permission was granted).
4. The researcher assured all the infopreneurs interviewed that their personal data and all information relating to their business would not be exposed or released for other purposes.
5. The research considered the risks involves during observation exercise.

3.11. Summary

This chapter has discussed all the necessary processes and procedures that have been applied to this research study; as well as how the study was conducted. It provides a clear and detailed procedure, and methods, that have aided the success of the study. This chapter further discussed the meaning of research and highlighted the various dimensions in the research discipline. The different research methods used were discussed while more attention was given to the qualitative approach that was used in the research investigation. A qualitative research method was used to gather information and data for this study through interviews and participant observation. The interviews were designed as semi-structured and semi-unstructured types, through direct participations

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rted the interview instruments that were used to collect liability, until it was confirmed that it was valid for this on took place. While methods used for analyzing the collected data were well discussed. This chapter also covers ethical issues, which has guided the research towards achieving the aims and stated objectives.

Based on extensive literatures that guided the procedures of this research investigation, several salient issues were noticed. Firstly, the use of interpretivism allowed the choice of interview to be the major instrument for collecting the data in this research. Secondly, this method assisted in obtaining detailed information from information-based business owners on how infopreneurship is practice and the changes that had occurred in recent time. This allowed the researcher to engage with individual respondents and enabled the researcher to unveil hidden issues in infopreneurship practice. Thirdly, the researcher noticed some attitudes by information-based business owners in giving further response to every asked question. But the use of interview actually compares them to speak more. Some of the infopreneurs were not ready to give their personal details and all special information regarding the businesses. The application of research experience has allowed the use of unstructured questions that has help to elaborate more on the purpose of the research. This was done after assuring them of the confidentiality of the information that they would provide, before many information-based business owners could open up. The present study suggests interview choice for subsequent research.

The use of triangulation in this study has made it possible to gather comprehensive data for this study through the applications of various instruments. The application also helped in reducing bias in drawing conclusion, in the ways individual infopreneurs practice infopreneurship in both countries. The responses obtained through interviews and observation, in conjunction with the literature that was reviewed, shows that in South Africa and Nigeria the concept is new although it has been practiced for some time. The application has increased the rate of validity of all the information obtained from infopreneurs regarding his/or her business, which granted a level of reliability to the results obtained from interviews and observation; even when tested in other parts of the world.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHAPTER FOUR
N, ANALYSIS, AND INTERPRETATION

4.1. Introduction

The purpose of this chapter is to present the findings that were obtained from the interviews conducted with information-based business owners. The presentation focuses on the following research objectives:

- To examine the concepts related to infopreneurship.
- To establish the level of those involved in infopreneurship from the eight (8) clusters of information fields/disciplines (the area of discipline and field of study of those practicing).
- To Investigate and describe the areas or types of infoprenuership.
- To investigate the impacts of infopreneurship on information entrepreneurs and societal developments.
- To highlight the challenges encountered by infopreneurs in information marketing, consultancy, and brokerage in the two cities.
- To find solutions that will help to improve infopreneurship practice in information marketing, consultancy and brokerage in the two countries specified.

The interview instrument was the data collection instrument used in order to gather data from information-based business owners for this study, (see appendix 2 in page 162). Information-based business owners were asked several questions relating to their personal data and general information regarding their business, as well as other vital questions regarding the main concepts of infopreneurship as practiced in both countries. Registered information-based businesses, owned by graduates of LIS and other related information disciplines, were the target population for this study (see 3.6.1 in chapter three). A total of 111 out of the 160 respondents were interviewed and 69.3% were obtained in both countries. This chapter comprises of three major sections includes section 4.1 introduction, section 4.2 which focus on the characteristics of the respondents, and section 4.3, which is focused on the general characteristics of the information-based business and the concept of infopreneurship, (see appendix 2 in page 162).

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ware package used for statistical analysis) were the two order to analyze the data that was gathered through the ion of participants. The SPSS was used to analyze the demographic data of the respondents after coding the responses into numbers, whilst the content analysis was used for the data gathered through the interview.

4.2. Characteristics of the Respondents

Personal face-to-face Interviews were held with 111 information-based business owners, including 51 from Kwa-Zulu Natal (KZN) province, in South Africa and 61 from Lagos state in Nigeria, (see appendix 2 in page 162).

4.2.1. Personal Data of Respondents

Obtaining personal data from the respondents was important because it enabled the researcher to ascertain the characteristics of the respondents involved in information-based businesses, and in particular the businesses that were the subject of this study. Data capturing categories included: gender, age, marital status, nationality, ethnicity, business location, education background, and respondentsô highest qualification. The data is represented on table 4.1 below.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

espondents

	onses				**Total**	**%**
	Nigeria		**South Africa**			
	uency	**%**	**Frequency**	**%**		
		73.8 %	39	76.5	85	76.4
Female	16	26.2	10	19.6	26	23.4
Total					**111**	**100.0**
Age (years)						
Between 21-30	24	39.3	12	23.5	36	32.4
31-40	27	44.3	17	33.3	44	39.6
41-50	9	13.12	14	27.5	23	20.7
51-60	1	1.64	4	7.84	5	4.5
61-70	1	1.64	2	3.9	3	2.7
70 Above	Nil	Nil	Nil	Nil	Nil	Nil
					111	**100.0**
Marital status						
Yes	40	63.9	31	61	72	64.9
No	22	36.1	18	35.3	39	35.1
					111	**100.0**
Education						
Primary school	Nil	Nil	Nil	Nil	Nil	Nil
Secondary/high school	Nil	Nil	Nil	Nil	Nil	Nil
Commercial/Business school	Nil	Nil	3	5.9	3	2.7
Technical college	11	18.13	14	27.5	25	22.5
University/polytechnic	50	82	31	61	81	73
					111	**100.0**
Qualification						
Primary	**Nil**	**Nil**	**Nil**	**Nil**	Nil	Nil
O level/matric	Nil	Nil	Nil	Nil	Nil	Nil
Diploma	14	23	19	33.3	33	27.9
Bachelor	33	54.1	26	51	59	53.4
MA/ M Sc	12	20	6	12	18	16.2
Ph D	1	1.64	Nil	**Nil**	1	.0.9
					111	**100.0**

The data in table 4.1 indicates that 85 (78.5%) of respondents are male, whilst 26 (21.6%) are female. Male (85; 78.5%) respondents made up the higher proportion of respondents, in both countries, because during the course of the research investigation more male information-based business owners were found in the research sites. It is observable that the majority of respondents are between 31-40yrs of age.

- While the ages between twenty one to Thirty (21-30) years of age represented (32.4%). Notably, most of the respondents were within the cluster of economically active population or the youth (young people) of (77%).
- In addition 72 (64.9%) are married while 39 (35.1%) are single. This is not unusual because most people within the age group of 25 above are normally married.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

2.3%) participating respondents completed university ndents completed technical college education, and 3(3%) chools.

- The most frequent qualification obtained by the respondents are bachelor degree 59 (51.4%), followed by those with diploma degrees 33 (27.9 %) and masters 18 (16.1%), There were only one (1) respondent with PhD degrees. Observably, the results show that most respondents had obtained bachelor degree.

From the data above shows that most of the entrepreneurs were males and their business establishment is based on loans from the bank. as opposed to their female counterparts whose business was established from their family support and contributions. The result indicates that majority of infopreneurs are younger mostly in Nigeria between the age 21 to 30 years compare to South Africa, this shows that the majority of this age could not find job for themselves and they have decided to start their business to survive, and this clearly shows that was majority infopreneurs in Nigeria were managing their little local space and place as office in Nigeria, compare to those in South Africa

4.2.2 Location of business

The locations of the businesses would help to enhance easy access to business owners, free flow information among owners, and customersô growing nature of the business environment, as well as the proximity to the distribution of product and service delivery. The respondents were asked to indicate the location of their businesses. Table 4.2 represents the responses regarding the differences in places of business. The researcher was also able to verify these locations during visitations.

Table 4.2: Location of respondents' businesses

Districts	Frequency	Percent
Agege	8	7.2
Durban	14	12.6
Empangeni	21	18.9
Esikhawini	2	1.8
Ibadan	11	9.9
Ikeja	25	22.5
KwaDlangezwa	1	0.9
Lagos Island	4	3.6
Mushin	1	0.9
Ogba	3	2.7

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	8
	5
	8
	0.8
	00.0

The data above shows different location of information-based businesses, in all the selected cities in Nigeria and South Africa. Most respondents were from Ikeja (25; 22.5%) in Lagos state, Nigeria, and Empangeni with 21 (18.9%) as well as Durban with 14 (12.6%) in KZN, South Africa. The important of this data is to determine if the different in locations of information-based business affects the business or discourage young graduates from practicing infopreneurship in Nigeria and South Africa.

4.2.3. General characteristics of the information-based business

This section contains the entire interview questionnaire, relating to information-based businesses in both countries. Such as business name, which were listed according to the area of specialization, (see appendix 2 in page 162).

4.2.3.1 Business name

The names of the information-based businesses were listed according to the categories of business and their area of specialization. Respondents were asked to give their businesses names in line with their area of practice. Table 4.3 below shows 110 business names of the 111 respondents interviewed in the study.

Table 4.3: Names of respondents' businesses

BUSINESS NAME			
Nigeria	**Category of information business sector/discipline**	**South Africa**	**Category of information business sector/discipline**
Computer science			
Najee corperate machines limited	Computer science	Container café	Computer science
Bisak Enterprises	Computer science	J.C.T House	Computer science
Abol Printing Nig Enterprises	Computer science	Electronics Push Ltd	Computer science
K.A Afolabi Brother Enterprises	Computer science	SKL Computers	Computer science
Compunet System Ltd	Computer science	Edge Technology	Computer science
Midley Tech Enterprises	Computer science	Brave Brothers Computers	Computer science
Data Sciences Nig Lid	Computer science	Avuxeni Computer Academy	Computer science
KayTech Nig Ltd	Computer science	Simply Clicking Ltd	Computer science
		IT Intellect Computer Training	Computer science

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

		Solution	
	nication	SMD telecommunication cc	Telecommunication
	nication	Zazaôs cellular	Telecommunication
	nication	Lillian Vodacom Container	Telecommunication
Global Connect Ltd	Telecommunication	S.J Internet Café	Telecommunication
Telecommunication Venture	Telecommunication	Cell Phonethics Enterprises	Telecommunication
D.A Telecoms Ltd	Telecommunication	4 U 2 Phone Ltd	Telecommunication
Seyiwumi Telecommunication Ltd	Telecommunication	Quick Fix Cellular	Telecommunication
Publishing			
Satellite Global Print Ltd	Publishing	M4 Kirs Graghic Print	Publishing
Banzol Empire Ltd	Publishing	Kenart Ditital printing press	Publishing
DeFunking Nig Enterprises	Publishing	Shana sign	Publishing
Crystal-Dove Printing Publishing Co Ltd	Publishing	Winuhewan Press Ltd	Publishing
Garden Of Peace Bookshop	Publishing	PrintShop Ltd	Publishing
SkySat Technology	Publishing	Darwan Printers	Publishing
INFO ACE Solutions	Publishing	Zululand Observer	Publishing
		Senge Giga Communication	Publishing
Information communication technology			
Sky Ware plc	ICTs	Kingbro IT Solutions	ICTs
Don Morris Enterprises	ICTs	S Custodian	ICTs
NetSpan Limited	ICTs	Econo Cartridge cc	ICTs
Tri-Com Computer Ltd	ICTs	Wise-UP Technology Ltd	ICTs
U Tech Communication Co Ltd	ICTs	PM Solutions Communication Media	ICTs
I Booster Communication Ltd	ICTs	Puswitch services	ICTs
Pranded Technology	ICTs	Onsite Computers	ICTs
Phone Booth Nig Ltd	ICTs	Sedi Computer Service	ICTs
Records & archives management			
KMC Records Intl Ltd	Records & archives management	Ganos Prints Ltd	Records & archive management
RAMS Record & Arch Mag Services	Records & archive management	LINDAôs Tuck Shop	Records & archive management
Bukola System Enterprises	Records & arch management	Spread city informat	Records & archive management
Wise Gate Nigigeria Ltd	Records & archive management	Lynetteôs copy & print center ltd	Records & archive management
The Criterion Network	Records & archive management		
Benicke Venture	Records & arch ivemanagement		
Agape Nigeria limited	Records & archive management		
Library			
Edavok Ltd	Libraries	LakeSide Cellular and cyber café	Libraries
Best-in-Book Ltd	Libraries	Falba Communication Ltd	Libraries
Vista Sign & Printing	Libraries	Aquatech Africa	Libraries
DigiTrustNigeria Ltd	Libraries	INFLOW technology LTD	Libraries
Cyber-Link Ltd	Libraries		
PrimaxFamplus Ltd	Libraries		
RoyaltelNigeria Ltd	Libraries		
WebrangerNigeria Ltd	Libraries		
No name	Libraries		
Mass communication			
DSTV Venture	Mass communication	Bargain Bookshop	Mass communication
Light Acess Venture	Mass communication	Sigi communication centre	Mass communication
RainBow FM	Mass communication	Bargain Cellular Communication	Mass

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

			communication
	unication	MThinte Venture	Mass communication
	unication	Kcom Internet Café	Mass communication
	unication		
Seven Ballet Communication	Mass communication		
Library Information Science education			
Flordeck Venture	Library Information Science (LIS) education	Online Ads cc	LIS education
First Connection System Ltd	LIS education	IEmanti management ltd	LIS education
Speakto Spark Nigeria Ltd	LIS education	Zomu Technologies	LIS education
Prokonnect Ltd	LIS education	Standard Print Ltd	LIS education
DTL System Ltd	LIS education	ZuzaOkuhle Trading Enterprises	LIS education
CoCoonSrevice Worldwide Nig Ltd	LIS education	Menzi tech	
Clipps Communication Nig Ltd	LIS education		

Data in Table 4.2 indicates the business names of respondents which differ with relation to area of practices and context, as has been clustered above. The data shows computer science at 17 (15.3%), telecommunication, ICTs & publishing at 15 (13.5%), records & archives management at 11 (9.9%), libraries at 13 (11.7%), and finally library education and mass communication at 12 (10.8%).

4.2.3.2. Status of respondents before starting information-based business

The respondents were required to indicate what they were doing before starting their information-based business. A response rate of 99 (89.2%) was achieved for this question. The results are on table 4.4.The status of infopreneurs is paramount to this study because it helps in determining the detailed motives of graduates who may prefer self-independence (see section 4.2.3.2.in chapter four).

Table 4.4: Status of the respondents before starting infopreneurship

Narrative		
Nigeria	**South Africa**	**Observation**
❖ Doing nothing but I was still searching for job ❖ Working ❖ I was doing acasual job ❖ I was working but I had lost my job ❖ I was working for my father ❖ As a full house wife ❖ Apprenticeship ❖ Unemployed ❖ I have worked for a private organization temporarily ❖ I was working as a sale representative with an electronic company ❖ Working for a telecommunications company ❖ Doing nothing because there was no job ❖ I was assisting a family member because	❖ Unemployed ❖ I was working with a printing press ❖ Working with an ICT company but I lost the job ❖ Assisting in my family business ❖ Involved in another business which failed ❖ Working for a private organization working with chemicals ❖ Working but I was not satisfied ❖ Working for a communication company ❖ Working as a lecturer ❖ Employed in a bookshop ❖ Unemployed but I was still looking for jobs	The results indicate the status of respondents before starting information-based businesses. The data shows 99 (89.2%) responses from 111 respondents interviewed. The remaining 12 (10.8%) respondents did not have a response to this question. Interestingly, there is a similarity between the two countries. The responses where first grouped according to the 8 clustered discipline interview, and they are presented in in figures accordingly. The response shows that majority of the 72 (65%) respondents were unemployed before they started the business. Whilst unemployed they reported that they were doing nothing, however, they

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	was still searching for jobs was going from office to office oking for jobs was assisting my father in his usiness lost my job and I became unemployed for a long time	were still searching for jobs. This is almost the same in Nigeria and in South Africa. It can be observed that 5 (6.9%) respondents are working in the records and archives managements sector, followed by 7 (9.7%) in mass communication, 16 (22.2%)in telecommunication, 8 (11.1%) in libraries, while computer science had 14 (19.4%) respondents. LIS education &publishing had 7 (9.7%) respondents, and ICTs had 8 (11%). Notably, there are some distinct cases in South Africa, where some respondents had already been employed, however, were not satisfied with the job due to low salary and the maltreatment by employers.

4.2.3.3. Reasons for starting/joining this business

The reason or motivation for starting a information-based business is important. Infopreneurs were requested to state the reason why they started, or joined, the information-based business. Table 4.5 below illustrates the reasons why respondents chose to practice infopreneurship in Nigeria and South Africa. A 100% response rate was achieved for this question from total numbers of infopreneurs interviewed. See table 4.5 below. This data is significant, as it helps in discovering more about the development of infopreneurship in the present day knowledge economy.

Table 4.5: Reasons for infopreneuership

Nigeria	South Africa	Remarks
❖ I am passionate about the advertising and publication business	❖ I had seen a gap in the market for this type of business	A total of 111 respondents were interviewed and the same 111 responses were received from both countries. In Nigeria 61 respondents gave their reasons of starting the business, while 50 (fifty) respondents from South Africa also gave their reasons. The responses were clustered into the various common reasons in the 8 information business categories in which computer science/computer engineering has 17 (15.3%)
❖ I am doing this business because it is my professional area in which I have acquired skills	❖ I needed a job and it was not forth coming, as I was finding it difficult to find employment opportunities. I needed to make money to manage myself and my children	
❖ I believe this business area is the best area in which I can provide specialized services	❖ I needed money to sustain myself	
❖ To make more money and to buy all necessary things for myself. Because I have no other sources of income	❖ I love to beindependent as a man, in providing services and assisting people in their various demands for information	
❖ I joined this business because of the rate of un-employment. I would not have wanted to face the challenges of looking for work	❖ Its what I do best, and I have passion for it ❖ I have a passion for this type of business	
❖ I started this business because I have lost my job and I needed something that will be	❖ Ihave come to appreciate that every business activity these days needs online	

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	advertisement and I have always had a love for information system business	response, follow by information communication technology (ICTs) with 16 (14.4%) response, records and archives management 11 (9.9%) while responses from publishing and telecommunication sector is 15 (13.5) followed by the reasons given by LIS education respondents and those in mass communication 12 (10.8), this show that computer science has more responses. The results notably indicate similarity in both countries by majority responses that claimed they entered the business because they needed to earn an income to support their family and to sustain themselves, because of lack of jobs in the countries, this show that majority of 40% and 30% from both countries joined information-base business because of lacks of jobs respectively. This figure is obtained from the total number of those that said lacks of job in both countries. The differences observed show that in South Africa respondents took opportunities when they saw the gaps for such a business type in the market area. This motivated some of them to join the specific type of business and for the facts that information as an economic good for every activities in all the sectors as it becomes so important to every sectors and individuals. In Nigeria findings showed that some respondents had joined the practice because it is their area of
	I saw the needs of university students who always traveled to Richards Bay to fix their computers. This is what motivated me to start my business	
❖ Because I needed to make money to support my husband, since there is no jobs available for me	❖ I have for a long time been determined to be independent and to serve the general public information that is in demand	
❖ There were no jobs and I needed money to settle down as a man after graduation	❖ I consider the advantages of doing things faster when quick decisions are taken by being alone as sole administrator of a business	
❖ Because I needed to make more money, and a profit, as it will pay me better, rather than working for someone else	❖ Because it was my area of specialization which I so much love doing and the benefits of money	
❖ Because I was unemployed for long time and the possibility of getting a good job was not so good at time I took this decision	❖ I love teaching information related courses which I have started since I have been gaining from the teaching computer science applications and uses	
❖ Lack of jobs in the society ❖ Because of the difficulty in finding a job	❖ To provides unique services for the people and to help my community and my family through the profits	
❖ Because of the increased rate of un-employment	❖ For a better income, money and personal freedom	
❖ Because of worsening economy which was not favoring both internal and foreign investors	❖ I love information technology business as being the leading area people prefers these days	
❖ Because of my failed attempts in getting a job of my dreams.	❖ There was no job after I left the university and I needed a job in order to make money and sustain myself	
❖ Because I wanted to become an employer of labor and become my own boss	❖ Because I was interested in assisting people to apply for a job	
❖ Because I have seen the printing press business to be a lucrative business	❖ The high rate of unemployment in the country. And I noticed the numbers of graduates keep on increasing and investment is not increasing	
❖ Because of all my failed efforts in looking for jobs with my many applications. Non were available	❖ My main reason is to be financially secure, and I am aware of the high rate of unemployment	
❖ Because I have had a passion for information technology business since I was in school	❖ I have had the interest of setting up my own business and making the business work sustainably	
❖ Because I have had a passion for recording and I developed the interest in this business	❖ Because I lost my former job and had been treated badly by my former boss	
❖ Because I love publishing business and I have seen the business excelling in most countries	❖ To be in control of my own destiny	
❖ Because I have a love for networking jobs which do better, and I see that self-employment will pay me better	❖ Is to become reliable printing organization and delivers affordable quality to its clients	
❖ I joined this business because of my low salary in my former job that was not sufficient to cater for myself and my family	❖ I was passionate to become being a boss on my own and also employing others to provides good services and to make money to care for my family	

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

services and products was high.	I love to be a service provider and to make more money	specialization, where the have acquire training and they have in several times acquired more professional skills in that specific business area with passion for the practice. Some wanted to create jobs for others and be employers that were unique among the reasons given.
	I decided to start a personal business because I was mal-treated by my former boss and the work was taking all my time whilst the salary was low	
❖ Because Iôm most skillful and knowledgeable in this business	❖ Because of thehigh demand for reliable information technology services and supply	
❖ Because I want to earn an income to be able to acquire my daily needs and also keep myself busy	❖ I have found out that I have worked in the private company before without many benefits	
❖ I have ever desire to be self-employed in my life	❖ Answer not useful (Iôm not the owner I work here)	
❖ Because of our church theological university which needed more information materials and books to support the studentsô learning process and teaching	❖ I felt I could performbetter when working alone because of several decision and implementation challenges I have faced	Observably, the results show that there was a lack of jobs in society and that many respondents mostly from Niger ia had found it difficult to get a job. Why those of their counterpart in South Africa have passion for what they know and love doing better to serve the people
❖ I love telecommunication jobs and related businesses from the experience I have acquired in this area	❖ I started this business because it has been on my mind and I feel I will make better profits working for myself	
❖ Because of the experience and financial stability	❖ To make money to sustain myself and to be able to buy all the necessaries	
❖ Because I love doing master of ceremony(MC) work in events in order to earn more money. I see it as the easiest business to do	❖ Maybe: ñBecause of the poverty rate that is affecting the economyò	
❖ I decided to open my radio station because of an increase in demand for radio advertisement, paid announcement, and programmes by the public.	❖ I want to become an employer because I feel I want to reduce the rate of unemployment	

4.3 Infopreneurship

4.3.1. Awareness of infopreneurship business

In order to find out the level of awareness of the practice infopreneurship, by information professionals, respondents were asked to indicate if they had heard of infopreneurship practice before. The percentage of respondents who said ónoô to having heard of the concept infoprenuership before is 63.5% (71 respondents). Forty one (41) respondents said óyesô (36.6% of respondents). It can be noted that, at a country comparison level, 36 (71%) respondents said ónoô from South Africa, whilst 35(57.4%) from Nigeria said ónoô. Notably, in both countries, infopreneurship is not a popular term in the sector of practice.

4.3.2. Respondents' understanding of infopreneurship

The researcher briefly explained the concept of infopreneurship to the respondents. This phenomenon gave the researcher an opportunity to share the clear meaning of the concepts. In

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ense respondents understood the concept of practicing sciplines. After the brief explanation respondents were preneurship practice. Table 4.7 below shows the different ideas of respondentsô understanding of the concept infopreneurship.

Table 4.6: Knowledge of Infopreneuership

Narrative		
Nigeria	**South Africa**	**Remarks**
❖ Those providing information services for money	❖ Said it is an information-based business for fees charged	Findings from the answers to this interview question indicated similarities, differences, and remarks on 1. LIS education. 41 (36.6%) have majorities of responses. 2. Telecommunication 12 (10.8%). 3. followed by those in libraries 8(7.2%). 4. followed by computer science 7 (6.3%). 5. follow by those in records management and ICTs with 6(5.4%). 6. And mass communication with 4(3.6%) who have heard of the concepts infopreneurship before now. This response was obtained out of the 111 responses received. Some of the answers were the same within the country level and they are merged together. Noticeable similarities with 26 (23.4%) of responses from Nigeria and 15 (13.5%) from South Africa were noted. Respondents in both countries considered infopreneurship to involve those doing information business for financial purposes, and those individuals trading on information products and services to earn an income. Notably, the findings also show some differences in both countriesô levels. For instance in Nigeria the term infoprenuership was known and were defined as those experts known for information repackaging;who are those specializing in the information sector providing specialist information to customers for money. In South Africa it is largely understood as being a business of providing digital information
❖ Doing information business for interest and profits purpose	❖ Business of selling information-based products and services	
❖ Expertise in information repackaging business	❖ Information related business	
❖ Information providers, doing information business like the other entrepreneur	❖ Information business based on profits maximization	
❖ Information services providers	❖ People who have information businesses	
❖ Trading information product and services for money	❖ Marketing information products for money	
❖ Those specialists in Information businesses	❖ People (entrepreneurs) in information	
❖ People dealing with specialized information as business for making money	❖ Those doing information business either by creating their own ideas or by repackaging other	
❖ Information specialist selling information	❖ Those individual providing information services	
❖ Those selling information products and also providing information services	❖ Business person who collects information and service in ideas and sell to those information seekers	
❖ Those trading in digital information for better profits	❖ Those are people producing information products in digital formats	
❖ Business people who collect information and ideas	❖ Infoprenuership is business by experts in the field that sort information for quick accessibility	
❖ Entrepreneurs prosper in information (entrepreneurs of information)	❖ This is a business of organizing information for human consumptions	
❖ Those marketing information products for money	❖ Is a business of meeting peopleôs information needs by providing them with information in exchange for fees	
❖ Selling information product to the general public		

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

and services provided

olish the various types of information-based businesses. e type of information products and services they sell. A 100% rate of responses was achieved in this question, (see appendix 2 in page 162).Table 4.8 below illustrates the various categories and types of information products and services rendered by individual infopreneurers to the customers.

Table 4.7: Types of information products and services provided

Narrative		
Nigeria	**South Africa**	**Remarks**
❖ Telecommunication consulting services, providing security to organization, online database design and management	❖ Editing and proof reading of projects assignment, organizing of old and new library and settling up new library	111 information business owners was interviewed and 100% of response was received from respondents. Notably, in the both countries the majority of the respondents provided similar types of services which they render to the public, including the sale of computers and accessories, photocopying services, laminations of documents, scanning, software and hardware installation services, and internet café which is popularly known as ñcyber caféò in Nigeria. The various kinds of printing services and records management are also mentioned. , Interestingly, in South Africa, the findings shows tracking services, electronics searching device services, the translation services that are as new types of services listed. Also unique is the CCTV installation services Traditional IS jobs in the eight sectors are rarely mentioned.
❖ The sales of all related computer components and accessories	❖ Book sales, bookshop and book supply selling all types and categories stationeries	
❖ Web blogging, bulk SMS messages,	❖ Translation services	
❖ Cyber café, software & hardware installation, computer repairs and computer training programmes, phone repairs	❖ Cell phone repairs, airtime sales, USB sales, and photocopy	
❖ Radio programmes, presenting, news broadcasting, advertisement, special talks training in social and school special hours	❖ Selling of lectures video CD and DVD, telephone calls, selling airtime, photocopy band typing of CV	
❖ Office records management, records preservative services, conservation medium design, data processing, and e-file system service design	❖ Printing airtime and sales, selling computer and ICTs accessories, selling phones software downloading service	
❖ Providing cable television access/ connection, subscription, and selling subscription access-cards	❖ Internet café and different kinds of publishing cyber cafe Wi-Fi connection, scanning, typing setting	
❖ Converting manual files to M-file, organizing and providing appropriate means of keeping all kinds of existing records, settling good records managing system	❖ Printing Emails internet access, CV design, photocopies, lamination, scanner, typing	
❖ Library automation, network connections, Camera/CCTV installation, software & hardware installation, marketing, computers accessories and computer marketing	❖ Cyber café, computer sales and computer accessories marketing, international and local phone calls, fax, and scanning	
❖ Cyber café, bookshop, internet	❖ Internet café, company registration,	

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	te design, drafting of business and photocopying	
	copying, typing, scanning, fax c edition, proof reading and g, web blogging	
❖ Social media blogging (internet blogging and web blogging)	❖ Printing of different type of documents, software sales, software installation, document management and process	
❖ Business cards production, project writing, editing, proof reading, cyber café, photocopying, lamination, scanning, fax messaging, typesetting, and binding	❖ Printing of cards, postal, pamphlets, fliers, printing of T-shirt, books, programmes, seminars papers, and workshop materials	
❖ Book supply, bookshop, publishing, editing and proof reading of research projects,	❖ Cyber café, photocopies, scanning, printing, of documents and typing	
❖ Settling of library	❖ Referral services	
❖ Publishing of magazines, online news, online publication, and media relations	❖ Internet blogging, network trouble shooting, online advertisement and online marketing	
❖ Publishing	❖ Satellite accessory sales and services,	
❖ Printing of flyers, postals, printing business cards, printing T-shirt, printing of calendar, seminars papers, and workshop materials	❖ Current awareness service	
❖ Network maintenance, max maintenance	❖ Printing of document, publishing,	
❖ Graphic design, photocopying center, typing-setting, lamination, scanning, binding of projects, thesis and dissertation, rubber stamps stationary	❖ Printing, photocopying, trouble shooting, computer software and hardware installation	
❖ Selling of airtime, selling of SIMcards, making phones calls, selling USB, selling of software for phones and computer antivirus	❖ Marketing all types of computers laptops, computer accessory such as mouse, CPU, key board, USB, printing, photocopy machines	
❖ Phone calls center	❖ Computer training center, computer software and hard ware installation, and photocopy	
❖ Data retrieval services	❖ Intro, JRC, CCTV, Tracker devices scanners, searching services and serialized TXID	
❖ M.C job in an events, online radio presenter, online advertisement	❖ Editing and proofing reading	
❖ Web blogging, web designing, database management, networking management	❖ Retails and repairs of all IT devices and accessory and components	
❖ Internet connection and marketing	❖ Records management, systems integrating, system maintenance,	

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	...re and hardware installation ...ing of IT and ...les telecommunication Centre, document, internet café, ...copying, faxing, scanning, emailing	
❖ Online flight ticket booking and travel arrangements	❖ Selling computers, selling laptops, and marketing of all types of accessories and software	
❖ Documentation services, maintenance and back-up services	❖ Web online publishing	
❖ Satellites, cable marketing/ De-coder marketing, installation, and connectivity	❖ Records management, abstracting, internet, blogging, editing, proof reading, indexing, and the internet blogging	
❖ Network connection, telecom equipment installation and network booster	❖ Total IT solutions and support services	
❖ System analyst, computer marketing, system repairs, IT training, and IT solutions	❖ Printing of papers, postal, business cards, letter head paper, official documents, and graphic design ❖	
❖ Website creation, Internet connection,	❖	
❖ Preparing business plans for clients	❖	

4.3.4. Skills that is necessary for doing information-based business

The skills that are required for doing information-based business are important to recognize. Respondents were required to indicate the various skills they apply in doing information-based business. In this question 77% responses rate was achieved. The table 4.8 below shows the various skills applied by infopreneurers in producing information products and for rendering information services

Table 4.8: Skills for doing information-based business

	Responses				Total	
	Nigeria		South Africa			
	F	%	F	%	F	%
Experience	41	67.2	44	86.3	85	76.5
Apprenticeship	37	61	18	35.3	55	49.5
Formal education and training	47	77	40	78.4	87	78.4
Informal education and Training	51	83	34	66.7	85	76.5

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

bases that respondents use for engaging in information-

- Experience: 85 (76.6%)
- Informal training: 85 (76.5%)
- Apprenticeship: 55 (49.5%)

It is observed that most of respondents use skills obtained from formal education, informal training and the experiences acquired. Notably, information-based businesses need specialized skills to enable the practice to be unique and satisfactory for customers and people demanding specialized information.

4.4: Types of Infopreneurship

4.4.1. Areas of specialization

There are many areas of infopreneurship, as has been alluded to in table 4.9. The respondents were asked to indicate their areas of specialization in the infopreneurship practice. The responses obtained follow according to the 8 information business clusters of specialization area, shown in table 4.9 below.

Table 4.9: Area of specialization

	Nigeria		South Africa		Total	
Response	**F**	**%**	**F**	**%**	**F**	**%**
❖ Record & archive management	7	11.5	4	8	11	9.9
❖ Mass communication (broadcasting)	7	11.5	5	10	12	10.8
❖ Information technology	8	13.1	8	16	16	14.4
❖ Library	9	14.8	4	8	13	11.8
❖ Publishing	7	11.5	8	8	15	13.5
❖ Library &Information Science (LIS)/Library science education	7	11.5	5	10	12	10.8
❖ Telecommunication	8	13.1	7	14	15	13.5
❖ Computer science / computer engineering	8	13.1	9	18	17	15.3

Data in Table 4.11 indicates that the prevalence of specific areas of specialization of respondents is as follows:

- Computer science: 17 (15.3%)
- Information communication technology ICTs: 16 (14.4%)
- Telecommunication and publishing: 15 (13.5%)

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

%)

ent: 11 (9.9%)

Notably, from the data represented above, it can be seen that most of the information-based businesses from the sample are practiced by respondents that come from the field of computer sciences. This may be because most of the services involve electronics mediums and technology for the successful rendering of their services. Observably, the study showed few of in the LIS graduates discipline are found to be doing information-based business.

4.4.2. Types of information business services provided

Taking stock of the different types of information products and services offered by respondents is crucial to this research project. Respondents were asked to indicate the various types of information products and service that they render to their specific clients (the companyôs clients). The table 4.10 below provides more than 72 different types of businesses in their similar fields in the information sectors. These businesses are clustered into eight (8) business cluster areas for this research projectôs purposes.

Table. 4.10: Types of information products and services provided

	Nigeria		South Africa		Total	
Response	**F**	**%**	**F**	**%**	**F**	**%**
Information technology /ICTs						
❖ Cyber café	11	18.0	19	38.0	30	27.0
❖ Web blogging	14	23.0	4	8.0	18	16.2
❖ Internet blogging	14	23.0	10	20.	24	.21.6
❖ Web site creating	14	23.0	5	10	19	17.1
❖ IT training centers	12	20.0	11	22	23	20.7
❖ Trouble-shooting	19	31.2	12	24	32	28.8
❖ Software and hardware installation	19	31.2	16	32	35	31.5
❖ Security devices installation	1	1.6	2	4	3	2.7
❖ Designing local area network (LAN)	3	4.9	1	2	4	3.6
❖ CCTV installation/ maintenance	3	4.9	1	2	4	3.6
❖ Internet connection	3	4.9	4	8	11	9.9
❖ Tracking device	?0		1	2	1	.9
❖ Software designing			2	4	2	1.8
Telecommunication						
❖ Global system for mobile communication (GSM) connectivity	11	18.0	3	6	14	12.6
❖ Airtime business	12	20.0	14	28	26	23.4
❖ Phone call centers	11	18.0	8	16	19	17.1

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	8	13.1	1	2	9	8.1
			3	6	3	2.7
	2	3.3			2	1.8
			3	6	3	2.7
	6	9.8			**6**	**5.4**
❖ Fax messages			9	**18**	**9**	**8.1**
❖ Max maintenance	2	3.3			**2**	**1.8**
Mass communication						
❖ Television broadcasting						
❖ Radio broadcasting	**2**	3.3			**2**	**1.8**
❖ Online television						
❖ Online radio business	1	1.6	1	2	2	1.8
❖ Online Advertising	2	3.3	8	16	10	9.0
❖ General advertising	4	6.6			**4**	**3.6**
❖ Training programme	2	3.3			**2**	**1.8**
❖ Trouble shooting	2	3.3	1	2	4	3.6
❖ Satellite connection	1	1.6	2	4	3	2.7
❖ Online news	2	2.2			2	1.8
❖ Online business						
❖ MC (master of ceremony or programme director)	2	3.3	1	2	3	2.7
❖ Graphing designing	2	3.3	1	2	3	2.7
Computer science/Engineering						
❖ Training of information providers	3	4.9	6	12	9	8.1
❖ Video shopping			2	4	2	1.8
❖ Type-setting	7		14	28	21	18.9
❖ Photocopy center	13	11.5	23	46	36	32.4
❖ Computer repairs	5	8.2	13	26	18	16.2
❖ Scanning	1	1.6	6	12	7	6.3
❖ System programming			2	4	2	1.8
❖ Conversion of manual file into M-FILE or E-files (electronic files)	3	4.9			**3**	**2.7**
❖ Scanning	2	3.3			**2**	**1.8**
❖ Binding	3	4.9	5	10	8	7.2
❖ Lamination	10	16.4	9	18	28	25.2
❖ Forensic investigation	2	3.3			**2**	**1.8**
Libraries						
❖ Library automation business	5	8.2			5	**4.5**
❖ Library management	3	4.9	1	2	4	**3.6**
❖ Designing of library building	1	1.6	2	4	3	**2.7**
❖ Indexing and abstracting	4	6.6	2	4	6	**5.4**
❖ Organizing setting and up of library	5	8.2	2	4	7	**6.3**
❖ Information Consultancy service	4	6.6	6	12	10	**9.0**
❖ Referral services			2	4	2	**1.8**
❖ Project writing	2	3.3	3	6	5	**4.5**
❖ Preparing business plan			1	2	1	**.9**
❖ Business registration			1	2	1	**,9**
Recording/Archive services						
❖ Setting of records centers	9	14.8	4	8	13	11.7
❖ Records management	11	18.0	4	8	15	11.7
❖ Documentation			2	4	2	1.8
Publishing						
❖ News paper and book vendor	3	4.9	1	2	4	3.6
❖ Books publishing	14	23.0	5	10	19	17.1

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	10	16.4	10	20	20	18.0
	6		3	6	9	8.1
	7	11.5	1	2	8	7.2
	4	6.6	3	6	7	6.3
	4	6.6	9	18	13	11.7
❖ Printing of cards, flyers, T-shirt	14	23.0	10	20	24	21.6
❖ Database design and management system	5	8.2			5	4.5
Information products and marketing						
❖ CD ROM marketing	3	4.9	9	18	12	10.8
❖ Marketing	5	8.2	10	20	15	13.5
❖ Computer accessory/spare parts	4	6.6	13	26	17	15.3

Data in table 4.10 indicates that there are more similarities than differences, in terms of areas of infopreneurship practice within the 8 cluster fields of the information sector. In summary the following areas showed commonality:

- ❖ Photocopying: (36;32.4%)
- ❖ Software and hardware installation: (35;31.5%)
- ❖ Trouble-shooting: (32;28.8%)
- ❖ Cyber café: (30;27.0%)
- ❖ Printing of cards, flyers, posters, shirt and business cards (24;21.6%)
- ❖ Internet blogging: (24;21.6)
- ❖ Lamination: (28;25.2%)
- ❖ IT training centers: (23;20.7%)
- ❖ Typesetting: (21;18.9)
- ❖ Editing and proof reading: (20: 18.0%)
- ❖ Book publishing, phone call centers, and web site creation: (19;17.1%)
- ❖ Computer repairs and web blogging while: (18: 16.2%)
- ❖ Computer accessories/parts sale (17: 15.3%)
- ❖ Records management and: (15: 11.7%)
- ❖ Desktop/ electronics publishing: (13: 11.7%)
- ❖ GSM (Global system mobile communication) network connection and maintenance: (14: 12.6%)
- ❖ Internet connection: (11: 9.9%)

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

business

ness

The benefits derived from practicing infopreneurship were considered as significant. Respondents were asked to provide an account of the different benefits they had obtained whilst engaging in information-based business. All of the 111 respondents were interviewed and 102 (92%) responses were received, out of which Nigeria had 58(52.3%), as most responses given by respondents, showed that respondents had similar benefits in practicing infopreneurship, which were merged together. South Africa had 44(39.6%) benefits that are quite different. The table 4.11 below illustrates the results.

Table. 4.11: Benefits from information-based business

Narration		
Nigeria	**South Africa**	**Remarks**
❖ Joy, peace, and comfort ❖ Profit ❖ Enlightenment and exposure ❖ I enjoy the peace of being self-dependent and the money I get for meeting all the necessary expenses ❖ Money and happiness from being able to help my husband financially ❖ Satisfaction with the increase in my customers as a result of my quality services ❖ Satisfaction and the money I make from the business ❖ Money, comfort, and peace of mind ❖ Money ❖ Pleasure, happiness, and profit ❖ The joy of being a successful business-person amongst others and employing others. Surviving without waiting for government jobs ❖ The benefits of being financially independent and financially stable ❖ Earning money to help my aging parents ❖ The rapid growth of my business gives me joy ❖ I have gained good insights of reasoning in terms of critical issues and contributions ❖ The advancement in my education	❖ More experience and more new information, knowledge gained in the process of providing the services and of course the money I get daily from the business ❖ The profits I get from the business ❖ The money and the happiness of being alone and self employed ❖ Money and the freedom of life and working alone ❖ Money and the comfort of becoming self-employed in life ❖ Money and the assistance I render to others and the society as large ❖ Satisfaction derived and the money received as profits ❖ The happiness of service provided to students in the society ❖ Making more money to pay my bills, debt, and all my expenses ❖ Money and the peace of mind ❖ The money I get and the experiences and joy of meeting people ❖ Money and the fulfillment in life without depending on the government ❖ Joy and the happiness of actualization of my dreams and the money I get from the business	There were more similarities from the responses received from both countries. They included money and profits respondents gain from the business was their common benefits, comforts, peace, joy, and satisfaction derived by respondents from doing the information business. Gratification and self-reliance seem to have been most important. Notably, the findings also reveal some unique responses in both cases (between the two countries). They included showing experiences which some had received, exposure, and broader knowledge. Some respondents were able to further their education and careers from the gains they had made from their business. Most interestingly, the practice of infoprenuership had given many the opportunities of expanding their businesses and advancing their knowledge.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	he joy and the happiness of tting things done and the profits receive that has been helping me take good care of my family y daily bread	
knowledge such as management and marketing -	❖ Sustainability and financial independence ❖ The joy of being an independent man making people happy with their heartôs desire of information ❖ The continuous growth of the business ❖ Experience working alone under pressure and becoming more professional and a specialist in the field ❖ It keeps my body and soul alive ❖ Not much for now because the business is still in the stage of growth	

4.6: The Challenges of Infoprenuership

4.6.1. Constrains encountered in Information-based Business

The common problems encountered with the practice of infopreneurship were provided. Respondents were asked to indicate the constraints to their businesses. A 95% response rate was achieved in this particular question. Table 4.12 below shows the different problems and challenges.

Table 4.12: Challenges encountered in information-based businesses

Narration		
Nigeria	**South Africa**	**Remarks**
❖ Unreliability of customersô paying fees due completely ❖ Inflation ❖ Frequent changes in prices by media houses ❖ Poor electricity supply disturbs the business and also affects our machines ❖ Bad electricity supply and frequent breakdown of our machines ❖ High rate of office space fees, as well as the competitiveness of the business ❖ High cost of running generator with petrol due to poor electricity supply ❖ Lack of money ❖ Bad machines and fake printing	❖ Customersô bad behavior towards payment and coming back to fight after services have been rendered ❖ Customersô insincerity in paying their bills after service is delivered ❖ Unfavorable economic challenges ❖ Frequent breakdown of our machine and lack of stock by my suppliers ❖ Bad working environment in terms of spaces and the high rate of rental ❖ Poor service delivery ❖ Too many competitors ❖ Low patronage ie sometimes there are no customers ❖ Inadequate capital and finance, in order	The findings show differences, similarities in the newly discovered difficulties and challenges faced by respondents within the selected cities of both countries. 111 respondents were interview but only 106(95.5%) attest to the challenges working against their businesses. In, Nigeria 61 (100%) respondents listed their challenges, while in South Africa were 45(90%). It was noted that 15 (13.5%) respondents said they donôt have any problem because of the nature and type of information business they do.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

❖ Bad network signal and inadequate funds ❖ Lack of industry standard and benchmarks ❖ Double taxations by the government and bad electricity supply ❖ Lack of financial support and bad electricity supply ❖ Bad electricity supply, lacks of money, and bad laws ❖ Poor electricity supply and the lack of money that is needed to expand the business ❖ Lack of funds ❖ Frequent electricity failures ❖ Inadequate finance and business policy in Nigeria ❖ Continuous electricity failures ❖ Electricity supply is poor and customers have a bad attitude with regards to balance payment ❖ Bad electricity supply and lack of adequate funds ❖ Poor electricity supply ❖ Higher rate of imports and export duties high affecting the price of goods ❖ Client attitudes before and after services are rendered, is a big challenges ❖ Low patronage by customers and electricity failure ❖ Poor electricity and high taxation ❖ Poor electricity supply and bad engines ❖ Delay in sourcing for information products and material for the jobs ❖ Poor electricity and inefficient business registration process ❖ Bad electricity supply and lack of adequate money ❖ Bad electricity supply and security problems ❖ Bad electricity and bad taxation ❖ Bad electricity and financial challenges and frequent changes in skills ❖ Inconsistency, changes in the price of things, and lack of finance ❖ Electricity problems in getting the public connected and poor internet services some time ❖ Double taxation and hard and increase in exchange rate	boost the business and to get things ne ck of finances for the purchase of fficient materials needed for the siness, and other personnel ❖ Bad computers ❖ Not much time and the inpatient attitude of most customers ❖ Bad policies and frequent inflation ❖ Network problems and difficulties in loading airtime ❖ Accommodation problems ❖ Writing for order goods ❖ Frequent breaking down of machines and business equipment ❖ Electricity load shedding and inadequate spaces for the business ❖ Parts of equipment and products inconsistency ❖ Lack of adequate funding ❖ Miscommunication and misleading information ❖ Location of the business due to high rate of rental in the city ❖ Frequent changes in the prices of raw materials and high cost of materials and equipment for the business ❖ Impatience of customers ❖ The insincerity of customers ❖ Respondent not sure	Observably, the findings indicate that majority of response are similar in both countries, who are regularly faced with challenges of lack of funding, inflation, poor network challenges, high rate for renting an office space, and customersô bad attitudes to services payments. Notably, some differences that the data revealed included: poor and shortage of electricity supply which has become a sign of worry for the smooth practice to a successful future of major infopreneurship in Nigeria. Also the issue of substandard materials sold in the market for some type of practice that uses ICTs facilities and other categories of tools for providing services and inconsistencies in the prices fairly different compared with South Africa, that is only faced with load shedding of electricity, while the issues of poor services delivery paralyzes the business in some ways. Most interestingly, some newly challenges noted by respondents were the piracy and insecurities serving as a treat to the practice as it now work against younger starters. While the competitiveness of non-professionals has become major challenges while many people have false believe towards ICTs as their means of business, banking or to do other things and other transactions

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

❖ False beliefs and ignorant people ❖ Piracy and lack of sufficient funds ❖ Frequent network problems ❖ Increase in the rate of piracy and low sales		

4.7. Suggestions for Improving Infopreneurship

4.7.1. Suggestions that will help to promote good infopreneurship Practice

This question is meant to help this field of practice to discover good ideas that will be of assistance in standardizing this practice, and also designing ways to encourage graduates to become involved in infopreneurship. This gives the infopreneurs the opportunity of suggesting and recommending a better solution to improve infopreneurship practices. Responses were obtained from the respondents. A 93.7% rate of response was achieved with this particular question.

Table 4.13: Suggestions for the promotion of infopreneurship practice

Narration		
Nigeria	**South Africa**	**Remarks**
❖ They should be determined and be patient whenever they try to start any small business ❖ Information business is one of the easy business and so lucrative with little capital to start up ❖ There are millions of information businesses that requires only small capital input ❖ They have to be determined and be focused, while they find out what area they can do better and try it without waiting for the government job. They can survive without these jobs ❖ Information business can start from anywhere, without actually or necessarily waiting for much money ❖ Graduates should find out about areas that they can excel better in for business before going into such particular business ❖ There are many other business	❖ They should try and study all the various types of information business before starting most familiar to them ❖ They should get a good type of information business and try to give a quality services and also give a good competitive price ❖ It depends on the individual if they will like such business or not. Therefore they should love whatever information business they are intending to take ❖ Younger graduates entrepreneurs must have knowledge of what is happening in the information sectors ❖ They should make sure they have the necessary fund and skills to manage the business by proving quality services ❖ The government should support with young graduates by encouraging them with various assistant. But they should	Out of the 111 respondents interviewed, 104 respondents (93.7%) gave responses to this questionnaire. Results obtained indicate similarities and differences suggestion for young graduates for becoming an infopreneur. Findings suggested that young graduates should be patients when practicing infopreneurship; and they should be self-determined, as it is a key to successful practice. Most importantly, similarity in both countries suggests love, critical thinking in information businesses as many categories of such business do not require much capital. Notably, the data revealed some differences in the suggestions made to young graduates who may be planning to start information business as was show in the response from Nigeria

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

skills in technology base ❖ There should be critical reasoning and approaches in providing services through their privates businesses ❖ They can succeed without depending on the government best move in articulated area ❖ They should develop the passion to their area of specialization with necessary skills to facilitate good services ❖ They should develop strategies of keeping good relationship with customers through good customer care ❖ They should use their talents and skills well in order to provide services and generate money because information services are required in every organization today ❖ Information business is the most selling business in the world today. Graduates should set up personal information business with little money right from their home. ❖ They should think critically well what they really want to do so that they will make mistake of wrong choice ❖ Younger graduates should be confident in whatever they do and solid in their decisions on what to do ❖ They should not look towards what they will get from the businesses at the beginning at the early stage but they should focus on how they can improve and provide better services ❖ They should not be discouraged with the high rates of unemployment but do something to improve their own information-based businesses ❖ Student at university and other higher institutions of learning, should include infopreneurship in their curriculum/study ❖ They should plan well and write out what is needed to be done for such information-based businesses and know what to do at various levels after some research about it with all passion	lf confident should be consistence and re to their clients and keeps them r with up date should be determined and be bold to face any challenges and every customers needs they will encounter ❖ They should be able to find out what they can do perfectly and all it takes to excel and be successful in such business of their choice ❖ They should develop an entrepreneurôs spirits with the purpose of achieving expected target of making good profits ❖ They should know that every business starts from the bottom as it will grow with a time but they must develop passion as they remain patient ❖ They should first be determined before venturing into any information business ❖ Graduates can only succeed if they will put in their best skills as they determine to make in life ❖ I will tell them that it is possible to start information business on road or by the road side but it definitely grow as new ideas unfold ❖ Information business is a good business with lots of good future. But they should try as much as is possible to observe their environment and determine the societal information needs as it will assist them better ❖ They should stop searching for job and stop working for people, let them open their own information business which are easy to start despair the other challenges that may arise ❖ It is possible for them to start their own business with the small money they have ❖ Young graduates who have the mind of starting a personal business should know there are many information business that they can actually start from their room, home and they must be sincere in their dealings ❖ Graduates should learn about the required tools for every information business andtry as much as possible to find out the most pressing needs of the people in general ❖ They should be patient with the	11(9.9%) who suggested the needs for young graduates to be dedicated to their businesses and also seek advice from those experts in the feeds, compared to few respondents in South Africa where issues of becoming faithful and sincere in their services delivering were more suggested while the issues to be consistence in their mode and ways of providing quality services was recommended. The findings suggest that graduates needs to apply wisdom in all decisions and necessary skills. Significantly a good customers care has been recommended to all infopreneurs for a continuous and sustainable customers relationship. It is also noted that issues of more training in the field was considered. Government involvement is recommended. Although responses came from two different countries, issues raised were more similar than different. Note: The purpose for these findings is to encourage graduate of LIS and other information to see infopreneurship practice as a viable opportunity towards self-reliance and independence. This point was primarily motivated in order to elicit ideas that could stimulate interest among graduate as a strategy to counter issues of unemployment.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

skills and be critical thinkers with determination ❖ Information business does not really require much money to be started ❖ There is nothing that is too small for information business ❖ Graduates should try to search for new areas in the information business and services in the information sector that mostly demanded by the public and that can give them more money ❖ Graduates should apply wisdom and skills to produce good and quality services that will speak for them ❖ Graduates should develop themselves in modern practices in the profession and they should familiarize themselves with the most lucrative aspects of the business ❖ They should know the beginning might be rough but the end will be greater and better only with the spirits of hard working and dedication to better services ❖ Graduates should learn from those already into such businesses and see what they can add to change the face of the system and services ❖ They should add more value to what they already got from the university, by acquiring more skills before professional starting information business ❖ They should try and do research in that particular business sector that they intend to practice in, and find out different things so that they can be more knowledgeable in that area ❖ They should be determined to survive without government control and supervision while applying all wisdom to attract societal informationôs needs ❖ They should do something unique from what the society expects on their own innovation with the little money they have ❖ I was able to succeed without much money so I believe they can do it better with little money and they can	th of the business because the nning of such businesses might be rd and some not so easy, but they develop determination that will them through out, and they should always continues pressing harder with passion to succeed ❖ They should be encouraged to read more inspirational information business books, magazines, newspapers and web site ❖ I advise young graduates to start information-based business with the little money they have. They should have love for the business as they will dedicate their time for the business ❖ Young graduates should have faith and confident in their plans and decisions regarding such particular business ❖ They just need to be determined and try to acquire more information technology skills in order to perform better ❖ The graduates must stand and see what is ahead of them, what is new, and improve on it in order to serve the market as a way of making profits ❖ Information business is good and easy to succeed, but with a lots of hard working and devotional spirits ❖ They must be ready to face any difficulties therefore, they need to learn from experts in the field ❖ Information businesses need skills and they must be passionate about what they have chosen to do ❖ Information business is one of the leading and best businesses in the world today, but requires full concentration and determination therefore, graduates will need patience. ❖ Young graduates need better planning with several consultations on information business before venturing into such business ❖ Any young graduates that are preparing to start a personal information business should be ready to be more skillful their area of specialization and also be bold to face any tasks and difficulties that will arises graduates should strives harder to embrace the opportunities of	

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

about it before going into such business ❖ They can actually starts some information businesses right from their bed room ❖ They should love what they want to do and have passion for the business ❖ They should try and develop themselves in the ways of providing in modern information services that are similar in other fields ❖ Graduates should be self dedicated to their businesses and they should dedicate much time for the business they are doing ❖ They should be trained on ways of presenting business proposals and consider all the necessary equipment before starting information-base business ❖ Young graduates should seek advice from those already in the business to guide them better ❖ They should learn from others first before going into such a business ❖ Information is an important and essential factor that provides access to information sector development, without the need for much capital ❖ Because of the important of information in our present society, the demand is increasing and the customers are increasing too. Therefore information base business is a selling business that LIS graduates should consider If one could start without any office ❖ Information business is a business that is so easy and lucrative that it doesnôt need much capital	pendent information base ness to earn a living Information- l business is easy lucrative only if g graduates have ideas of what is bout and what it takes to be successful ❖ Younger graduates really need to apply wisdom whenever they take decision of doing information businesses ❖ There are many information-based businesses that donôt need big start-up funding. But with the skills and knowledge of such particular business which the person had gotten from school can make it easier for the person ❖ They need to be focused and passionate ❖ They need to be truthful ❖ They should be faithful and sincere in their dealings	

4.7.2. Infopreneurs' needs/requirements

Following the various responses given by respondents regarding the challenges faced in terms of rendering quality services and the desire to remain in the practice, respondents considered and also requested necessary support in order to boost their businesses. Respondents were asked to

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

vernment to do for them, and their industry, that would to succeed in practicing infopreneurship. The table 4.14 ssistance required by respondents in order to boost and develop their businesses. The responses were clustered and are presented in separates columns for Nigeria, South Africa, and the authorôs remarks respectively.

Table 4.14: The needs of Infopreneurs

Nigeria	South Africa	Remarks
❖ The government should make the power supply stable and also give micro- loans to me to boost the business ❖ The government should reduce unnecessary requirements for the establishment of small businesses and can also help to train many graduates in different information-based business models ❖ Reduce tax imposed on me and to also assist me with microloans to boost my business ❖ The government should fix and make stable the electricity supply. The government should also make grants available for me ❖ Financial assistant to expand my business ❖ Financial assistance to expand this business and also make light (electricity) supply stable in order to help my business run smoothly ❖ The government should create good policies that will give more room in the market for small businesses ❖ The government should review the rate of inflation and should regulate the economy to favor smaller business like this. ❖ The government should provides modality to ensures the standard of raw material s and it all ICTs equipment imports into the country to be of high quality. ❖ Financial aid. ❖ The government should make electricity supply stable and they should give me money; maybe in the form of a loan. ❖ The government should upgrade the electricity supply and reduce tax The government should assist with micro loans to facilitates with the purchases of all require material and equipment for	❖ The government should regulate the price of hiring a shop to a more affordable rate. ❖ The government should make policies that could allow individual to do their businesses and the government can give me loan ❖ The government should try as much as possible to get the economy right in order to favor smaller business and entrepreneurs ❖ The government can help my business with money to develop the business for better service provision, for specialized information for customers ❖ The government should make financial grants more easily available ❖ The government should improve the economy by passing good laws that can regulate the sectors and other practices. ❖ The government should provides financial assistance and formulate good laws that will regulates the economy ❖ The government should reduce the amount pay as tax by smaller information base businesses lesser. These will encourage us to remain in the business ❖ The government should try as much as possible to regulate inflation in the economy to be friendly ❖ The government should assist me with loan to increase and expand my business ❖ The government should try to make the economy stable in ways reduces costs of production and prices of production materials ❖ The government should provide training, good facilities, and loans to	The findings from the interview were conducted. 111 respondents were interviewed and 108 (97.3%) responses were received, stating individually their needs and what they want the government to do for them assisting them in divergent ways in order to boost their businesses in several ways. It was noted that 12 (10.8%) never bothered putting their hope on anything from the government in regards to all the challenges against the successful practice. It is presumed that this was as a result of repeated failed promises by the government and politicians. Interestingly, the results show that there were 57 (51%) similarity on the needs of money, grant and loans by various respondents to boost the business and the regulation of frequents inflations issues in both countries. Notably there were some differences between the two countries. The data shows 50(82%) of the difference in demands for stable electricity by majority of respondents in Nigeria. There were also calling for the reduction of imports duties on ICT equipment and materials. This has been a problem is affecting the prices of information goods, equipment and materials and double taxation as compare to 3 (2.8%) South Africa. Few respondent attest to this in South Africa, which only said they needed solutions to loads

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

area ❖ Assistance with funding to reduce the importation tariffs to make our raw material be more affordable and they should also fix poor electricity problems ❖ No answer ❖ The government should formulate good policies for the registration of businesses, and should give continuous orientation; in the form of training. Electricity supply also needs to be made more stable ❖ The government should create a good business environment and reduce taxation. ❖ Stable electricity supply and financial assistant to expand my businesses ❖ The government could assist this business with loans (money) and also try to organise training in the form of workshops, seminars, and conferences in order to train the young ones in terms of field experience ❖ The government should remove double taxation if possible and they should remove tax from my business ❖ Money to expand my business ❖ Financial assistant and re-training of younger graduates with vocationally applicable skills. ❖ The government can build smaller shops and office space and give shop accommodation to young graduates at a subsidized rate ❖ Money to improve and expand this business ❖ The government should fix electricity problems and also give me a grant ❖ Government should give me a grant and also solve electricity problems in the country ❖ Financial assistance and the government need to try to upgrade electricity challenges ❖ Money and fixing the electricity problem. ❖ Government should give out grant to graduates ❖ The government should formulate good laws that will regulate business activities	oost this business he government can help us with nding and also try to provide good nd cheaper accommodation for a etter office space. ❖ Better funding ❖ The government can assist financially through loans ❖ Financial assistant to get an office accommodation of my own ❖ Financial assistance, money to expand the business because of the level hardship due to a lack of available jobs in our societies today ❖ The government can assist by giving more of my required equipment to carry on operating smoothly ❖ The government should assist me with loans and should also regulate access to better grants ❖ The government should give me grant to expand the business, which in turn can require additional supporting hands that can also reduce the rate of unemployment in our society ❖ The government should fix the problem of load shedding which is affecting our business ❖ Policy reviews and promotion of small-scale businesses ❖ Loan ❖ The government should assist us in getting more good computers ❖ Funding and subsidized materials for printing and other services at lower rates. ❖ The government should support me financially and also reduces my taxes ❖ The government should organize the avenue to train us more with new skills and also give us funding to start and improve ❖ The government should fix the economy in a way to create good business opportunities and good environment to the people ❖ Nothing the government can do ❖ Not relying on the government.	shedding electricity problem in recent time, which was not really a major problem. However, a majority of respondents in South Africa want the government to fix the unfavorable economy and to be regulate in favor small and medium enterprises Most interestingly, the data revealed that demands for good business environment to facilitate easy collaboration in other similar fields has become a pressing need, The government should design a medium for training and re-training of younger graduates in the area of critical skills and vocational skills to perform better in the practice. Importantly, the continuous upgrading and updating of all the old practices still doesnôt receive the advancement brought about by technology. Presently it has become a disturbing issue that needs urgent attention. The need for policy and promotion of small businesses mentioned by respondents from South Africa seems to be an important requirement for both countries in order for infopreneurship to thrive.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

and subsidize us with raw material for the provision of information Services. ❖ I need loans to boost my business and a reduction of tariffs for importation of printing materials ❖ Loans and tax removal. ❖ The government should encourage me through grants or loans to boost the business, and they should try and remove laws that will restrict the practice of infopreneurship in the country ❖ The government should assist me with loans so that I can get a better office to operate other necessary equipment for this business		

4.8. Conclusion

This chapter presented all the data gathered from the interviews with information-based business owners. The chapter comprises the introduction, characteristics of respondents, and responses regarding the concepts infopreneurship. Additionally, the findings showed that infopreneurship is practiced by information experts with specialized information skills. These skills are often obtained from university education. Infoprenuership practice required critical skills, experiences, and formal training to be able to provide information services that were of quality and were satisfactory to customers. The findings show that some infopreneurers do their businesses from their home. The study revealed that a majority of respondents who started practicing infopreneurship did so for money and due to the lack of employment opportunities in both countries. The study revealed that this is a factor that opens the eyes and minds of many young graduates to the possibility of considering the choice of personal information-based business as an alternative to formal employment.

Regarding the categories of those practicing infopreneurship, the findings show that other graduates, from other information related disciplines, are found in the practice. Infopreneurship has added new types of information-based businesses in recent times, such as CCTV installation and maintenance, tracking device installation, online TV broadcasting, trouble shooting, and web blogging, amongst others.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

had helped in the reduction of unemployment as well as ever, infopreneurers are still faced with several challenges , and double taxation. The findings show the suggestion and needs by respondents for financial support among others. Observably, computers science graduates were the majority found in doing information-based business. Compare to few LIS graduates involves in the practice.

The findings show poor incidence of managerial skills, coupled with modern ICTs skills application and sustainability of customersô relations. Piracy is seen as a threat to infopreneurship practice. Observably, a majority of infopreneurs were not passionate about the business at first and many also did not have the love for the business before entering, but later confirmed their happiness for venturing into information-based business.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHAPTER FIVE

RVATION FINDINGS

5.1. Introduction

This chapter presents the data gathered in this study through observation. (see appendix 3 in page 169).Observation was done for the purposes of triangulation, primarily with data obtained through interviews. The items observed included business activity practiced by respondents, infrastructure used by respondents in providing information services, the various types of inputs applied in providing information products and services, as well as the information environment at the workplace. The following research observation questions were addressed during observation, (see appendix 3 in page 169):

- ❖What are the types of business activities practiced by respondents?
- ❖ What is the infrastructure for this business?
- ❖Are records kept (checking the system use for records keeping)
- ❖Where is the location of business?
- ❖What are the types of equipment applied in providing information services?
- ❖How is the condition of the work place?
- ❖What are the communication channel and method used in the business?
- ❖What strategies are used to market the information production and services?

The above listed questions align with the following research objective raised in chapter one (1):

- ❖ To establish the level of those involved in infopreneurship. From the eight (8) cluster information field/discipline (the area of discipline and field of study of those practicing).
- ❖ To investigate and describe the areas and/or types of infopreneurship.
- ❖ To investigate the impacts infopreneurship on information entrepreneurs and societal development.
- ❖ To find out the challenges encountered by infopreneurs.
- ❖ To find solutions that will help to improve infopreneurship practice in South Africa.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

s owners, that were interviewed and observed during the ered business sampled in all information-based business sses over-lap when considering the various information disciplines that some of the information-based business owners are coming from, and when comparing the types of information products and services they render to the public (David and Dube 2013:3). Observably, this shows that some of the information-based business owners are not providing services in their specific area of expertise. For example, as noticed across all the tables; 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, and 5.9; LIS graduates practicing infopreneurship are providing services that are distinct from library services.

5.2. Observation outcome

This section focuses on the research questions highlighted in section 5.1 and the various information-based business categories observed. The various information-based businesses observed during the interview schedule were selected from the research sampling size, which was based on convenience sampling as well as purposive sampling. The sample for observation includes 15 information-based businesses in Nigeria, and 15 respondents interviewed in South Africa. All of the businesses selected were picked from the 8 clustered information categories which are computer sciences, archives and records management, telecommunication, publishing (see section 3.5 in chapter three).

5.2.1. Type of services rendered

The various services rendered by information-based business owners were verified (see appendix 3 in page 169) to confirm the various types of services listed by information-based business owners during the interview. Some of the information-based business owners were seen not providing information products and services based on their field of studies, as noted by those graduates of LIS and librarian working in the various libraries. Observations were achieved through careful checking of the activities within the business premises to verify the information provided by information-based business owners regarding this aspect of the study during the interview. See the results in table 5.1 below.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

by respondents to the public

		South Africa	Observation
Computer science (those information-based business owners from the computer science disciplines)			
Abol Printing Nigeria Enterprises	❖ Printing ❖ Publishing	J.C.T House	❖ Printing ❖ Photocopying ❖ Lamination ❖ Fax messages ❖ Binding
Data Sciences Nigeria Lid	❖ Bulk sms services, ❖ Advertisement, ❖ Printing services	Avuxeni Computer Academy	❖ Computer training school programme ❖ Software and hardware ❖ Installations
Telecommunication (those information-based business owners with a telecommunications background)			
SpceTech Development Ltd	❖ Network maintenance ❖ System up-grading		
Genx 6 Consulting	❖ Telecommunication security service ❖ Online database		
Publishing (those information-based business owners with publishing and mass media disciplines)			
Banzol Empire Ltd		KenartDitital printing press	❖ Printing ❖ Publishing
DeFunking Nig Enterprises	Printing services	Darwan Printers	
		Zululand Observer	❖ Printing news ❖ Advertisements ❖ Reporting ❖ Publication
Information communication technology (those information-based business owners from the field of ICTs)			
Sky Ware Public limited liability plc	❖ Designing website, ❖ Network connection ❖ Computer and system repairs	Sedi Computer Service	❖ Internet cafe ❖ Printing ❖ Publishing
Don Morris Enterprises	❖ Cyber café ❖ Internet services ❖ Printing	S Custodian	❖ Computers sales ❖ Computers ❖ Accessories ❖ Marketing ❖ Software sales ❖ Computer repairs

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	gration, eting	Econo Cartridge cc	❖ Internet café ❖ Selling computers ❖ Accessories
		Wise-UP Technology Ltd	❖ Internet café ❖ Web site creation ❖ Photocopying ❖ Laminations ❖ Scanning
U Tech Communication Co Ltd	❖ Sales of computers, ❖ Software hardware installation, ❖ Network connections, ❖ Computer and system repairs	On site Computers	❖ Information technology components sales and ❖ Installation
		Puswitch services	❖ Information technology solution/ trouble shooting ❖ Information technology training
Records & archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	❖ Records managing services, ❖ Library automation	Spread city informat	❖ Records management ❖ Ayatem integration services ❖ System maintenance
Benicke Venture	❖ Managing and organizing medium for good records keeping, ❖ Selling of records keeping materials		
Library (those information based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing	❖ Printing of cards, business cards, office document postals, flyers, T-shirts, ❖ Photocopying ❖ Scanning	Aquatech Africa	❖ Photocopying ❖ Printing services ❖ Fax mailing ❖ Scanner
PrimaxFamplus Ltd	❖ Graphic designing ❖ Scanning, ❖ Photocopying, ❖ Type-setting, ❖ Lamination	INFLOW technology LTD	❖ Internet café
Cyber-Link Ltd	❖ Internet services, ❖ Typing of projects, proof		

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	copying		
based business owners from mass communication disciplines)			
		MThinte Venture	❖ Printing and selling airtime ❖ Photocopying ❖ Phones calls ❖ Binding
FSG Communication	Advertizing and publication		
Library Information Science education (these graduates are practicing infopreneurship from LIS disciplines)			
Flordeck Venture	❖ Airtime printing business, ❖ Marketing sim cards called starter pack, ❖ Selling software and hardware		
First Connection System Ltd	❖ Internet connection, ❖ Library automation, ❖ Web-site creation, ❖ LAN connection, ❖ Software and hardware installation		
Speakto Spark Nigeria Ltd	❖ Master of ceremonies services, ❖ Programme planner and motivational speaker, ❖ Radio presenter ❖ Online marketing advertisement		
Cocoon Srevice Worldwide Nig Ltd	❖ Printing services		

The result of the observations detailed in table 5.1 above, reveal the different activities of infopreneurship, which encompass all the services that are provided by information-based business owners in both countries. Notably the types of services observed during the interview agreed with the various types of services listed by information-based business owners in the interview responses obtained and all the literatures reviewed (see table 4.7 in chapter four). Observably some of the services rendered by some information-based business owners are over lapping when considering their field of discipline. This is more often observed with those infopreneurs coming from the LIS discipline that are providing a variety of services. The purpose

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

various types of information-based products and services during the time of interview schedules. This helps to mentioned by respondents, giving room for accuracy and authenticity of the responses obtained during the interview.

5.2. 2. Input observed

The inputs applied for doing information-based business were observed, (see appendix 3 in page 169).

Table 5.2: Input in service provision

BUSINESS NAME			
Nigeria	**Observation**	**South Africa**	**Observation**
Computer science (those information-based business owners from the computers science disciplines)			
Abol Printing Nig Enterprises	Man power and machines combination	J.C.T House	Man power
Data Sciences Nig Lid	Human beings	Avuxeni Computer Academy	Human efforts
Telecommunication (those information-based business owners with a telecommunication background)			
SPaceTech Development Ltd	Human efforts and machines		
Genx6 Consulting	Man power		
Publishing (those information-based business owners with a publishing and mass media discipline background)			
Banzol Empire Ltd	Man power and machines	KenartDitital printing press	Man power computers and machines
DeFunking Nig Enterprises	Man power applying the machines	Darwan Printers	Human efforts and the machines
		Zululand Observer	Man power, computers and machines
Information communication technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	Persons	Sedi Computer Service	Human beings and computers
Don Morris Enterprises	Man power, computer system and router satellites	S Custodian	Human efforts
Net Span Limited	Human efforts	Econo Cartridge cc	Human beings and machines
		Wise-UP Technology Ltd	
U Tech Communication Co Ltd	Human beings	Onsite Computers	Human efforts
		Puswitch services	Human efforts
Records and archive management(those graduates from records and archives management disciplines that are practicing infopreneurship)			
The Criterion Network	Human beings	Spreadcity informat	Human effort applying

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

			the machines and the application of a special software
rom LIS disciplines working in different libraries)			
Vista Sign & Printing	Man power and machines	Aquatech Africa	Human efforts and the electronics systems machines
Primax Famplus Ltd	Human beings	INFLOW technology LTD	Man power
Cyber-Link Ltd	Man power		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	Personal efforts	MThinte Venture	Human efforts
FSG Communication	Persons operating the computers		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	Man power		
First Connection System Ltd	Man power		
Speakto Spark Nigeria Ltd	Personal efforts		
CoCoonSrevice Worldwide Nig Ltd	Human being applying the machines		

The data above shows the different inputs applied by respondents in rendering information products and services, which were observed by the researcher during interview. The findings show that the inputs observed agree with the responses gathered from information-based business owners during the interview, and the literatures in chapter two.

5.3. Infrastructure for the business

The infrastructure used within the business premises for the provision of information products and services to customers, was observed at the time of the interview. The researcher observed different machines, equipment and tools used by information-based business owners in order to provide information services. See table below.

Table 5.3: Tools used by the respondent's business

Business Name			
Nigeria	**Observation**	**South Africa**	**Observation**
Computer science (those information-based business owners from the computers science disciplines)			
Abol Printing Nig Enterprises	❖ Middle speed gravure machine ❖ Foil stamping machine ❖ Corrugated carton flexo	J.C.T House	❖ Computers ❖ Printers ❖ Photocopying machines

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

			❖ Scanners ❖ Binders
	ng ❖ Internet modem	Avuxeni Computer Academy	❖ Computers ❖ Projectors ❖ Smart boards ❖ Avuxeni computer academy
Telecommunication (those information-based business owners with telecommunication background)			
SPaceTech Development Ltd	❖ Computers ❖ Trackers devices		
Genx6 Consulting	❖ Computer detector device ❖ Tracking `machine		
Publishing (those information-based business owners with publishing and mass media discipline)			
Banzol Empire Ltd	❖ Electricity ❖ Computer ❖ Cord machine ❖ 201 machine ❖ Laminating machine ❖ Pollar machine	Kenart Digital printing press	❖ Computers ❖ Printers ❖ Scanners ❖ Laminators ❖ MOZ printing machine ❖ Core printer
DeFunking Nig Enterprises	❖ Printing machine like the 213 core printer ❖ Computer	Darwan Printers	❖ Computers ❖ Accord printing machine ❖ ATO Z jet printing machine ❖ Trimmers cutters
		Zululand Observer	❖ Computers ❖ Printing machines ❖ MOZ printing machine ❖ Laser jets printing machine
Information Communication Technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	❖ Electricity ❖ Computer ❖ Repairing tools	Sedi Computer Service	❖ Computers ❖ Scanners ❖ Printer ❖ Photocopiers machine ❖ Internet access

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

			connecting modem
	service ❖ Electricity ❖ Printer, scanners	S Custodian	❖ Computers ❖ Meters for detecting forth in computer ❖ And computer repairing tools
Net Span Limited	❖ Computers ❖ Printers	Econo Cartridge cc	❖ Computers ❖ Scanners ❖ Printer ❖ Photocopiers machine
		Wise-UP Technology Ltd	❖ Software ❖ Computers ❖ Scanners ❖ Printer ❖ Photocopiers machine ❖ Internet access connecting modem
U-Tech Communication Co Ltd	❖ Scanners ❖ Electricity ❖ Computers and printers ❖ Detectives meter machine	On site Computers	❖ Computers ❖ Internet connection ❖ Printers ❖ IT detective devices
		Puswitch services	❖ Computers ❖ Printers ❖ Projectors ❖ Smart boards
Records and archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	❖ Electricity ❖ Computer scanners ❖ Printersô software	Spread city informat	❖ Computers ❖ Printers ❖ Scanners ❖ Internet inverters
Benicke Venture	❖ Computer ❖ Printer ❖ Scanning machines		
Library (those information-based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing	❖ Compuerts ❖ Printers	Aquatech Africa	❖ Computers ❖ Photocopiers

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	achine		❖ Printing machines ❖ Scanners ❖ Tables
	❖ Printers ❖ Computers ❖ Scanners ❖ Burning CD machines ❖ Color picture machines	INFLOW technology LTD	❖ Computers ❖ Printers ❖ Scanner ❖ Laminating machine ❖ Internet access
Cyber-Link Ltd	❖ Computer ❖ Photocopier ❖ Laminating machine ❖ Printers ❖ Internet router and modem		
Mass communication (those graduates practicing information-based business from mass communication disciplines)			
Seven Ballet Communication	❖ Laptop and ❖ Airtime printing machine, ❖ Electricity	MThinte Venture	❖ Computer ❖ Airtime printing machine ❖ Photocopier ❖ Phones ❖ Binding machine
FSG Communication	❖ Electricity ❖ Computer ❖ Printer		
Library Information Science education (those graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	❖ Computer ❖ Laptop ❖ Internet access ❖ Electricity and a printing machine		
First Connection System Ltd	❖ Decoders ❖ Router ❖ Filter machine ❖ Computers ❖ Well designed special software		
Speak to Spark Nigeria Ltd	❖ Computer ❖ Printer ❖ Router ❖ Internet access modem		

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	❖ Camera		
CoCoon Service Worldwide Nig Ltd	❖ Printing machine ❖ Cord machine ❖ Mo2 machine ❖ SM speed master machine		

The data in table 5.3 above shows the various types of infrastructure used by infopreneurs in order to provide information-based products and services to customers. The various infrastructures used by information-based business owners during interview correlates with all the different types of machine equipment, tools, and electricity that were observed. Although, some of these machines observed were not in good condition, as at the time of interview schedule. While some others categories were seen unused in the time of this research. The significance of observing the tools used in the business was to cross-check the various information products and services that has been provided by infopreneurers during the interview. This has helped the researcher to confirm responses obtained.

5.3.1. Record keeping

This research question addresses the various types of records that are kept by respondents and the different recording systems adopted by businesses. , (see appendix 3 in page 169).The researcher requested to see where the respondent was keeping their records. In many cases this was facilitated by the assistant of the respondent. The records systems observed alongside the interview found various types of records that are kept. This is indicated in table 5.4 below.

Table 5.4: Record keeping

BUSINESS NAME			
Nigeria	**Observation**	**South Africa**	**Observation**
Computer science (those information-based business owners from the computers science disciplines)			
Abol Printing Nig Enterprises	❖ Customers ❖ Transaction ❖ Banks ❖ Daily activities ❖ Payment ❖ Business associate ❖ Debtors	J.C.T House	❖ Purchases record ❖ Banking ❖ Payments ❖ Customers ❖ Information provided by clientsô records

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	brought by	Avuxeni Computer Academy	❖ Purchase ❖ Labor ❖ Payments ❖ Tax records ❖ Students records ❖ Banking records
Telecommunication (those information-based business owners with telecommunication background)			
Space Tech Development Ltd	❖ Banking purchase ❖ Payments ❖ Customers ❖ Business associates ❖ Inventory ❖ Labor		
Genx6 Consulting	❖ Purchase ❖ Business activities ❖ Inventory ❖ Banking records ❖ Customers ❖ Labor		
Publishing (those information-based business owners with publishing and mass media discipline)			
Banzol Empire Ltd	❖ Banking ❖ Purchase ❖ Business activities ❖ Customers	Kenart Digital printing press	❖ Tax records ❖ Purchase ❖ Customers ❖ Labour ❖ Information provided by clients ❖ Business associate
DeFunking Night Enterprises	❖ Purchase ❖ Business ❖ Inventory ❖ Banking ❖ Customers ❖ Labour	Darwan Printers	❖ Information provided ❖ Purchase ❖ Business activities ❖ Inventory ❖ Banking ❖ Customers, ❖ Labor ❖ Inventory
		Zululand Observer	❖ Sales ❖ Information provided ❖ Purchase ❖ Business activities ❖ Inventory ❖ Banking ❖ Customers, ❖ Labour ❖ Inventory
Information communication technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	❖ Customers ❖ Payment ❖ Labor ❖ Debtors	Sedi Computer Service	❖ Purchase ❖ Business activities ❖ Inventory ❖ Banking ❖ Customers, ❖ Labor ❖ Inventory
Don Morris Enterprises	❖ Banking records ❖ Customers	S Custodian	❖ Sales ❖ Purchase

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	ivities		❖ Business activities ❖ Inventory ❖ Banking ❖ Customers ❖ Labor ❖ Inventory
NetSpan Limited	❖ Purchase ❖ Business ❖ Inventory ❖ Banking ❖ Customers ❖ Labor	Econo Cartridge cc	❖ Purchases ❖ Banking ❖ Purchases ❖ Daily business activities ❖ Payments ❖ Business associates ❖ Customers
		Wise-UP Technology Ltd	❖ Purchase, ❖ Business activities, ❖ Inventory ❖ Banking ❖ Customers ❖ Labor ❖ Inventory
U Tech Communication Co Ltd	❖ Purchase ❖ Banking ❖ Sales, customers ❖ Business associate ❖ Labor ❖ Debtors	On site Computers	❖ Purchase ❖ Business activities ❖ Inventory ❖ Banking ❖ Customers and ❖ Labor ❖ Inventory
		Puswitch services	❖ Banking records ❖ Customers records ❖ Students records ❖ Payments ❖ Labor ❖ Business associates
Records & archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	❖ Customers ❖ Transaction ❖ Banks, daily activities ❖ Payment ❖ Business associate ❖ Debtors	Spread city informat	❖ Business proposal ❖ Customer ❖ Business associate ❖ Agreements ❖ Labor ❖ Invoice ❖ Payments ❖ Purchases
Benicke Venture	❖ Banking ❖ Customers ❖ Tractions ❖ Business associates ❖ Payment		
Library (those information-based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing	❖ Purchase ❖ Bankings ❖ Invoice ❖ Inventory ❖ Debtors ❖ Customers records	Aquatech Africa	❖ Information provided ❖ Purchase ❖ Business activities ❖ Inventory ❖ Banking ❖ Customers

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

			❖ Labor ❖ Payments
		INFLOW technology LTD	❖ Banking ❖ Purchases ❖ Daily business activities ❖ Payments
Cyber-Link Ltd	❖ Purchase ❖ Payments ❖ Customers ❖ Labor ❖ Debtors records		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	❖ Banking ❖ Sales ❖ Inventory	MThinte Venture	❖ Purchases ❖ Business ❖ Inventory ❖ Banking ❖ Customers ❖ Labor
FSG Communication	❖ Payment ❖ Banks ❖ Customers ❖ Labor ❖ Debtors ❖ Business associatesô records		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	❖ Purchase ❖ Payments ❖ Customers ❖ Labor ❖ Debtors record		
First Connection System Ltd	❖ Purchase ❖ Banking ❖ Sales ❖ Customers ❖ Business associate ❖ Labor ❖ Debtors record		
Speak to Spark Nigeria Ltd	❖ Only keeps banking ❖ Customers		
CoCoonSrevice Worldwide Nig Ltd	❖ They use manuals method in keeping their records		

The data in table 5.4 above shows all the various categories of records that are kept by infopreneurs. The various kind of records observed by the researcher during the interview agree with the answers provided by respondents regarding records management during the interview schedule and the literatures reviewed in chapter two, (see chapter four and chapter two). Although, there were slight differences in the record management systems observed in some of the businesses and those responses gathered during interviews mostly with Nigeria, in comparison to South Africa.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rious information-based businesses was observed. The lition of the premises of the business. The following conditions were observed, see table below.

Table 5.5: Condition of business environment

BUSINESS NAME			
Nigeria	**Observation**	**South Africa**	**Observation**
Computer science (those information-based business owners from the computers science disciplines)			
Abol Printing Nig Enterprises	❖ Office in a semi-permanent premises in a well structure building	J.C.T House	❖ Good environment
Data Sciences Nig Lid	❖ Good clean and conducive although small	Avuxeni Computer Academy	❖ Good environment
Telecommunication (those information-based business owners with telecommunication background)			
SPaceTech Development Ltd	❖ Good		
Genx6 Consulting	❖ Clean, well structure with good space		
Publishing (those information-based business owners with publishing and mass media discipline)			
Banzol Empire Ltd	❖ Smaller space. A bit tight	KenartDitital printing press	❖ Conducive and also clean
DeFunking Nig Enterprises	❖ Conducive	Darwan Printers	❖ Spacious environment
		Zululand Observer	❖ In a well organised environment with much space
Information Communication Technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	❖ Tight and small	Sedi Computer Service	❖ Spacious and clean environment
Don Morris Enterprises	❖ Spacious	S Custodian	❖ A good environment and conducive
NetSpan Limited	❖ Conducive although is small	Econo Cartridge cc	❖ Spacious Clean and well organised environment
		Wise-UP Technology Ltd	❖ Small space but is so clean
U Tech Communication Co Ltd	❖ In a smaller shops within a	Onsite Computers	❖ A better environment with

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	ing mall		good space
		Puswitch services	❖ Clean environment
…tes from records and archives management discipline practicing			
The Criterion Network	❖ Clean environment	Spreadcity informat	❖ Well organised environment with much space
Benicke Venture	❖ Environment is clean and well organized space		
Library (those information-based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing		Aquatech Africa	❖ In a conducive environments
PrimaxFamplus Ltd	❖ In a spacious office	INFLOW technology LTD	❖ Conducive environment
Cyber-Link Ltd	❖ Good and spacious		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	❖ Not good	MThinte Venture	Clean envronment
FSG Communication	❖ Smaller office space		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	❖ Smaller space		
First Connection System Ltd	❖ Conducive and spacious		
Speak to Spark Nigeria Ltd	❖ Conducive		
CoCoon Service Worldwide Nig Ltd	❖ Good environment with good space		

Data in table 5.5 above established the various working conditions of all information-based businesses owners that were observed during interviewscarried out for this research project. The findings show that the responses given by business owners during the interview do not agree with what the researcher saw during observation exercise. Observably, working conditions in some of the information-base business in Nigeria are smaller, were tight and where in untidy premises compare to the environment observed in south Africa that were neater at the time of the research interview, (see 4.6 in chapter four and clearer pictures in the appendix). However, both countries for this research had similar problems of smaller spaces in some categories. The reason for observing the various business environments of the respondents was to check if the environment affected the practice of infopreneurship; and whether it could be a barrier to graduates.

5.4.1. Location of information-based business

The location of each information-base business was observed in both countries. However the varicose information-base business is overlapping, as seen in LIS graduates. The results are show in table 5.6 below.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

		South Africa	Observation
s owners from the computers science disciplines)			
Abol Printing Nig Enterprises	❖ Office in a semi-permanent premises in a well structure building	J.C.T House	❖ In a container
Data Sciences Nig Lid	❖ In a container in the road side by the market	Avuxeni Computer Academy	❖ In a building
Telecommunication (those information-base business owners with telecommunication background)			
SPaceTech Development Ltd	❖ In a spacious office within a building		
Genx6 Consulting	❖ Temporary structure		
Publishing (those information-based business owners with publishing and mass media discipline)			
Banzol Empire Ltd	❖ In a building	Kenart Digital printing press	❖ In a block building located by the road
DeFunking Nig Enterprises	❖ In a building	Darwan Printers	❖ In well constructed building
		Zululand Observer	❖ In a well constructed separate building
Information Communication Technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	❖ Build contain other shops	Sedi Computer Service	❖ Temporary structure
Don Morris Enterprises	❖ Container	S Custodian	❖ In a block constructed building
NetSpan Limited	❖ Within a building	Econo Cartridge cc	❖ In a building within the mall
		Wise-UP Technology Ltd	❖ Within a building
U Tech Communication Co Ltd	❖ In a block building	Onsite Computers	❖ Within a block structured building
		PuSwitch services	❖ Within the mall
Records & archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	❖ Office is located within a plaza	Spreadcity informat	❖ In a well constructed blocks building
Benicke Venture	❖ The Office is within a plaza		
Library (those information-based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing		Aquatech Africa	❖ In a block constructed

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

			building
	a separate	INFLOW technology LTD	❖ Within a building
	ous		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	❖ In a road side	MThinte Venture	❖ In a block building
FSG Communication	❖ Office in a plaza with block		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	❖ In a container		
First Connection System Ltd	❖ In a well structured building located by the road side		
Speakto Spark Nigeria Ltd			
CoCoonSrevice Worldwide Nig Ltd	❖ Office in a block building separated from each other		

The data shown in table 5.6 above established the different location of respondents. Although the findings of what was observed. did not agree with the interview responses. Observation shows difference in what information-based business owners said about some of their location (office) during interview. However, the location captured during the observation exercise of the business environments were varied (see 4. 5 in chapter four and appendix for clear pictures).

5.5. Communication pattern

5.5.1. Communication channel

The different channels information-base business ownersô apply in communicating within their staffs and to those of their customers were observed. , (see appendix 3 in page 169).Table 5.7 below presents the entirety of communication channels that were observed.

Table 5.7: Communication channel

BUSINESS NAME			
Nigeria	**Observation**	**South Africa**	**Observation**
Computer science (those information-based business owners with telecommunication background)			
Abol Printing Nig Enterprises	❖ They uses phone calls ❖ SMS	J.C.T House	❖ Emails ❖ Letters ❖ SMS ❖ Phones calls
Data Sciences Nig Lid	❖ Phones calls ❖ Emails	Avuxeni Computer Academy	❖ Emails ❖ Phone calls

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	edia ssages		❖ SMS ❖ Radio ❖ Social media
		ss owners with telecommunication background)	
SPaceTech Development Ltd	❖ Phone calls, emails SMS		
Genx6 Consulting	❖ SMS, phones calls, emails, and social network		
Publishing (those information-based business owners with publishing and mass media discipline)			
Banzol Empire Ltd	❖ Phones calls ❖ Face-to-face chatting ❖ Social network	Kenart Digital printing press	❖ Emails ❖ Phones calls ❖ SMS ❖ Social media
DeFunking Nig Enterprises	❖ Phones calls ❖ Text messages	Darwan Printers	❖ Emailing ❖ Letters ❖ Phones calls
		Zululand Observer	
Information Communication Technology (those information-based business owners from the computers science disciplines)			
Sky Ware plc	❖ Emails ❖ Phones calls ❖ Face-to-face contact ❖ Social network	Sedi Computer Service	❖ Emails, ❖ Phones calls ❖ SMS
Don Morris Enterprises	❖ Emails ❖ Letters ❖ Phones calls	S Custodian	❖ Phones calls ❖ Emails ❖ SMS ❖ Letters
NetSpan Limited	❖ Emails ❖ Social media ❖ Phone calls	Econo Cartridge cc	❖ Phone calls, ❖ E mails ❖ SMS
		Wise-UP Technology Ltd	❖ Emails ❖ Phones calls
U Tech Communication Co Ltd	❖ Phones calls ❖ E mails ❖ Social media	Onsite Computers	❖ Phones calls ❖ Emails ❖ SMS
		Puswitch services	❖ Emails ❖ Phone calls ❖ Social media ❖ Letters
Records and archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	❖ Through emails ❖ Phones calls ❖ Social media	Spreadcity informat	❖ Emails ❖ Phone calls ❖ SMS ❖ Social media
Benicke Venture	❖ They use the social networks ❖ Emails ❖ Phones calls ❖ Person to persons messaging		
Library (those information-based business owners from LIS disciplines working in different libraries)			

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	alls	Aquatech Africa	❖ Phones calls ❖ SMS ❖ Emails
	alls ssages	INFLOW technology LTD	❖ Phone calls ❖ SMS ❖ Emails
Cyber-Link Ltd	❖ Emails ❖ Phones calls ❖ LAN ❖ Social media ❖ Text messages		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	❖ Phones calls ❖ E mails ❖ Text messages	MThinte Venture	❖ Emails ❖ Text messages ❖ Phones calls
FSG Communication	❖ Human being ❖ Phones calls ❖ SMS ❖ Emails ❖ Consultation		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	❖ One-on-one contact ❖ Emails ❖ SMS ❖ Social media		
First Connection System Ltd	❖ Electronically ❖ Emails		
Speakto Spark Nigeria Ltd	❖ Emails ❖ Phones calls ❖ Text massages ❖ Common social media		
CoCoonSrevice Worldwide Nig Ltd	❖ The uses the common social network Whatapps		

Data in table 5.7 above shows the various communication channels applied by infopreneurs by/for/with the staff, colleagues and customers. The communication channels that were observed were similar to the responses obtained during interview from information-base business owners and the literatures reviewed in chapter two. The study established that infopreneurs mostly make the use of phones calls, SMS, emails and social media in the present day.

5.5.2. Communication method

The method of communication used by information-based business owners, within the business premises, and outside the organisation; to colleague and customers; was also observed. The method of communication observed during the interview was cross-checked with the responses given by respondents in the interview. See the table 5.8 below.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

		South Africa	Observation
Computer science (those information-based business owners with telecommunication background)			
Abol Printing Nig Enterprises	Oral mostly	J.C.T House	Oral, electronically and written
Data Sciences Nig Lid	Oral, written and electronically	Avuxeni Computer Academy	Oral and written
Telecommunication (those information-base business owners with telecommunication background)			
SPaceTech Development Ltd	Electronically, oral and written		
Genx6 Consulting	Written and oral		
Publishing (those information-based business owners with publishing and mass media discipline)			
Banzol Empire Ltd	Oral and written	KenartDitital printing press	Oral and written
DeFunking Nig Enterprises	Oral and written	Darwan Printers	Oral and written
		Zululand Observer	Oral, electronically and written
Information communication technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	Oral and written	Sedi Computer Service	
Don Morris Enterprises	Written and oral	S Custodian	Oral and written
NetSpan Limited	Oral, written and electronically	Econo Cartridge cc	Oral and written
		Wise-UP Technology Ltd	Oral and written
U Tech Communication Co Ltd	Written, oral, and social media	Onsite Computers	Oral and written and electronically
		Puswitch services	Oral and written
Records & archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	Written and oral	Spreadcity informat	Oral, electronically and written
Benicke Venture	Oral and written		
Library (those information-based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing	Written and oral	Aquatech Africa	Electronically and oral
PrimaxFamplus Ltd	Oral and written	INFLOW technology LTD	Oran, written and electronically
Cyber-Link Ltd	Oral, electronically and written		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	Oral and electronically	MThinte Venture	Oral and written
FSG Communication	Written and oral		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	Oral and written		
First Connection System Ltd	Oral and written		
Speakto Spark Nigeria Ltd	Written and oral		
CoCoonSrevice Worldwide Nig Ltd	Oral and written		

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

the communication method used by infopreneurs in tries. The findings agree with the various responses given l the literatures reviewed in chapter two (2).

5.6. Products' marketing strategies

The diverse strategies use by information-based business owners, to market their products and services, were observed alongside interview. Application of observation here helps to confirm the information gathered through interview if they are right. See table 5.9 below.

Table 5.9: Products' marketing strategies

BUSINESS NAME			
Nigeria	**Observation**	**South Africa**	**Observation**
Computer science (those information-based business owners with telecommunication background)			
Abol Printing Nig Enterprises	Through flyers and postals, radio	J.C.T House	Flyersô and television and newspaper
Data Sciences Nig Lid	Through newspaper, television, radio, postals, and flyers	Avuxeni Computer Academy	Newspaper Television Radio Social media
Telecommunication (those information-based business owners with telecommunication background)			
SPaceTech Development Ltd			
Genx6 Consulting	Television, social media, side post, flyers		
Publishing (those information-base business owners with publishing and mass media discipline)			
Banzol Empire Ltd	Facebook, internet blogging	Kenart Digital printing press	Flyers Side post Postals Television
DeFunking Nig Enterprises	Social media, test messages, phones calls	Darwan Printers	Newspaper Radio and Televisions fFyers
		Zululand Observer	Newspaper Radio Television Social media
Information communication technology (those information-based business owners from the field of ICTs)			
Sky Ware plc	Emails, phones calls, radio	Sedi Computer Service	Flyers Newspaper Social media
Don Morris Enterprises	Radio, flyers, postal	S Custodian	Newspaper Postals Flyers

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	postals, our	Econo Cartridge cc	Online internet Newspaper
		Wise-UP Technology Ltd	Flyers Postals Radio
U Tech Communication Co Ltd	Through flyers Postal Rradio Advertisement on newspapers	Onsite Computers	Newspaper Flyers Social networks
		Puswitch services	Through social media Internet Flyers
Records & archives management (those graduates from records and archives management discipline practicing infopreneurship)			
The Criterion Network	Through the radio, television, advertisement, and social media	Spreadcity informat	Online medium Newspapers
Benicke Venture	They uses the social media, Emails, and Radio		
Library (those information-based business owners from LIS disciplines working in different libraries)			
Vista Sign & Printing	Flyers Newspaper and social media	Aquatech Africa	Through flyers Newspaper
PrimaxFamplus Ltd	Postage Flyers distributed around the campus	INFLOW technology LTD	Newspaper
Cyber-Link Ltd	Through sign-post, postals, flyers, social media,		
Mass communication (those graduates information-based business owners from mass communication disciplines)			
Seven Ballet Communication	Facebook, internet blogging	MThinte Venture	Newspaper and radio
FSG Communication	Through social-media , flyers, and postalôs		
Library Information Science education (this graduates practicing infopreneurship from LIS disciplines)			
Flordeck Venture	Radio advertisement and well designed postalôs		
First Connection System Ltd	Radio advertisement, postals through the net and social media		
Speakto Spark Nigeria Ltd	They uses the flyers, bulk SMS and the radio adverts		
CoCoonSrevice Worldwide Nig Ltd	Through flyers and postals		

Data above shows the various ways and/or method that most infopreneurers used in marketing their information products and services to the publics. The various marketing strategies observed, agree with the answers given by respondents during the interview. See appendix for pictures

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

udy in relation to interview responses

he interview, shows some correlation. Although there are

of the answers provided by some respondents in both countries, observation results revealed that information business is diverse in their services and type of information products they offer; especially in comparison to the response obtained from interviews regarding the services they render to the general public. Observations show that most information-based business used both human effort and machine in producing their products rendering their services (see section 4.9 in chapter four, section 5.1, 5.2, 5.85.9 and 6. 3 in chapter six respectively). The infrastructure generally used by infopreneurers includes computers and the internet and with others ICT equipment; although electricity was a major prerequisite observed. Most of all the information businesses visited keep records, although they are different in their choices, patterns and sizes. Most information businesses are located in a building and few are in a container by the roadsides. These spaces are small while few are bigger but they are in a clean and neat environment. Respondents used different communication channels within the staff basis, and their customers. They also apply various communication method which they see more productive. Each of the information business has unique method and ways they use to market their products and services which cut across mass media, internet and flyers.

5.8. Re-current information patterns

5.8.1. Type of services rendered

The various types of services observed was computer training center, internet café, printing, software and hardware installation, photocopying website creation, Airtime printing and sales business, library automation, records and archives management services, information technology solution and computer repairs,

5.8.2. Infrastructure

The observed infrastructure use for information business was different in categories of business, the sizes, and the types of services render, comparing the various infrastructures for all the business. Although, it seems that all the information services used computer, printer, as well as the internet in both countries. Others observed are photocopying machines of different categories and sizes, and printer. The case is different in the Publishing and printing categories that use

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ccord printing machine, ATO-Z jet printing machine, usiness categories also use computer, projector, machine, usiness they use airtime, printing machines, and the telephones.

5.8.3. Business environment

The business environment of respondents interviewed, were also observed during the interview schedule and the observation agrees to some interview response while some items observed also disagreed with some responses provided by respondents during interview. The findings shows most categories of information businesses are located in well-constructed block building mostly around malls in South Africa compared to those in Nigeria that are found in temporary structures, including constructed local tent and containers. Some of the businesses were also found under the tree (shade). However, the working environment that was observed was clean and neat, although some have good and adequate space while others have smaller spaces was noticed in both countries

5.8.4. Communication patterns

5.8.4.1. Communication channel

It was observed that the types of information-based business influences the communication pattern and/or communication channel use in reaching the staff members and customers. However, the findings from the observation show the same answers with those responses gathered from interview (see chapter two and four) It has been observed that phones calls, emails, text messages where the most popular channels within the staff members, business associates and to customers.. For example an employee would use the mentioned channels when seeking information from his employer. Likewise the same channel use to get across to customers

5.8.4.2. Communication Method

Information obtained from the observation agrees with response gathered from interview regarding respondentsô communication methods. The findings show that communication method are mainly through word of mouth by talking face-to-face and directly through telephones, and by writing using letters, text messages or social networks. However, Letter writing is not that

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

hose patiently to write if necessary. Notably new method cation in both countries.

5.8.5. Information products marketing

The various marketing strategies observed were not congruent with the responses given by respondents during the interviews (see 2.15 in chapter two and table 4.9 in chapter four). The researcher observed that newspaper and radio are the most popular mediums used by respondents in South Africa while those in Nigeria mostly use flyers and postage and the side-post. Although some of them also uses the newspaper, which they considered so expensive. Observably a new medium recently adopted was the use of social media in marketing information products and services.

5.9. Summary

In conclusion, it was established that the observation results revealed different services rendered by infopreneurs including the infrastructures used for the business rendering, the business environment, the various communications used, and the marketing strategies used by respondents in both countries. The finding agrees with the interview responses and literatures reviewed. This depends largely on the area of specialization and environment required for the use of infrastructure in rendering such services. Several insights were observed. They include the following:

Types of services: Types of service activities included internet blogging, online publishing, computer repairs, web integration, and system, network maintenance and software installation among others. Internet café, printing, photocopying were most dominant.

Equipment and tools: Different types of equipment and tools were used by respondents, in order to provide information services. The most commonly used equipment, observed by all the categories of information-based business, were computer, printer, internet access, scanners, and telephones. Most information-based businesses render services through ICT based systems of the internet.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

iness location and environments of respondents that were in the location and cleanliness of the business place. nd within malls and market places. Others were found in separate structures and under trees (shades). Observation of the business place showed some to be very neat while others were notably being run in dirty environments.

Computers: The study observed that most services are provided with the use of computers and machines, whilst human beings were found to be operating the equipment.

Patterns of communication: Observations established that the different patterns of communication are applied during business hours. Most interestingly, social media like facebook and twitter are popular and applied by most information-based business owners in providing services to customers in both countries.

Marketing: Observations showed that flyers, stickers, radio and the social media has become the most popularly modalities used for strategic marketing of information products and services in the present day economy.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHAPTER SIX

USSION OF FINDINGS

6.1. Introduction

This chapter discusses the findings that emerged from the analysis of interviews with information-based business owners as well as the observation results. The purpose of this chapter is to discuss the findings. The discussion of findings focuses on the objectives and the research questions below:

- How to examine the concept of infopreneurship in the informal sector?
- How to establish the level of those involved in infopreneurship practice from the eight (8) clusters in the information field/discipline?
- What are the areas or types of infopreneurship in Nigeria and South Africa?
- What impact does infopreneurship have on information entrepreneurs and societal and/or national development in Nigeria and South Africa?
- What are the challenges encountered by infopreneurs in information marketing, consultancy, and brokerage in Nigeria and South Africa?
- What are the solutions that will help to improve infopreneurship practice, information marketing, consultancy, and brokerage in Nigeria and South Africa?

6.2. Characteristics of respondents and information-based business

The discussion of characteristics is structured into three sections, namely: demographic data of respondents, general/personal data of respondentsô businesses, and infopreneurship practice.

It was established that most of the respondents in both countries were males (85:76.4 %), compared to female respondents (26:21.6%). This shows that male respondents were more involved in infopreneurship practice from those that participated in this research. It is likely that females selected for this study did not consider infopreneurship practice due to the family responsibilities and beliefs.

In terms of age, the study revealed that the age group 21- 30 years (36:32.4%) and 31-40 years (44:39.6 %) made up the majority of respondents. The findings thus revealed that infopreneurs

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

.1 in chapter four). Notably, respondents were within the lation.

In regards to the marital status of respondents, the majority of those involved in information-based business were married (72:64.9%) (See Table 4.1 in chapter four more detail).

In terms of education, the findings revealed that the majority of respondents (81:73%) had university degrees, followed by technical college education (25:22.5%), in both countries (see Table 4.1 in chapter four). The findings suggest that since infopreneurship practice requires adequate knowledge and skills for development, it is better that those who want to be involved have formal education training.

The findings showed that the highest qualifications obtained by the respondents were bachelor degrees (57:51.4%), followed by diploma degrees (33:28%) and Masters degrees (18; 16.1%). One (1) respondent in Nigeria had a PhD degree. Observably, the results revealed that most respondents had obtained a bachelor degree. This further indicates that infopreneurship practice requires advanced training and specialized skills in order to succeed.

Regarding business characteristics, all the businesses were located in cities and most of them were in temporary shelters in Nigeria compared to those in South Africa. Observably, most information-based business was performed in clean and neat working environments, in South Africa. This was not the case in Nigeria, which was not that clean, according to the findings from the interview. Presumably, as a result of the high cost of renting office space, information businesses in both countries had small office spaces.

The findings indicated that the majority of respondents were unemployed before venturing into infopreneurship. This was due to failed attempts in seeking job opportunities from either private on public organisations (see Table 4.4 in chapter four). However, in South Africa, there were a few infopreneurs; who had been employed before starting their own business. They decided to resign based on various factors. Some were not satisfied with their remuneration/salary. Others were maltreated by their employers, which had led them to begin their own information-based business practices (See table 5.13 in chapter four). Infopreneurship skills were largely attained

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ips also played a major role in skills development. k of formal employment for graduates in both countries ria, to seek self-employment.

6.3. What is your understanding of the concept of infopreneu rship?

This research question addressed three sub-topics: awareness of infopreneurship, understanding of the term infopreneuership, and reason for practicing infopreneurship

6.3.1. Awareness of infopreneu rship is quite important.

Findings revealed that most of the respondents were not aware of the concept of infopreneurship, (see Table in chapter four). These were known to be individuals that applied business ideas in the pattern of the knowledge to produce, organise and make information available to the public. Findings further revealed that infopreneurship became a necessity for LIS graduates, and related fields of study, due to the high rate of unemployment in society. Frey (1989:10) notes that infopreneurship is not very popular among LIS graduates. The findings of the present study show that (71;63.45%) of respondents had not heard of the concept of infopreneurship before, although they had engaged in information-based business, whilst only 41 respondents (36.6%) attest to having knowledge of it. From the findings, it was observed that since infopreneurship was not a popular practice among the respondents, even though it had been in existence in both countries, respondents are up-to-date with changes and preparation to meet potential customers. This affirms Du Toitôs (2000) advice that infopreneurship be introduced into the LIS curriculum, in order to create awareness of the practice among students who might want to become future infopreneurs. In other related previous studies, some of the challenges faced by LIS schools included suitable and qualified staff, and research skills to impact the knowledge and use of technological tools, see Coulson-Thomas (2001); David and Dube (2013) recommending the creation of awareness through the inclusion of modern infopreneurship training skills into the LIS school curriculum to prepare LIS students and the development by introducing more innovation to modern practice, as well as extending the awareness to LIS students through continuous teaching.

Confirming the understanding by each respondents of the term infopreneurship was required. It was established that, in both countries, few respondents knew the definition/concept of

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

who knew the concept described it as the business of it user demand and satisfaction as well as turning ideas s for a return on investment. A few respondents said infopreneurship is like entrepreneurship (see 1.1 in chapter, one, 2.2 in chapter two and Table 4.7 in chapter four). According to Ibrahim (2004) and Ocholla (1998), infopreneurs are also known as information consultants and brokers who are similar to entrepreneurs. They provide information services and products on request for a set charge or fee. Chandler, (2007:4), Shapiro (2000), and Brits (1997) argued that infopreneurship concerns information consultants, information brokers, and information marketers that apply their specialized skills towards finding solutions or answers to client information needs for money. This study recognises that although information business has existed under various names such as information consultancy and information brokerage, the term infopreneurship is still less known; as also attested by searchers made through SCOPUS, LISTA, and WoS by using the term infopreneurship.

Relating this to the present day knowledge economy, it was observed from the opinions of respondents that many practicing infopreneurs did not have much knowledge of the concept of infopreneurship. Some of the respondents did, however, know infopreneurs to be an individual who sells information products and services at a set fee. Reflecting on Ochollaôs (1998) research, we can establish that infopreneurship is an information consultancy service of intermediaries of information who satisfy client needs for financial purposes. The specialists observed and collected specialized information; applying their ideas, and later turning them into useful information through process and re-organised formats. Warmer (1992) argues that specialists in the field of information business provide information as a business strategy for making money. Most of their trade deals with digital information derived from ideas of their own and those received from other sources. Notably, results suggested that in order to work in the field of information-based business that repackages information products and services, one needs specialized skills to provide appropriate standards

Many LIS graduates, and other related information disciplines, took the option of selling and providing information products and services as a specialized business (see Table 4.5, 2.3, 1.2 in chapter four, two and one respectively) due to lack of jobs and the high rate of poverty in Nigeria and South Africa, among other reasons. The study found that information has become more

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

urce, as well as becoming a key factor for production nning. With the increase in demand for specialized created infopreneurship opportunities as an alternative to their unemployment problem. Studies by Ocholla (1998) and David and Dube (2013) corroborate the current studyôs findings as they argue that the high rate of unemployment and the increase in demand for specialized information products and services are some of the reasons why many graduates have considered self-employed information-based businesses. Interestingly, some respondents mentioned passion to be their reason for being involved in the information-based business. However, the advancements in the development of technology and the changing effect in the economy, has largely resulted in the decisions of many LIS graduates considering being involved in infopreneurship practice.

The study found that the reason why the majority of the respondents were in the information-based business was for a financial reasons and the need to survive. It therefore shows that infopreneurship practice is a good option for making money since several who delved into it are making some money for survival as confirmed by the respondents. The fact for choosing infopreneurship options as a means of livelihood was not a wrong decision to some of the respondents. This became necessary after considering the limited number of library jobs available during the long period of unfruitful job searching exercise by the respondents, (Table 4.5, 2.3 and 1.2). Du Toit (2000:84) also affirmed that infopreneurship is a stable business since it has now become well known due to the high influx of information in the present day society. The need to repackage information for better satisfaction for users and service delivery has become paramount.

The study revealed that infopreneurship was an alternative to jobs for LIS graduates and other related information disciplines due to the scarcity of LIS jobs available in South Africa and Nigeria.

6.4. What are the categories/areas/types of infopreneurship?

The interview question addresses the following three sub-topics and observation: various business names of respondents, area of specialization, and the skill applied by infopreneurs in doing information-based business.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

quite varied.

ies cut across more than eight (8) information fields and which were also noticed in their areas of practices. The study found that names of information-based businesses were different from place to places as seen in Nigeria and South Africa. The study revealed that the area of specialization, location, and languages of respondents in some extent determined the categories of the names given by infopreneurs. However, this study established that most names contained the native name of infopreneurs as noticed in Yoruba, Ibos, Urhobo in Nigeria and isiZulu, isiXhosa and Sotho in combination. However, the differences in name did not change their practices, skills, and methods of providing information services to clients. This concurs with the study of Basil, Yen, and Tang (2012); who argued that information-based business firms are of different varieties of sizes and specialization, and some are smaller in a particular field in the information sector. The businesses names were categorized according to their disciplines and area of specialisation such as those in ICTs, telecommunication, computer science, records and archive management, libraries (those librarian working in different libraries and the same time doing their personal business), mass communication, and LIS education (see Table 4.11 in chapter four).

6.4.2. Areas of specialization were numerous.

The results found that telecommunication, publishing, library, mass communication, computer science, ICTs and information technology as common areas of specialization of respondents. Interestingly, the findings showed that computer science graduates were the most often practitioners of infopreneurship. This was the case in Nigeria as well as South Africa. The study noticed similarities in both countries in regards to their mode of practice and the skills used in providing services (see Table 4.11 in chapter four). This study corroborates the research done by Du Toit (2000:88) who revealed that computer science students already see themselves as entrepreneurs before graduating from the university. The notion that computer science graduates see themselves as entrepreneurs may not be the same regarding LIS graduates who did not project that understanding in this study as there number in the business was insignificant. While infopreneurship categories were quite similar in the sampled locations, uniqueness in the ways of rendering services among the categories of those businesses was quite evident. The variations

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ding political, economic, social, and technological (PEST)

6.4.3. Knowledge of the types of skills used for infopreneurship is quite important.

This portion responds to the research interview question

This portion addresses the interview findings and observations at the businesses. Findings from the interviews revealed that the application of specialized skills in rendering information products and services for money was fundamental to infopreneurship practice. The majority of respondents that used this skill obtained it through formal education 87 (76.5%), while those applying personal experience and skills for the business accounted for 85 (76:6%). It was established that the most specialized skills needed for successful infopreneurship practice were those acquired through formal education. This finding corroborates with the study of Du Toit (2000:86), which argued that the training platform of LIS schools prepares LIS students for future tasks. This assertion by Du Toit is not verifiable. Some LIS graduates complete University without infopreneurship or entrepreneurship education. With adequate knowledge and skills in entrepreneurship or infopreneurship, LIS graduates and related disciplines have a greater chance of success when they start such businesses. The findings suggested specialized business knowledge and skills as a prerequisite for working as an infopreneur. It was observed that ICT play a major role in infopreneurship. For this, it was found that the majority of the information businesses relied on both computers and other machines (see Table 6.2 in chapter six and pictures in chapter six).

Regarding the types of infopreneurship, the findings revealed that there were more than 74 types of information services and related business options which infopreneurship was made up of (see Table 4.12 in chapter four; 2.1 and 2.2 in chapter two) in this sample suggestion a large variety and alternative options for infopreneurship. Photocopying business, internet café, software and hardware installation, airtime printing and sales business, trouble shooting, lamination, proof reading, printing businesses were mostly practiced in both countries. Also, observation findings affirmed the same result of the majority of the types of infopreneurship practice from the interviews (see table 4.12 in chapter four). Studies by Afolabi (1994:24), David and Dube (2013), and Chandler (2007) concurred with the findings above of the different new areas of infopreneurship practices. Since most types of information-based businesses make use of the

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

dium of providing information services and other related raining to aid easy utilization of the internet.

Regarding the services rendered, it was established that there were multifarious services, including: records and archives management services, advertisement services, internet café, internet blogging, TV and online business, trading services, information tracking business, social media, marketing and online shopping (see Table 4.8 in chapter four). Most significantly, new services emerged in the businesses in the present day economy such as: forensic investigation services, tracking system services, business registration services, referral services, and designing of library building (see Table4.8 in chapter four). The LIS profession has considerably grown with new areas of specialization emerging on a daily basis.

In order to verify the findings from the interviews, with information-based business owners, observational methods were also used. It was observed that services provided by respondents in both countries were the same, although the types of services differed according to the field of practice and the area of specialization and also PEST environment alluded to. Notably, there was a significant overlap of the types of services rendered between the eight cluster areas largely in such areas as computer training centre, internet café, printing, software and hardware installation, photocopying, web site creation, airtime business, library automation, records and archives management services, and information technology solutions (see Table 6.1 in chapter six and 6.4 for pictures). This suggests a need for re-classification of the clusters in future.

6.5. What impact does infopreneurship have on information entrepreneurs and societal or national development in Nigeria and South Africa?

This portion responds to the research interview on impact/benefits.

Findings revealed that profits made from information businesses and self- reliance had significant benefit for infopreneurs. (See Table 4.13 in chapter four, and 2.6 in chapter two). According to Mishra (2013), there are several benefits to being an entrepreneur such as independency, substantial personal financial gain, and the means of creating more job opportunities for others in society. The study found that job creation, income generated from business registration, and taxation paid by infopreneurs has helped the government to reduce

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

he poverty situation. We can deduce responses, based on unemployment increases in both countries in every day ould embrace the infopreneurship business. It was further found that infopreneurship practice contributes to national development and to society overall. Ibrahim (2004), confirmed this as he argues that infopreneurs are agents of economic growth. It has also helped in facilitating marketing systems, creating awareness of current situations, and assisting people with access to reliable information.

6.6. What are the challenges encountered by infopreneurs in Nigeria and South Africa?

This part responds to research interview questions and observation on the infrastructures used by infopreneurs.

6.6.1. Challenges facing infopreneurs

This section addresses the interview and observation datasets regarding challenges faced by respondents, when checking all the infrastructures used by respondents in providing information services. The findings established that major challenges are associated with a lack of funding, and minimal access to small loans and government grants (see Table 4.14 in chapter four and 2.6 in chapter two). The difficulties in the legal registration process of smaller business and excess requirements for obtaining a business license were some problems limiting young graduates. Other challenges were the high cost of office space, and the unpleasant behaviour and terrible attitudes of customers in regards to service payment. The irregularity of quality of information products and services and the professional ethics of some information-based business owners, which occurs among non-professionals found in the practice is alarming (see Table 4.14 in chapter four and 2.6 in chapter two). The findings revealed differences in the infrastructural challenges experienced in both countries. In Nigeria, respondents complained of a poor electricity supply, which was a cause of concern for young investors and infopreneurs. The study also reveals the issue of sub-standard or low quality equipment for the practice sold in market, which is affecting many infopreneurs in performance effectiveness. This is a major requirement for infopreneuership practice. When considering the challenges observed in South Africa, respondents complained of schedule interruption with regards to electricity supply, which is called óload sheddingô, and poor service delivery, that could completely paralyze businesses.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

:268), it was argued that a common challenge faced in ing; which is a necessary requirement for starting ere is a challenge of inability to acquire resources for the business by infopreneurs and there are also the issues of bad attitudes of clients towards charges on services provided. Njoku (2008:15) largely links the challenges facing the profession in Africa to the energy supply crises. Unfortunately poor or no attention has been given to the poor electricity supply challenges in some countries in Africa, including Nigeria. While the competitiveness in the business sector; suspected to have been caused by non-professionals found in the practice; has become a worse situation (see section 2.6 in chapter two and table 4.14 in chapter four).Previous studies emphasize the smooth running of information-based businesses, with consideration given to the strategic requirement such as findings skills and reliable methods as a necessary base for the success of information-based business practices experienced in every related discipline and field. The study also noticed that some respondents said they donôt have any problem depending on the nature of their business. Allen (2001) and Coulson-Thomas (2001), in their studies, described inadequate formal education/training, lacks of specialized skills, and lacks of knowledge of the profession as big a challenge and as frustrating. They identified these factors as major prerequisites for a successful infopreneurship practice.

The observations revealed poor equipment and other infrastructures used in providing information services. The infrastructure observed during the interviews showed that some were not in good shape while some were not functioning perfectly at the time of the interview (see Table 6.3 in chapter six), but most significantly was the issue of electricity, which was the major infrastructure problem in Nigeria.

6.7. What are the solutions to infopreneurship in Nigeria and South Africa?

This research question addressed responses to suggestions and the demands of respondents.

6.7.1. Suggestions and recommendations to challenges

The respondents called for adequate awareness programmes and better training and retraining of graduates to acquire the required skills for successful infopreneurship performance. Specialized skills were reported to be a prerequisite for infopreneurship practices. It was recommended that young graduates venture into infopreneurship practices. The study suggests that critical ICT

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ion-based business owners, need to be distributed through nands that young graduates be dedicated to their business, their clients needs. Respondents also called for young graduates to seek advice from experts in the field. This would enable them to perform much better through providing quality service delivery and reliable information services to customers (see Table 4.15 and 2.7 in chapter two). The study by Rugge and Glossbrenner (1997) affirmed these findings as they suggest planning, business research surveys, and adequate preparation for every infopreneurship practice, information professionals, and a compulsory need to acquire all the specialised skills for improved performance.

According to Boadi (2006:10), ñdiagnosing a problem is one thing, but finding a solution is another crucial thing.ò He further argues that, over the years African nations had discussed the various problems affecting job creation and the entrepreneurial challenges, while they had tried developing alternative options to unemployment challenges in Africa. These challenges resulted from the problem of financial support, bad policies for small and medium enterprises (SMEs), and the lack of vocational training for younger graduates. Tackling problems of this nature, he argues, requires good measure, and intelligent plans and techniques, which studies have recommended are crucial to the success of all information-based business owners who are faced with distinct problems on a daily basis.

This study called for infopreneurs to portray good characteristics in attitude and behaviour, which included faithfulness and sincerity in the course of practicing infopreneurship. There were suggestions for graduates to abide to the ethics and rules of the information professionôs code of conduct, which also demands young infopreneurs to be consistent in the mode and ways of providing information-based services, as they must try as much as possible to be up-to-date with new developments in the practice. This can be achieved by applying new methods and techniques when providing services to clients(see Table 4.13 in chapter four and 2.5 in chapter two). According to Lahm and Stowe (2011:107) infopreneurs must keep abreast with new developments and innovations and they should create more modern ways of providing services.

Notably, the study found that national policy and regulations for information-based business was not given due consideration in most African countries, leading to poor consideration and

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rastructure as observed in some parts of western Africa. young graduates worried and uncertain about embracing usiness options.

6.7.2. The needs of infopreneurs must be addressed in order for them to succeed.

The present study has established diverse needs of infopreneurs, as reflected on table 4.16. Young infopreneurs need to be encouraged to provide better quality services. According to St Clair (1996:111), the demand for change in information services businesses is a necessary step and this has become a driving force for both the government and associational bodies to reorganize and restructure the information sector for the benefit of young graduates, whilst information has become essential for all sectors.

The results obtained from the respondents indicated a similarity of their needs (57;51%) in both countries. The findings showed the need to provide adequate funds for young graduates to boost their information businesses. Infopreneurs call for the government to improve on the dwindling and unfavourable economy to create a marketing system for smaller business enterprises, mostly in places in South Africa, considering the numbers of entrepreneurship in some other countries in Africa like Nigeria. The findings also showed a high rate of demands by respondents for the reduction of the high taxation on small information-based businesses. In Nigeria this was a serious issue as businesses were faced with double taxation, which had forced many graduates out of business (see Table 4.16 in chapter four).

Notably, the study showed that more than 75% of demands by infopreneurs called on the government to fix the epileptic and worsening electricity supply problem confronting Nigeria; which is also known to be the biggest economy in Africa (see 1.3. chapter one). Hence, infopreneurs, in Nigeria, viewed electricity as their first priority as a requirement for better infopreneuership practice. However, the rate of the demand for electricity was not very high in South Africa, as respondents only pleaded for the government to fix load shedding challenges in the country, which was more of a recurring issue that affects several businesses. This was still better than a permanent and poor electricity problem faced by some countries in West Africa. For example, electricity was, in Nigeria (see Table 4.16 in chapter four and 1.3 in chapter one).

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

eneurs in Nigeria for the government to help regulate the rocesses for the registration of small information-based ice infopreneurship; and it was found that infopreneurers demanded good retraining programmes to educate them broadly on current practices and to provide avenues for the accrual of specialized skills from those already found in the practice. This recommendation correlates with the study by Du Toit (2000), regarding the training of new skills to young LIS graduate and how this helps them become successful infopreneurs.

Interestingly, the results revealed significant pressing needs by respondents for stable business environments in order to facilitate easy collaboration with other similar practices in different fields like those other business categories. In addition, the continuous upgrading and updating of all the old modes of practices was an issue that needs urgent attention, especially considering the use of the internet as a essential medium for rendering services. These responses correlate with the study of Boadi (2006), who suggests financial support for information professionals.

According to Meseh and Benedict (2010:21), for effective infopreneurship practice, the economy needs to be regulated for better investment opportunities. There needs to be financial aid and income consideration for a better infopreneurship practice, as well as adequate planning, training, and motivation. They further emphasized relating issues by adapting the principle behind an old Chinese proverb, to the South African governmentôs poverty alleviation strategies: ôôif you give a poor and frustrated man a fish a day for five days, on the sixth day, if you did not give him fish, he may toyi-toyi for ñhis fishò and may be burning down your house and even your fishing boat in the process ï until his ñdemands are metò; but if you persuade the same man to go fishing with you for five days, teach him how to fish, give him what he needs for fishing and you will see him bringing fish to youò (Meseh and Benedict, 2010:21).

6.8 Findings

The present study highlighted salient issues and gaps pertaining to infopreneurship in both countries; which are of significance to this study and future research. Some of the salient issues recognized were noted in the area of customer care in sustaining lasting relationships; effective records keeping; and ethical issues. It was noted that there was no pronounced business association or policy controlling the practice of infopreneurship in either country. Government

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ng infopreneurs, a regulating body and the various aspects such as collaboration were not evident in this study. The ollaboration to foster the growth of the practice; this was mostly lacking among the LIS graduates. It was also noted that the trend has shifted away from formal traditional methods in the practice to the use of modern ICTs, which now centre on the use of the internet

Although the present study revealed that there are a variety of entrepreneurial concepts and practices in the library and information professions; and there is little awareness regarding the creation of entrepreneurial self-independent futures among information professionals. The study established that new types/areas of infopreneuership have evolved in recent times.A majority of those respondents found practicing infopreneurship still need specialized skills and knowledge of ICT that are required to identify opportunities. These skills are required so that, through creativity and innovation, would be infopreneurs can understand and develop business plans and turn their opportunities into realities. This study also revealed the impact of doing information-based business in Nigeria and South Africa to political, in terms of the economic benefits, social benefits technological, legal and regulatory, and environmental factors on entrepreneurship.

6.9. Summary

This chapter highlighted salient issues and gaps pertaining to infopreneurship practice in both countries, which are of significance to this study and also to future research in this field. Some of the salient issues that were recognized were in the area of customer care and the sustenance of lasting relationship, effective records keeping, and improved resolution of ethical issues. The findings show infopreneurs need collaboration to foster the growth of the practice, this was lacking mostly among LIS graduates. The trend has shifted away from formal traditional method in the practice to modern ICTs medium, which now centred on the use of internet.

The study revealed that infopreneuership is not yet a popular term among respondents in both Nigeria and South Africa although the practices have been in existence for quite some time now. Although a majority of infopreneurs still do not follow the trends of development in the field of infopreneurship, the findings indicated that the majority of information-based business owners assumed infopreneurship to be entrepreneurship. Interestingly, the importance of information to

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

of technology, has changed the populaceôs concept of n consultancy and information brokerage to the present vably, the awareness around the concept and practice was not substantial enough to prepare LIS graduates for future tasks. The study noticed that most infopreneurs entered information-based businesses because they needed money to survive in this difficult and expensive economic climate. The major reason for infopreneurship practice was the limited availability of jobs in most societies in African nations, which resulted in an increased unemployment rate. Notably, only a few of the respondents joined the information-based business because it was their area of specialization. The study of infopreneuership was a common practice to other information disciplines, including: mass communication, telecommunication, computer science, records and archives management, ICT, publishing, and the LIS discipline. However, those practicing infopreneuership were more often trained in a background of computer science, LIS graduates, and related disciplines.

It was established that new types/areas of infopreneurship have evolved in recent times. These were found in the areas of: CCTV installation and maintenance services, information tracking services, internet blogging business such as social media, online news, online TV, online radio, MC jobs during events, software creation, programming, forensic investigation, and troubleshooting, among others. These types of infopreneuership were centred on modern technology and internet-orientated applications. The study established that there was a reduction of unemployment and poverty in both Nigeria and South Africa, which was as a result of young graduates embracing infopreneurship practices. This made them financially independent and self-reliant. However, the practices had not yet been fully embraced by many LIS graduates due to inadequate funding and accessibility to grants to start information-based businesses. Lack of ICT skills and knowledge and difficulties in getting licenses for practitioners of infopreneurship was noticed as a major challenge. The study suggests that financial support needs to be provided by the government, in order to encourage young graduates to start and also catalyze their business.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

CHATPER SEVEN

LUSION AND RECOMMENDATIONS

7.1. Introduction

This chapter presents the summary, conclusion, and recommendations that reflect the findings from the data collection, interviews, and observations that were used for this research project. The purpose of this chapter is to summarize the findings that relate to the research objectives and research questions.

The findings of this study were based on the following research objectives that were detailed in chapter one (1) of this study. They are as follows:

- To describe and explain the concepts of infopreneurship in Nigeria and South Africa.
- To establish the level of those involved in infopreneurship from the eight (8) clusters of the information field/discipline.
- To investigate and describe the areas or types of infopreneurship.
- To investigate the impacts infopreneurship on information entrepreneurers and broader societal developments.
- To find out the challenges encountered by infopreneurers.
- To find out Solutions that will help to improve infopreneurship practice.

A total of one hundred and one (111) respondents (69.4% of the total sample size) participated in the research investigation. A qualitative research approach, with the use of the face-to-face interview as a main instrument, was employed in order to investigate information-based business owners. The interviews comprised of semi-structured and unstructured questions, assimilated as three sections: demographic data, general business information, and the main infopreneurship practices. The respondents were drawn from selected cities/towns in Nigeria and South Africa as outlined in chapter three (methodology). Respondents were selected from the eight (8) distinct clustered information fields and disciplines in the information industry sector. These are the telecommunication, mass communication, information communication technologies (ICTs), computers science, library, information science (LIS) school, libraries, records and archive centers, as well as the printing and publishing industry.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ere mostly male (78.5%) in both countries. The majority years of age (32.4%), and 31-40 years of age (34%). e young people within the cluster of the economically active population (see table 4.1 in chapter four).

Sixty two percent (62%) of the respondents are married (see table 4.1). Regarding education obtained, over 72.3% of respondents have completed their university education. It can be acknowledged that information-based business requires formal education. The most common qualification obtained by the respondents is a bachelor degree (51.4%). However, there were one (1) respondent with PhD degrees (4:3.6%) as well.

7.2 Summary of research findings

The summary of the findings addressed the research objectives and questions in this study.

7.2.1. To examining the concepts infopreneurship in the informal sector

- What is your understanding of infopreneurship? Respondents were asked if they are aware of the term infopreneurship practice.

The current study found that information-based business is a common practice in both countries (see Table 4.6 in chapter four). The study revealed that information-based business has been in existence for a long time before this current generation of information professional. Infopreneurship was seen as a similar in practice in Nigeria and South Africa (see Table 4.6 in chapter four). The results show that most (63.5%) respondents are not familiar with the term infopreneurship. However, a few (36.6%) respondents are aware of the specific term infopreneurship. It was established from findings that the term infopreneurship is a new term; however, some graduates still relate it to information brokerage and information-based consultancy business. The study established that this term is relatively new amongst LIS graduates and other related disciplines (see table 4.6, table 4.7 in chapter four, 2.3 in chapter two, and 1.2 in chapter one). Interestingly, close to the definition gathered from respondents, the present study established that infopreneurship, as it has been described in several literature areas, is a practice peculiar to information specialists that have acquired adequate training in ICT field and infopreneurship. This group of people produces, organises, and/or repackages other information products and services, and markets them in different formats to meet different usersô

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

f making money for a livelihood. Infopreneurs organise
n to the customers who need the products and services.
e concept of infopreneurship to ña business of selling information products and services on the Internet, in order to make moneyò (Du Toit 2000:83-84).

7.2.2. To establish the categories of those people involved in infopreneurship

- What are the categories of those involved infopreneurship practice?

Thanaseelan (2007) argues that infopreneurs are a composition of two categories. They are comprised of those people who are turning their own ideas into information-based products as well as those providing service for clientsô needs. There are also those infopreneurs who are repackaging existing information into specialized products and services in order to satisfy all customer information needs (see 2). The present study established that infopreneurship practices comprise of multiple clusters of information disciplines, such as ICTs, LIS, records and archives management, computers science, information technology, telecommunication, libraries, and mass communication (see 4.11 in chapter four).

The categories of infopreneurs are diverse in nature (see table 4.11). The study found that computer sciences categories of infopreneurship are more prevalent in the practices of selling information products and providing information services compared to LIS. Graduates who are trained in these areas delve into the business of selling and providing information services to customers. It was noted that there was a low number of LIS graduates practicing information-based business from the sample. The findings suggest that LIS graduates could be unaware of infopreneurship, largely employed in the formal sector, or lack entrepreneurial knowledge, skills, and attitude.

7.2.3.To investigate and describe the areas or types of infopreneurship

- What are the different information services provided?
- What area/types of infopreneurship relate to your business?

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

eurship practice has become an essential ingredient in the . Du Toit (2000) pointed out that it is dynamic, expensive, ormation into a unique format and repackaged on a daily basis, in order to suite the users information needs. The present study established that infopreneurship practices have grown tremendously from traditional information-based business types to IT-based categories that are centered on the rendering of information-based services through multiple ICT technologies (see table 4.8 in chapter four and table 2.2 in chapter two and sections 1.2 in chapter one). The changes to new types of services have brought about new areas of opportunity to the practice of infopreneurship in recent time thereby increasing the variety of the types of the information-based businesses in the information market.

The study found the following different types of information-based businesses as being mostly practiced in the two countries with significant overlap between the eight (8) clusters in some cases. The most common were: internet cafés, photocopying, printing, as well as airtime and phones services. This concurs with the study of Lahm and Stowe (2011:14), who argue that smart phones and new types of information service businesses have evolved in recent times in lieu of different modern means and mediums of providing and transferring information to customers (see Table 4.8 in chapter four and table 2.1 in chapter two). The study established that new types of information-based businesses are gradually gaining popularity in terms of participation among graduates with higher client patronage. Other unique types of emerging services were: internet blogging, forensic investigation, network, and trouble-shooting (see Table 4.12 in chapter four). Infopreneurship is a dynamic business activity that changes rapidly with time, and with emerging user needs and technologies.

7.2.4. Investigating the impact of infopreneurship on information entrepreneurs and broader societal developments

- What are the benefits from information business?

The benefits of infopreneurship are discussed in more details in sections 2.5 (in chapter 2), 4.5 (in chapter 4) and 5.5 (in chapter 5) of this study. It is pointless to engage in a business activity that produces no benefits or has no impact of changing the lives of those involved in the infopreneuership. The most cited benefit of infopreneurship is financial gain and self-dependence

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ghted by Skrob (2009:16). It replaces manual labor by r, also known as ñmultiplying yourselfò and leveraging infopreneur knows better; or has a knowledge advantage in his/her field. Good expert status means that the infopreneur is providing specialized services, and marketing opportunities among others (see 2.5 in chapter two). St Clair (1996:149) emphasizes that information entrepreneurs have a many pleasurable gains, financial benefits, and other benefits that are derived from providing information services to customers.

This study found that money received by infopreneurs, self-dependence of graduates, knowledge, and exposure, are amongst the various impacts infopreneurship according to the respondents. Additionally, the recognition of individual infopreneurs for providing quality and relevant information services to the community was another motivation for entry. Infopreneurship has helped in reducing the high rate of unemployment and poverty in the society of both countries (see table 4.13 in chapter four and table 2.5 in chapter two). Government benefits from internal revenue generation through tax collection and information-based business registration fees that can be used for the benefit of the nation. The current study has shown that revenue generated by the government has contributed to the development of the economies of many countries, in this case adding to the GDP of Nigeria and South Africa. However, the benefit of information-based businesses and the services provided to the communities is felt most by the community through easy and quick access to specialized information services that the formal sector is unwilling and/or slow to provide.

7.2.5. The challenges encountered by infopreneurs

- What are the constraints encountered in practicing infopreneurship?

The challenges of infopreneurship are covered in the literature review (see 2.6 in chapter two), findings (see table 4.12 in chapter four) and in the discussions (see 6.6 in chapter six) in more details. Studies by David and Dube (2013), Njoku (2008:15), and Ocholla (1999:110-111) highlight major challenges to infopreneurship, which includes:

- Infrastructure
- Unfavorable policies
- Awareness

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

- Poverty
- High rate of unemployment

The present study revealed that a majority of infopreneurs are faced with several problems. These include, among other factors:

- Inadequate capital to start information-based businesses
- Lack of adequate funding to boost their business, once established

The study revealed that certain issues of high competitiveness and unqualified individuals, becoming the majority of those found providing specialized information-based products and services in the areas, have reduced the reliability on infopreneurship services (See Table 4.12 in chapter four, and 2.6 in chapter two).Changes in inflation and the lack of infrastructure for information-based businesses were among various obstacles faced by infopreneurs. Issues with incessantly poor networks use in providing services to customers were also among the challenges experienced by a majority of infopreneurs when trying to render quality services was noticed. The study has made reference to the high cost for renting an office space for those categories of information-based businesses that needed a place to start the business (see 2.6 in chapter two, Table 4.12 in chapter four and 6.6 in chapter six).

The study shows that many of infopreneurs find it difficult to register their businesses due to high cost for the registration and procedures, which are a compulsory requirement for starting any business in both countries. Some of these challenges were noticed in Nigeria, where the high cost for acquiring business license and the long process of business registration is difficult for the business owners to start any types of information-based business in both countries. Also of note was the high rate of taxation imposed on smaller infopreneurship practices. The current study also revealed the existence of bad policies that produce unfavorable laws, rule and regulations on information-based business; presenting another challenge faced by infopreneurs (see section 2.6 in chapter two and table 4.14 in chapter four). The results established that the poor electricity supply in Nigeria is a major challenge faced by many infopreneurs, while in South Africa there was the challenge of regular electrical outages, known as ñload shedding.ò

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

to improve infopreneurship practice

ourage graduates to become involved in infopreneurship?

Infopreneurship practice needs attention to improve their businesses when considering the various challenges faced by information-based business owners in rendering information products and services. Finding solutions to challenges that limit the successful practice of infopreneurship by graduates is paramount in this present day society, as observed in this present study. Notably the results show that LIS graduates, and other graduates in related information disciplines, need supports. In section 2.6 (see chapter two), 4.13 (see chapter four), and section 6.7 (see chapter six) for more details regarding this support. Studies by Allen (2001), Chandler (2007), Lahm and Stowe (2011:107), and Menseh and Benedict (2010:151-158) highlighted the following recommendation amongst others.

Young graduates need knowledge, experience and areas of specialization within ICT skills in order to flourish in the infopreneurship practice.

The present study shows overall results from information-based business owners require funding possibilities in order to thrive. This could be in the form of grants or micro-loans to boost the business, and facilitate the training of ICTs application. The study also calls for the government to control and regulate the economy to favor smaller businesses like infopreneurship in African countries would be welcomed. However, a majority of respondents in Nigeria who are involved in information business calls for the urgent repair of the poor electricity problem working against the success of information-base businesses in the country.

7.3. Conclusion

This study has achieved the research objectives and answered the research questions adequately. It is noted and it was also observed that information-based businesses have existed for a long time in Nigeria and South Africa, under different obscure names. There were more computer science graduates in the sector than LIS graduates from the study sample. Infopreneurship is gaining popularity and ICT increasingly plays a fundamental role in its growth and development than before

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

uates are familiar with the concept, despite their formal llenge for LIS schools to popularize infopreneurship.

Coming to the reason of why graduates now enter into information-based business, the study shows a lack of job opportunities in the respective societies, and an increase in the rate of poverty. This affected the decisions and choices of many graduates, in terms of choosing alternative means of making a living. Therefore, money was the major reason of graduateôs interest in starting their personal information-based businesses.

Infopreneurship can be clustered into various categories. Eight categories were identified for this study. These include fields such as computer science, telecommunication, ICTs, information technology, librarianship, records and archive management, mass communication, and LIS schools. They all sell information products and services, repackage information, and provide specialized information services, as well as use knowledge and skills of the infopreneurs to provide the services. The study showed that computer science graduates, amongst others, in the information sector made up the majority in the practice. A few graduates of LIS disciplines were found doing information-based business.

The study noted that those practicing infopreneurship had often been unemployed for a period of time before making the decision to start up an information-based business. The study established that a lack of formal employment/jobs in the two countries pushed graduates into information-based businesses. In addition, some considered the high rate of poverty which unemployed has caused in most countries like Nigeria and South Africa, which changed the mind of many graduates regarding the promise of government support.

Considering the benefits of infopreneurship to individuals and the government, the study established that infopreneurship had reduced the rate of unemployment and helped to reduce th3e challenge of poverty that is faced by graduates of information disciplines. Infopreneurship has served as an alternative source of income for many information graduates. It was found that self-dependency and self-reliance were the most mentioned benefits from infopreneurship. Infopreneurship has also contributed to the economic growth of Nigeria and South Africa,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ly from licensing and taxation on infopreneurs and

It was noted that infopreneurs are faced with many challenges. The major challenges found were the lack of finance, equipment/facilities and infrastructure. Additionally, infopreneurs find it difficult to get licensed for their businesses, due to the high cost and unnecessary requirement for registration of businesses largely in Nigeria. The study established that there is a lack of modern ICTs skills with most LIS graduates. There were also complaints of high double taxation on small information-based business in Nigeria. An unfavorable government policy was a concern. Nigerian respondents complained about poor electricity supply, more so than their South African counterparts who are beginning to feel the pinch of load shedding and a irregular power supply. It was observed that government have not played an adequate role in providing infrastructure, vocational training, and financial support to improve infopreneurship and re-position the practice so as to encourage young graduates to follow the practice as an alternative in the challenged environment posed by the problem of unemployment.

The study established the need for the government to allow young graduates, who have the willingness of becoming self-employed, to have access to micro-loans and grants that could enable them to acquire ICTs equipment/tools and materials that are required to start an information-based business. There was also the need for the government to formulate polices that could encourage the practice, and aid the development, of infopreneurship in both countries. The study also reveals the need for the government to regulate the economy and high inflation in order to provide incentive for the emergence of smaller businesses in both countries.

The findings of this study are consistent with the conceptualization of infopreneurship generally. However, it is also evident from the findings that the concept of infopreneurship is relatively new amongst South African and Nigerian infopreneurs

The outcome of this study will serve as a measure to check laws that restrict young graduates in getting license to practice infopreneurship in Nigeria and South Africa. The present study will assist policy makers to reorganize the requirements for doing information-based business in both countries.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

noticed during the course of this study. First, the practice by non-professionals and un-educated individuals. This for this study for interview cumbersome had snowballing sampling technique not been used for data collection.

Secondly, the location of different informationï based businesses are scattered in various places in the cities thereby slowing down the interview process and lengthening the duration of the study unnecessarily with widely distributed appointments for interviews. This affected the planning period of stipulated time for each respondent for this study, when considering the short time available for the research.

Thirdly, the busy schedule of respondents during the business hours was a drawback to this research. They hardly made time for the interviews as some respondents felt as if the interview was disturbing their businesses and wasting their time. This resulted in the re-scheduling of most of the interviews from inconvenienced time for respondents to time that is convenience with their business.

Fourthly, the research instruments used for this research investigation were too bulky (the instrument containing too many interview questions). This made the interviewer take longer time than was expected.

Fifthly, the literature review produced limited recent studies/research in this domain, which is affected strongly by the theoretical foundation, for the study. Perhaps reviewing the literature on SMEs and entrepreneurship could have shed more light to the current study.

Sixthly, the fear of respondents of giving out information regarding their business was a problem. Some respondents refuse to grant the interview because they were scared of exposing their information to the public and to the government.

Seventhly, the overlapping of the various categories of information-based business is see among graduates of LIS disciplines practicing other related information-base business which are far

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

though, some includes libraries services for example,

The main contribution of this study to knowledge is as follows. Firstly, the study will support guidelines and setting of benchmarks for infopreneurship. Secondly, the research report and publications can be used for teaching and research. Third, the study has provided fresh information through the literature review and findings that can inform future research, teaching and learning in the information sector. Fourth, it is possible to use the outcome of this study for policy decisions by government and other actors regarding infopreneurship development; particularly on issues related to alternative employment, informal sector/SMEs, taxation, registration of business etc. Fifthly, LIS schools and related disciplines may use the research report for curriculum review and development. Graduates are likely to notice job opportunities in the sector for self-employment.

7.4. Recommendations

Based on the findings above, and the conclusion made in this study, the following recommendations were made (The recommendations were based on the research objectives that were stated in chapter one of this study).

7.4.1. Research objective one: To describe and explain the concepts of infopreneurship in Nigeria and South Africa

Since the study found infopreneurship to be an alternative to unemployment in the present dispensation of the economy, it is recommended that graduates in LIS professions, and related fields of study, embrace its practices. This can be done by popularizing infopreneurship in the LIS schools, in the curriculum and by regularly reporting achievements in this sector through publications. The use of CSW is another medium for promoting infopreneurship among graduates; this can be achieved by inviting those in the sector to share their experiences with staff and students.

The present study recommends that all LIS graduates should understand the concept, and have in-detailed knowledge of infopreneurship, as this will enable graduates to differentiate the concepts of infopreneurship from that of entrepreneurship practices. The study also recommends

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

of infopreneurship practice to LIS students and graduates nt crisis in Nigeria and South Africa. This would be ernment jobs to become available.

7.4.2. Research objective two: To establish the categories of those involved in infopreneurship

This study recommends that LIS graduates should understand infopreneurship as an alternative employment opportunity in the information sector. Therefore, the study suggests that LIS students be exposed to specialized ICTs skills that can be leveraged towards infoprenuership practice, as ICTs skills are major prerequisite in the practices.

7.4.3. Research objective three: To investigate and describe the types of infopreneurship

The present study suggests that all LIS students need to have full knowledge of all the newly added areas/types of information products and services, introduced into the practice of infopreneurship in recent times, which requires specialized ICT skills in order to perform better in applying the new modern information technology towards the rendering of information products and services to clients. The study recommends that LIS (library and information science) schools need to produce graduates that can work on their own as self-employed individuals after leaving school. They need to be creative and brings fresh innovation into the practice from their own experiences by developing unique ideas into new information products. However, LIS graduates need to keep abreast with new happenings in the information industry. The following types of infopreneurship should be introduced to LIS students, including internet blogging, forensic investigation, online TV, online radio, and online news.

7.4.4. Research objective five: To describe and clarify the challenges encountered by infopreneurs

Infopreneurship practice needs adequate funding and infrastructure. Accommodation for office space as well as training and re-training programmes, to support effective practice, is critical to the success of infopreneurship. This study recommends that governments should design plans that will support young graduates in becoming self-employed, especially with the practice of infopreneurship. The government should provide the necessary equipment, financial assistance in form of micro-loans, office space, and so forth. These could later be paid back to government in

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ıment should make electricity stable in both countries, e flow and marketability of information-based business.

The importance of electricity in practicing infopreneurship can never be underestimated, considering poor electricity supply in some part of the African continent mostly in Nigeria and South Africa for this study. There is a call for the government to address electricity challenges that undermine information-based business

7.4.5. Research objective six: To find solutions that will help to improve infopreneurship practice

Findings suggested that, since infopreneuership encompassed different areas in the information sector, graduates/individuals ought to be advised to take advantage of the adequate infopreneuership training skills offered by LIS schools in the specialization and promotion of information-based business.

The study recommends that LIS graduates consider relevant experiences from other related fields, like computer science and information technology before starting self-employed information-based business. They should seek advice from experts in the field in order to gain a clear understanding and knowledge of information practices

Additionally, young graduates, and other infopreneurs, will do better if they are determined, patient, and creative critical thinkers. The study showed that infopreneurs should be advised to maintain focus and patience with the growth and expectation of the business world. They should have comprehensive knowledge about the services that are in demand, and how to sell information in the business environment. Infopreneurs were even asked to seek advice from experts in the practice. The study also recommends that young graduates dedicate themselves to their businesses and stresses the importance of updating themselves with developments in the field of infopreneurship practice (See table 4.13 in chapter four).

The study suggests that LIS graduates should do a feasibility study to have full knowledge of the information service businesses that are suitable in meeting the publicôs need. The study also

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

e nature of the environment good for a particular service area.

The government at the local, state/provincial and federal levels is called upon to guarantee support to graduates through good policies that can create spaces for a business environment that will encourage smaller categories of the information sector. The majority of the respondents pleaded with the government, to provide financial grants or soft loans in order to support young graduates to become self-dependent as future entrepreneurs. This also applies to those who are already in the practice.

Governments ought to organise a low-fees programme for the training and re-training of many students and graduates of LIS disciplines that are interested in practicing infopreneurship. In particular, the focus of these programmes should be new techniques for rendering information services. This will encourage all graduates that aspire to take business as a livelihood in small business and entrepreneurship after leaving school, by providing an advantage and an opportunity to acquire more technical skills in order to establish their own businesses.

Of significance, the findings suggest that establishing infopreneurial businesses proves to be a struggle for many fresh graduates and other business owners. Additionally to this, most of the owners also cite the electricity shortage plus the expensive rate of software; which affects the operation of the business. Apart from these, the industry is not yet as vibrant as it should be, given the proliferation of the information age.

While the control policies introduced by the government have not been encouraging due to good monitoring measured, this implies that more active policies and infrastructure is required in order to create an enabling environment. Perhaps it is time that government agencies prioritize the creation and strengthening of ICT infrastructure. Another important consideration to encourage information-based business is for the government to improve the inadequate electricity supply and other important infrastructure needed to remain in the business. Creation of a policy that would support the establishment of infopreneurial businesses thereby eliminating hurdles that inhibit the establishment of these businesses would benefit the industry and the national economy more broadly.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ustomer care is essential to every present infopreneur, for r relationship in both countries. The study showed that customer care has not been considered by many infopreneurs. A good customer care protocol is suggested in order to run an effective infopreneurship practice. The study also recommends that LIS graduates gain marketing skills and strategies in order to sell their products as well as provide quality services, while they need to adopt good proposal writing skills that can help them to present appealing proposals to customers for service approval. However, what has been deliberately left out of this discussion are issues of consortia, government progress plans for making infopreneurship practice a major priority in the economic growth plans of both nations.

7.5. Recommendations for further studies

As a result of the present study, a number of related issues have been brought to the foreground, for which necessary consideration can be made, and further studies may be pursued:

- A comprehensive study of the status and development of infopreneurship practice among stacademic libraries could be carried out in other countries.
- A further research investigation should focus on the curriculum of LIS schools. Specifically looking at whether or not the curriculum contains all necessary ICT applications and programming that could equip the LIS students for future infopreneurship opportunities and practice.
- A similar research study on the status and development of infopreneurship should be carried out in other parts of the African continent. The study could include un-registered and un-educated information service providers.
- Subsequent studies should consider the application of business administration and marketing disciplines in establishing part of the marketing skills toward the practice of infopreneurship.
- Further research should consider the position of the informal sector of infopreneurship practice in the broader economy..
- It is suggested that further research should include information as an economic good.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

grammes for infopreneurship practice should be included

nfopreneurship should be considered in further research.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

REFERENCES

oes the Self-Employment Rate Vary Across Countries and Over Time? Discussion Paper No. 871, Center for Economic Policy Research, January 1994.

Acs, Z. and Audretsch, D, (2006). *Handbook of Entrepreneurship Research*. The Netherlands: Kluwer Academic Publishers, (2006).

Afolabi, M. (1994). Career opportunities for libraries and information science professionals in *Africa. New Library World* 95 (1114), 13ï 20.

Aina, L .O. (2004).*Library and Information Science Test for Africa*. Ibadan Third World; p. 40 ï 41.

Allen .G. Robert, (2001) Info-preneur: Multiple streams of income Orem-Utah: SAGE.

Attah, A.P., Audu, J.P. and Ogwu, H.P. (1013). Strategy for reducing unemployement in Nigeria: The role of informal sector. *International journal of capacity buiding in education and management, 2* (1). www.//rcmss.com/2014/icbem-vol2.no1//strategy%20for20%

Basil, P. Yang, D.C. and Tnag H.L. (1997). Information consultancy: development, trends and suggestion for growth. *International Journal of Information Management,, 17* (5), 303-323. retrieved 20th July 1014.

Bahari, S.F. (2010). Qualitative versus quantitative research strategies: Contrasting epistemological and ontological assumptions. *Jurnal Teknologi, 52*, 17-28. Retrieve July 20th 2014. From, http://eprints.utm.my/10043/3/SitiFatimahBahari2010QualitativeVersusQuantitativeResearch. Strategies.pdf

Bernard, H. R. (2013). *Social research method: Quanlitative and Quantitative approaches*. California: SAGE.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

on activities, a viable financial source for African
of Botswan. Goborone: Emeraid. Vol. 19.

Booon, J.A., Britz, J.J, De Lange, M. (1993). Size of the information sector in South Africa. *South Africa journal of library & inform sci, 61* (3).

Braun, V. and Clerke, V. (2013). *Successful qualitative research: A practical guide for beginners.*London: SAGE.

Britz, J. J. (1997). Information Ethics With Specific Reference to the Information Professional: A Christian Perspective (Afrikkans Text).University of Pretoria (South Africa).

Bryman, A. (2004). *Social research method.*3rded. New York: Oxford university press.

Bryman, A. (2008). *The end of the paradigm wars?*In Bannen (ed).The Sage handbook. Los Angeles: Sage Publication.

Chan, R., Chan, K., and Yau, H.M.O., (N). Selecting brokers or brokerage firm: segmentation of investors in the Hong Kong Stock Market.

Chandler, S. (2007). *From entrepreneur to infopreneur: Make money with books, e.books and information products.* New Jersey: John Wiley and Sons.

Chew, J. (2006). Infopreneurship--The Next Big Thing Retrieved April 2, 2014, from http://tools.devshed.com/c/a/Online-Business-Help/Infopreneurship-The-Next-Big Thing/1/.

Coulson-Thomas, C. (2000). ñDeveloping and supporting information entrepreneursò, *Career Development International*6 (4): 231-235, 2001a. Retrieve 24th July 2014 From .http://www.emeraldinsight.com/journals.htm?articleid=883269,

Coulson-Thomas, C. (2000).The information entrepreneur. Winnerish 3Com Active Business Unit: Hemel Hempstead,

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

)07).*Designing and conducting mixed method s research.*

Dana, L.P., (1993). An international survey of entrepreneurship education.*Journal of Enterprising Culture*, 1(1), 1993, 67-92. 8. Benson, G.L. Aote on entrepreneurship

Dash, N.K. (2005). Online research methods resource: For teaching and and training. Retrieved May 13th, 2014 from Manchester Metropolitan University web site, http://www.celt.mmu.ac.uk/researchmethods/Modules/Selection_of_methodology/

David, R. and Dube, A. (2013). Infopreneurial Behaviour among University graduate in the information science fiaculty of art zinbabwe. *CEE ICIT 2013 Conference*, (pp. 1-15). Zinbabwe. Retrieved March 20, 2014, from http://www.researchgate.net/publication/259853073

Dawes, A. (2004). How Infopreneurs Can Produce $1,000 Pay Day's Offline, Even If You've Never Done It Online Retrieved April 2, 2014, from http://www.hostagemarketing.com/affiliate-marketing/affiliatemarketing- 2.php

Department of business innovation and skills , Growth dashboard (2015) The growth of the Economy https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/396740/bis-15-4-growth-dashboard.pdf. Retrieved 27th July 2015

Dawanson, C. (2009). *Introduction to research method:* A practical guide for every one under taking a research projects. 4th ed. Oxford; How to Books.Department of Higher Education & Training. (2014). *Services SETA Sector Skills Plan*. Retrieved April 28th, 2014, from Higher Education Training: www.serviceseta.org.za/.../Services%20SETA%20Sector%20Skill%20Pla

De Leange, M., Boon, J.A and Britz, J.J. (1993). Information sector: Critical review of selected readings with specific reference to South Africa. *South Africa journal of libr Inf Sci, 61*(1), 1-10.

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

duce $1,000 pay day. *Hostage Marketing*. Retrieved April
emarketing.com/affiliate/marketing.
663609

Du Toit, A. (2000). Teaching infopreneurship: studentsô perspectives. *Aslib proceeding* vol 52(2)

Du Toit, A. S. (1994). Developing a price strategy for information products. South African

ECUBATOR. (2014). Becoming a modern infopreneur: differentiating different types of infopreneurs, Retrived June 3rd 2014, http://ecubation.com/author/admin/. entrepreneurs. Library journal, 6.Editorial.

Fikes, R., Farquhar, A., and Pratt, W. (2013). Information Brokers: Gathering Information from Heterogeneous Information Sources. Stanford University. Filter and Entrepreneurship in Endogenous Growth.ò Discussion Paper, Center for Economic fishermen in Lagos State, Nigeria.*The International Information & Library*

Frey, B.S. (1989). *How Large (or Small) should the Underground Economy be*? In Feige.E.L. (Ed.), The Underground Economy: Tax Evasion and Information Distortion, 111-29. Cambridge: Cambridge University Press.

Gboyega, O. K., and Kolawole, A. S. (2014). Information Pricing and Entrepreneurship in Libraries and Information Centres : The Challenges in Nigeria, *3*(3), 516ï 520.

Gupta, B. M., Kundra, R. K., and Gupta, (1983). Information brokerage, *annals of Library Science and Documentation.*Vol 30. No 2

Haque, M., . (2011). Sampling methods in socail research . New York; SAGE.

Harmse, C., Boon, J.A., and Brtz, J.J. (1996). Interaction between the information sector and the rest of the economy of South Africa. *South Africa journal of libr, info,. sci, 61* (1).

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

mmigrant, inc.: Why Immigrant Entrepreneurs Are
l How They Will Save the American Worker), Wiley,

Ibrahim, Z. (2004). Information brokerage in Malayesia and the Netherlad an anaylsis, IIAS http://ir.uitm.edu.my/5192/1/LP_ZOHRA_IBRAHIM_04_24.pdf

Ikoja-Odongo, R., and Mostert, J. (2006). Information seeking behaviour: A conceptual framework. South African journal of Library and Information Science, 72(3), 145-158.

Infopreneur FAQ, 2011, http://www.how-to-sell-information-online.com/infopreneur-tips2.html. Information Entrepreneurship. http://inforsciences.informationentrepreneurship.html.../.../?p=19=1. information. Harvard Business Review, 106ï 114. *Journal of education for library and information science,* 41(3), 233-243.

Kabra, K.N. (2007). Informal sector: A reappraisal. Journals of Contemporay Asia, 25(2), 10. Retrieved May 30, 2014, from http://www.tandfonline.com/doi/pdf/10.1080/00472339580000121

Kemp, D.A. (1976).*The nature of knowledge: An introduction for librarians*. London: Clive Bingley.

Kinder, R., and Katz, B. (1988). *Information brokerage and reference servcies.* New York: Haworth press.

ECONSTOR: Inbergen Institute: Amsterdam; http.//.handle.net/10419/55481

Kloosterman, R. and Rath, J. (Eds) (2003), Immigrant Entrepreneurs: Venturing Abroad in the

Kotze, W. and Boon, J.A (1995). Library and information brokering and consultancy in South Africa ï an exploratory study. *South AfricanJournal of Library and Information Science*, 63(3), 114-121

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

gy; Step-to-steps guide for beginners 3rd ed. London: Sage

l the social network: Millennium market. Ahref =ohttp://www.wsj.comoWall

Labour, Department of. (2013). *Labour*. Retrieved April 30th, 2014, from Department of Labour South Africa: Department of Labour

Robert, J., and Stowe, Jr., (2011). Infopreneurship": Roots, evolution, and revolution. *Academic* journals, enterprenurer executive, 16.Last accessed on 20 October, 2011.

Lahm, R.J., and Stowe, R.B. Charles. (2011). Infopreneurship: root, evolution and revolution. *Entrepreneurial Executive, 16*. Retrieve 25th May 2014.

Lee-Ross, D., and Lashley, C. (2009). *Entrepreneurship and Small Business Management in the Hospitality Industry.* Hospitality, Leisure and Tourism Series, 15. Butterworth Heinemann, Oxford, UK.

Leedy, P. D. and Ormrod, J. E. (2011). Practical research: planning and design. 8th ed. New Jersey: Pearson Prentice Hall. 319 p.

Liew, C.L., Foo, S. and Chennupati, K .R. (2000). A proposed information environment for enhanced integrated access and valueAdding. *Aslib Proceedings, 52* (21), 58-75.

Luck, D.J., et al. (1981).*Marketing researc*h.Prentice Hall of India, New Delhi.

Maree, K. (2011). First steps in Research. (9th ed.). Pretoria: Van Schaik.

Mason, F. and Dobson, C. (1998). *Information brokering: A how to do it manual.* New Yor: Neal-publisher

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

rends in analysing access to information. Part I: cross-
of access. Information Processing and Management.

McLarty, R. and Robinson, T. (1998). The practice of consultancy and a proffessional development strategy. *Learder and organisation development journal, 19* (5).

Mensah, A., and Benedict, E. (2010). Entrepreneurship training and poverty alleviation: Empowering the poor in the Eastern Free State in South Africa. African Journal of Economic and Management Studues, 1(2), 138-163. doi:DOI 10.1108/20400701011073464.

Mishra, A. (2013). Role of Government in Developing Entrepreneurs. AISECT University Journal, 11. Retrieved May 4th, 2014, from http://www.aisectuniversity.ac.in/Anushandhan4/14.pdf

National bureau statistic. (2014). *Federal republic of Nigeria.* Abuja-Nigeria: The presidency.

National Bureau of Statistics. (2014) Nigerian Gross Domestic Product Report; (Quarter one 2014) available at: file:///C:/Users/COMPAQ/Downloads/GDP_Q2_2014.pdf. retrieved October 15th 2014

National population coomission of Nigeria. (2013). May 14). Retrieved March 13, 2014, from National population coomission of Nigeria: http://www.population.gov.ng/index.php/censuses

Neuman, W. L. (2011).*Social research methods; qualitative and quantitative approaches*. 6th ed. Boston (mass.). Pearson Education. New Jersey: Pearson Education Inc.

Neuman, W.I. (2006). *Social research method: Qualitative and quantitative approaches* (6th ed.). Boston: Allyn and Bacon.

Neville, C. (2007). Introduction research and research method. Bradford: Bradford university

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

April 24th, 2014, from:

nent/media/management/els/Introduction-to-Research-

Nigeria Corporate Affair Commission,. (2014). *List of all registered company and business.* Nigeria corporate affair commission. Abuja: Nigeria governement press.

Nigeria-OECD. (2007). *Nigeria*. Retrieved April 30th, 2014, from Africa Economy Outlook: http://www.oecd.org/countries/nigeria/38562978.pdf

Nigeria Yellow Page,. (2014). *The list of company in Nigeria.* Abuja: Yellow page Nigeria.

Njoku, A., and Ihugha, O. A. (2011). Unemployment and Nigerian Economic Growth (1985-2009). *International Association for Teaching and Learning (IATEL)*, (p. 2). Owerri Imo State. Retrieved March 28th , 2014, from http://www.hrmars.com/admin/pics/371.pdf

OECD. (1996). THE KNOWLEDGE-BASED ECONOMY. *Organisation for economic co-operation and development (OECD), 96* (102), 1-46. http://www.oecd.org/sti/sci-tech/1913021.pdf

Ocholla, D.N. (1998). Information consultancy and brokage in Botswana,. *Journal of Information Science, 2:83–95.*

Ocholla, D.N. (1999). Information intermediaries in the next millennium: an agenda for action for the development of information consultancy and brokerage in Africa. Library Management, 20 (2):105-114.

Ocholla Dennis and Shongwe Mzwandile.(2013). An analysis of the library and information science (LIS) job market in South Africa. *South African Journal of Libraries and Information Science* Vol 79(1):35-43. Retrieved 5 August ,2013, from http:sajlis.journals.ac.za.doi:10.7553/79-1-113

Parker, S.J. (1986), *Information Consultants in Action.*Mansell: London, 1986.

Ponelis, S. (2014). Information as economic good: its origins, characteristics, pricing, and associated legal and ethical issues. Approaches and Processes for Managing

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ystems (Advances in Business Information Systems
eries). Hershey, Penn.: Business Science Reference
-13.

Popoola, S. O. (2007).ñEffective Library Information Services Delivery Strategiesò. Paper Presented at National Workshop on Effective Library System Management for Librarians in Public and Private Sector Organizations in Nigeria, ICPS, Ibadan p.1- 2.

Ramadass, P. and Aruni, A. W. (2009). Research and writing across the disciplines. Chennai: MJP Publishers. 261 p. reference to the interaction between local and global knowledge systems. (Doctoral dissertation).Retrieved May 22, 2014 from http://upetd.up.ac.za/thesis/available/etd-11102008-143543/ *Review,* 36 (4), 297-307.Available at: http://www.sciencedirect.com (Accessed

Ragin, C. C. and Amoroso, M. L. (2011). *Constructing social research*: The unity and diversity of method. (2nd, Ed.) London: SAGE.

Robert, S. (2010). *From entrepreneur to infopreneur: Make money with books*. Retrieved from Wikipedia: http://en.wikipedia.org/wiki/Infopreneur

Rugge, S., & Glossbrenner A. (1997). *The information brokers handbook* (3rd ed.). New York: McGraw-Hill.

Shapiro, C., & Varian, H. R. (1998), November-December). Versioning: the smart way to sell information. Harvard Business Review, 106ï 114.

St. Clair, Guy. (1996). *Entrepreneurial Librarianship: The Key to Effective Information Services Management*. London: Bowker Saur. Chapter 2.

Skrob, R. (2009).Benefit of infopreurship. Retrieve may 15th 104 from http://dherbs.com/forums/index.php?topic=4665.0

SOUTH AFRICA, Department of Manpower. (2014). *Man power survey.* Pretoria: Goverment printer.

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

survey, PUBLISHING, André-Pascal, 75775 PARIS

universities.Retrieved 24th June 2014. From www.southafrica.infor/about/education/universities.htm

Statistics South Africa. (20132014) A brief note on profiling the services sector- presentation; (2013/2014), accessed from *http://www.statssa.gov.za/publications/P0441/P04413rd Quarter 2011]* Retrieves 20th July 1014.

Stowe, R.B. Charles. (2011). Infopreneurship: Roots, Evolution, and Revolution. *FreePatents Online.com*.RetrievedMarch28,2014,fromhttp://www.freepatentsonline.com/article/Entrepreneurial-Executive/263157525.Technology Marketing Ltd, 1992.

Thanaseelan, (2005).Infopreneurship. Retrieve June 12 2014. Article Source: from: http://EzineArticles.com/?expert=Thanaseelan_Vengadasalam.

Turkina, E., and Thi Thanh Thai, M.,. (2013). Socail capital network trust and immigrant entrepreneurship ; a cross country analysis. *Journal of enterprising communities people and places in the global economy, 7* (1).

Warner, A.S. (1990). Librarians as money makers: the bottom line. American libraries, 946-948.

Warner, Alice S. (1992). Information Brokering: The State of the Art. In: *Marketing of Library and Information Services 2* (ed. Blaise Cronin). London: Aslib, pp. 279-285.

Warnken, K. (1981). *The information brokers: how to start and operate your own fee-base* . New York: Bowker co.

Welman, C. Kruger, P.and Mitchell, B. (2012). Resaech Methodology. (3rd, Ed.) Cape Town. Oxford

Wilson, T. D. (2005). Human Information behavior. Special issue on Information

www.multiplestreamsofincome.com

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

APPENDIX 1

neurship

The different categories, or level of those practicing infopreneurship discussed in this study, covers graduates from the eight (8) cluster information field which includes libraries, telecommunication, mass communication, publishing, records and archive management, information technology, library and information science education, and computer science.

Libraries as one of the 8 clusters information field: this mean those categories of librarian who work in the library and the same time run their personal business Telecommunication: this means those graduates from telecommunication that does their personal information-base businesses. Mass communication: this means that those categories of graduates of mass communication that practice infopreneurship records and archives: this are graduates of records disciplines that does their personal information businesses in their field for money purpose. Information technology these are graduates of IT that have decided to do their personal business of providing information services

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

APPENDIX 2

INTERVIEW SCHEDULE FOR OWNERS OF INFORMATION-BASED BUSINESSES; ON THE STATUS AND DEVELOPMENT OF INFORPRENEURSHIP IN SELECTED CITIES IN NIGERIA AND SOUTH AFRICA

Interviewerí é é é é é é é é é é é é é é é .

Community/Geographical Area of Studyé é é é é

Department of Information Studies,

University of Zululand,

P/BAGX1001, Kwadlangezwa,
South Africa, 3886,
20th May, 2014.

Dear Respondent(s)

I am Mudia Osborne Ivwurie, a masterôs degree student of the above-named department. I am researching the status, and development of infopreneurship in Nigeria and South Africa. I would like to use this opportunity to seek your time to ask you some questions regarding your business and working practices. The purpose of my inquiring is to find out the status, development and impacts of infoprenuership on the LIS market. Please note that the information provided for this study will be treated with confidentiality and will be used for the outcome of the study only.

NB: Technical terms appearing in the questionnaire are explained using the footnotes,

Thanks you in anticipation for your time.

Yours Sincerely

Mudia Osborne Ivwurie

osbornemudia@yahoo.com

Section I: DEMOGRAPHIC DATA

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

stions about yourself, if you do not mind.

1. Between 21-30 years [ ]
2. 31-40 [ ]
3. 41-50 [ ]
4. 51-60 [ ]
5. 61-70 [ ]
6. 71 + [ ]

3. Are you married? Yes [ ] No [ ]

4. Nationality: Nigeria [ ] South Africa [ ]

Others Pleases specify:

5. In which district or local government/districts, is your business located?.

6. What is your ethnic group or race?

7. What is your highest education obtained?

1. Primary [ ]
2. Secondary/high school [ ]
3. Commercial/Business College [ ]
4. Technical college [ ]
5. University/Polytechnic [ ]
6. Other (specify)

8. What is your highest qualification?

1. School leaving certificate [ ]
2. O level/Matric [ ]
3. Diploma [ ]
4. Bachelor [ ]
5. MA/M.Sc [ ]
6. Ph D [ ]

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

you?

1. Full time employee/worker [ ]
2. Part time/contract [ ]
3. Casual [ ]
4. Owner [ ]

12. What were you doing before you joined, or started this business?

14. What were the major reasons for starting this business and what factors motivated you to embark on this business/trade?

Section III: Infopreneurship?

Infopreneurship is a practice where individual sell information products and also provide information services for intention to make profits for a living.

15. (a) Have you heard of infopreneurship business before?

1. Yes [ ]
2. No [ ]

(b) If yes, what is your understanding of it?

(c) If No, would you like to know?

1. Yes [ ]
2. No [ ]

Level of Infopreneurs

16. What type of information product and services do you normally provide your clients with? (e.g cyber café, bookshop, web blogging, publishing, editing and proofing reading, etc.)

17. In what format do you provide your products and services?

1. Tangible: Example printing, writing, publishing books.

Please specify:

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

g, online services.

18. What is the nature of your work environment like?

(Tick more than 1 if applicable)

1. Permanent premises [ ]
2. Semi permanent premises [ ]
3. Temporary structure [ ]
4. Mobile [ ]
5. Under tree shade [ ]
6. Open air [ ]
7. Has electricity [ ]
8. Has running water [ ]
9. Accessible to transport services [ ]
10. Others, please specify

19. What skills do you use for doing this job/business?

(a) Experience [ ]
(b) Apprenticeship [ ]
(c) Formal education [ ]
(d) Informal Training [ ]
(e) Other (Specify):

20. What type of new practices in the business do you want to introduce into infoprenuership?

Types of Infoprenuership business

21. What is your area of specialization?

22. Which of the followings relates to your own business?

(Tick more than one (1) if applicable)

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

[ ]
[ ]
Internet Blogging [ ]
Web site creating [ ]
IT training centers [ ]
Trouble shooting [ ]
Software and hardware installation [ ]
Others please specify:

2. Telecommunication

GSM connectivity [ ]
Airtime business [ ]
Phone call centers [ ]
Trouble shooting [ ]
Others please specify:

3. Mass communication

Television broadcasting [ ]
Radio broadcasting [ ]
Online Tv [ ]
Online radio business [ ]
Online Advertising [ ]
Trouble shooting [ ]
Others please specify:

4. Computer/Engineering

Training of information providers [ ]
Video shopping [ ]
Type-setting [ ]
Photocopy centre [ ]
Computer repairs [ ]

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

Library automation business [ ]

Library management, [ ]

Designing of library building [ ]

Indexing and abstracting [ ]

Organizing setting and up of library [ ]

Information Consultancy service [ ]

Others please specify:

6. Recording/Archive services

Setting of records centers [ ]

Records management [ ]

Others please specify:

7. Publishing

News paper and book vendor [ ]

Books publishing [ ]

Editing and proof reading [ ]

Magazine report [ ]

Development of professional journals [ ]

Bookshop [ ]

Desktop and electronic publishing [ ]

Others please specify:

8. Information products and marketing

CD ROM marketing: [ ]

Marketing: [ ]

Computer accessory/spare parts: [ ]

Others please specify:

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

[ ]

2. Private organisations [ ]
3. Government departments [ ]
4 NGOs [ ]
5. Religion organization [ ]

6. Others please specify:.

Impacts of Infopreneurship Business

24. What do you benefit from this trade or business?

25. What is the most rewarding part of your business to the society?

Challenges of Infopreneurship

26. What constrains do you encounter in your business?

Suggested solutions to those factors working against your infopreneuring practice?

27. From your experience coupled with the present bad state of the economy, what suggestions would you give to encourage graduates to become involved in information business/infopreneurship?

28. What do you want the government to do for you so as to improve your business?

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

APPENDIX 3
TION OBSERVATION SCHEDULE

Purpose

Overall aim: Information gathering, communication and use.

a) To discover recurring pattern of infopreneurship

b) To note events going on in the work environment.

c) To use findings to cross check answers on interview schedules.

Observer: Self

Name of observeré é é é é é é é é é é é é

Signature é é é é é é é é é é é é é é é é

Date of Observation:

Location of workplace (rural, urban):

Geographical area of workplace:

CHARACTERISTICS OF BUSINESS UNITS

s/n	Items	Observation
1	Type of business activity.	
2	Infrastructure for the business	
3	Nature of products/processes	
4	Types of Inputs	
5	The conditions of the workplace	
6	Location of enterprise (e.g. mobile, roadside, verandah)	

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

	alized, participative, or authoritative)	
8	Number of workers/employees	
9	Average age	
10	Person operating the business (male/female)	
11	Record keeping practices	

RELATIONS WITH EXTERNAL ENVIRONMENT

12	Nature of customers	
13	Product marketing strategies	

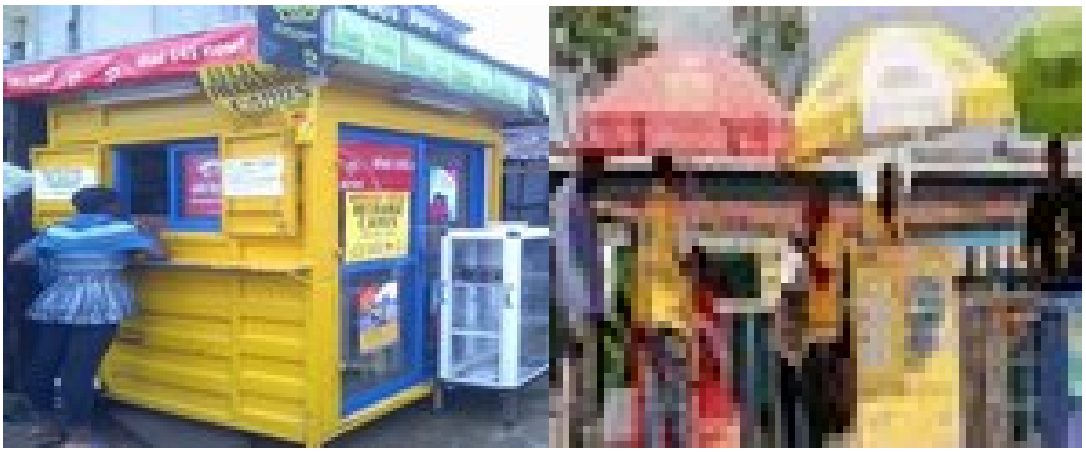
COMMUNICATIONS SYSTEMS

14	Information gathering techniques	
15	Information searching techniques	
16	Information communication channels	
17	Languages spoken in workplace	
18	Communication methods used	
19	Communication patterns within workplace	

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

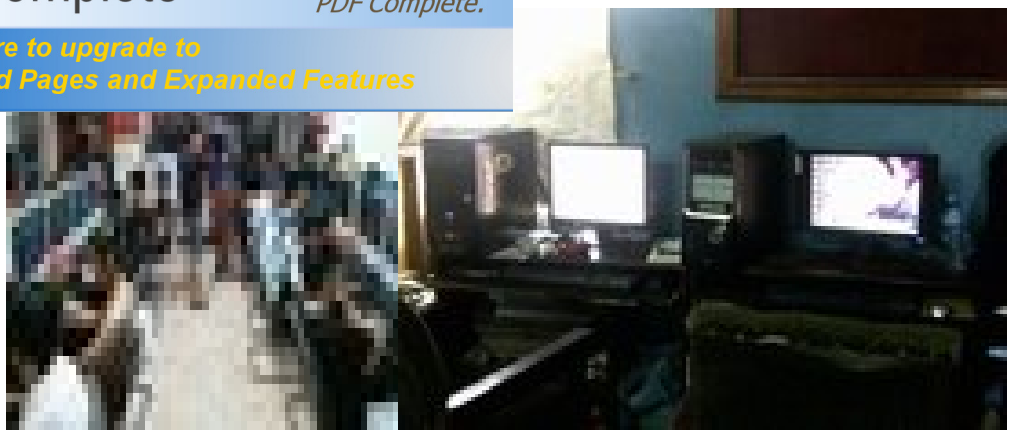
APPENDIX 4

business



PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

ng business



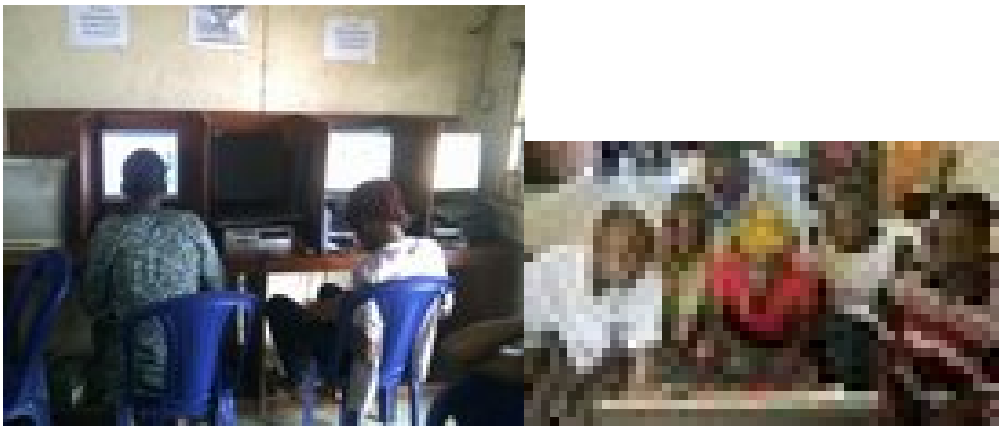
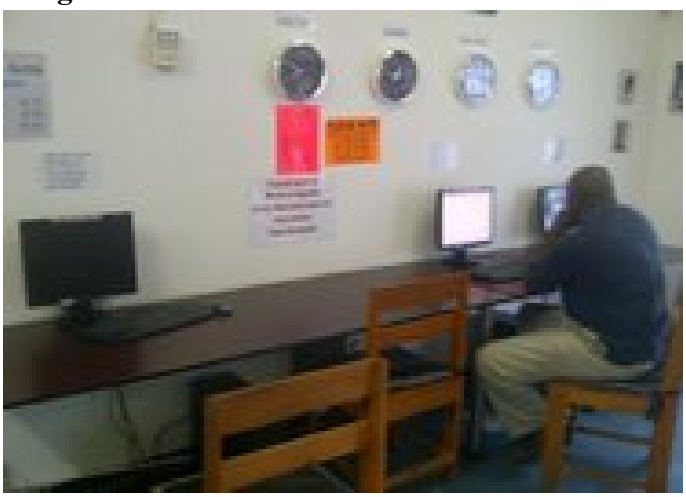
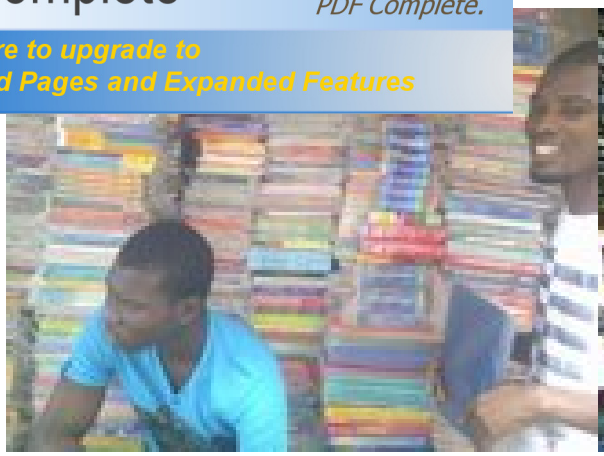


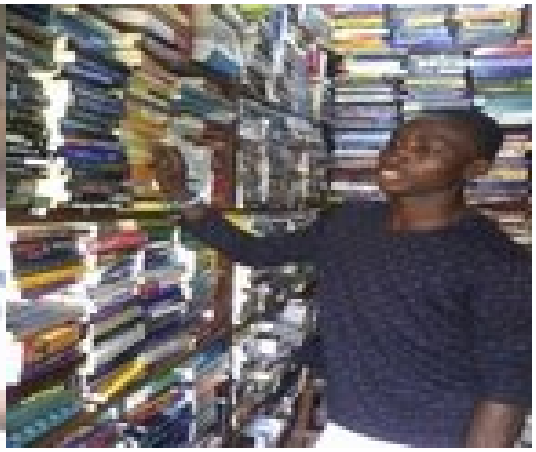
Image 1.3. Internet cafe business



PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

or business





PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

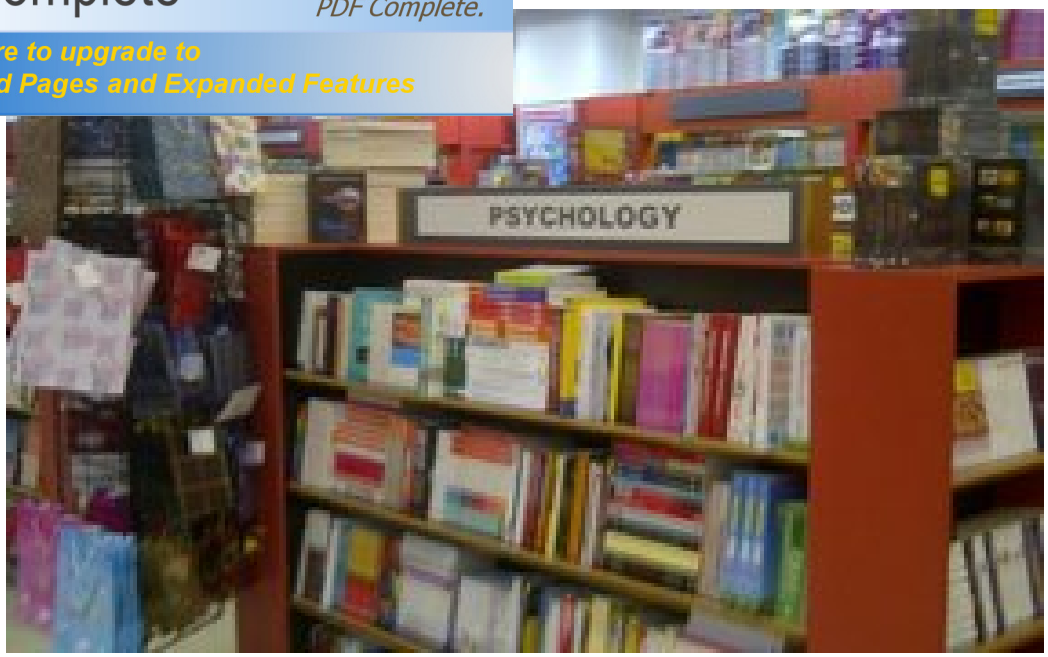


Image 1.6. Records keeping and records management business

Image 1.7. Computers repairs business

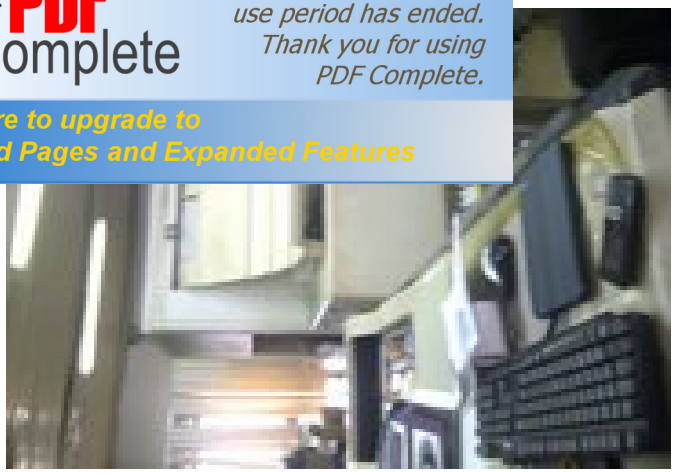
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

Image 1.9. Printing press business

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

Image 1.11. Printing business

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features



Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

…rketing business

PDF Complete
Your complimentary use period has ended. Thank you for using PDF Complete.
Click Here to upgrade to Unlimited Pages and Expanded Features

APPENDIX 5

UNIVERSITY OF ZULULAND
RESEARCH ETHICS COMMITTEE
(Reg No: UZREC 171110-30- RA Level 02)

RESEARCH & INNOVATION
Website: http://www.unizulu.ac.za
Private Bag X1001
KwaDlangezwa 3886
Tel: 035 902 6887
Fax: 035 902 6222
Email: MangeleS@unizulu.ac.za

ETHICAL CLEARANCE CERTIFICATE

Certificate Number	**UZREC 171110-030-RA Level 02 PGM 2014/134**								
Project Title	**The status and development of infoprenuership in selected cities in Nigeria and South Africa**								
Principal Researcher/ Investigator	MO Ivwurie								
Supervisor and Co-supervisor	Prof DN Ocholla								
Department	Information Studies								
Nature of Project	Honours/4th Year		Master's	x	Doctoral		Departmental		

The University of Zululand's Research Ethics Committee (UZREC) hereby gives ethical approval in respect of the undertakings contained in the above-mentioned project proposal and the documents listed on page 2 of this Certificate.

Special conditions: (1) The Principal Researcher must report to the UZREC in the prescribed format, where applicable, annually and at the end of the project, in respect of ethical compliance.
(2) Documents marked "To be submitted" (see page 2) must be presented for ethical clearance before any data collection can commence.

The Researcher may therefore commence with the research as from the date of this Certificate, using the reference number indicated above, but may not conduct any data collection using research instruments that are yet to be approved.

Please note that the UZREC must be informed immediately of

- Any material change in the conditions or undertakings mentioned in the documents that were presented to the UZREC
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research