
Entrepreneurial Responsiveness And Competitive Globalization In The Hospitality Sector, Rivers State

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Abstract

The study examined entrepreneurial responsiveness paradigm to a competitive globalization in Rivers State. The choice of topic was motivated by the creative and innovative nature of an entrepreneur to be alive to her obligations and environment. The study adopted survey research design. The population of the study was 30 entrepreneurs drawn from Hoteliers' association in Rivers State. Out of which only 25 were at our reach which formed the sample size of the study. Correlation martrix was used to analyse the data. The results of findings revealed that there is a significant relationship between the independent variables (commitment to opportunities and strategic orientation) and dependent variable (economic and social globalization). The study therefore concluded that entrepreneurial responsiveness plays an active role to provide the environment that triggers healthy competitive globalization among entrepreneurs in the Hotel and hospitality industry. Therefore recommended amongst others that commitment to business opportunities should match with expected results to enhance performance, efforts also should be made to ensure that adequate functional strategies are formulated and internalized by organizational members.

Introduction

Globalization, is simply defined as the spread of products, technologies and jobs across national borders and culture. It is also referred to as the interaction and the integration among people, companies, government of different nations driven by increasing quality delivery. Thomas Friedman (1999) in his book titled “The Lexus and the Olive Tree”, defined globalization as “The establishment and intensification of- in particular economic inter dependence among different nations”. (<http://onlinelibrary.Wiley.com.doi>). It implies that every barrier of people, companies, government and environment should be relaxed to enhance performance. A Harvard professor of global studies Manfred Steger, identified four dimensions of globalization as; economic, political, cultural and ecological dimensions. (<http://en:m.wikipedia.org>). Robati (2021) collapsed the dimensions of globalization into three, namely; economic, social and political dimensions. Entrepreneurial responsiveness in the other hand, refers to an entrepreneur’s opportunity-seeking behaviour, to seek, create and avail possibilities in the environment and the market at large. It can also be seen as the quality of receptiveness to a people, events and environmental needs by undertaking the risks to create something while making profit. Entrepreneurial responsiveness is related to both performance and how the market environment sustains plans, develop ideas and execute it into feasible projects. Therefore, entrepreneurs must give keen attention to the needs of their environment to enhance organizational goal-attainment. Bascal (2013) identified the dimensions of entrepreneurial responsiveness by examining business practices such as; strategic orientation, commitment to opportunities, commitment to resources, control of resources. Management structure and reward philosophy. This study focuses on commitment to opportunity through quality assurance of reputation of the organization.

Statement of problem

In recent times, management of organizations have come to realize that the essential conditions for goal attainments is in their responsiveness to people, event and environmental needs. This point to the fact that both performance and market environments of these organizations are determined by prompt response to needs around them. It is against this backdrop that the researcher investigates the topic.

Objectives of the study

The broad objective of this study is to examine the relationship between entrepreneurial responsiveness and competitive globalization in Rivers State. The specific objectives are;

1. To ascertain the relationship between commitments to opportunities and economic globalization.
2. To ascertain the relationship between commitments to opportunities and social globalization.
3. To examine the relationship between strategic orientation and economic globalization.
4. To examine the relationship between strategic orientation and social globalization.

Research questions

1. What is the relationship between commitment to opportunities and economic globalization?
2. There is relationship between commitments to opportunities and social globalization?
3. Does strategic orientation relate to economic globalization?
4. Does strategic orientation relate to social globalization?

Hypotheses

H₀₁: Commitment to opportunities has no significant relationship with economic globalization.
H₀₂: There is no significant relationship between commitments to opportunities and social globalization.

H0₃: Strategic orientation does not significantly relate with economic globalization.

H0₄: Strategic orientation do not significantly relate to social globalization.

Review of Related literature

Concept of Entrepreneurial responsiveness

Ottih (2016) defined entrepreneurial responsiveness as; “An effort to create value through the recognition of business opportunities, the management of risks and taking appropriate actions towards the realization of the opportunity”. For Cole (2021), entrepreneurial responsiveness is; ”The purposeful activity of an individual or group of associated individuals undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services”. Akpomi (2021) contends; “Entrepreneurial responsiveness is when an organization is not afraid to use their abilities maximally, to reduce dependency on public funds and diversify their resources with sustainable plans”. In addition, they break traditional boundaries to promote and initiate synergy among the stakeholders involved.

Dimensions

Commitments to opportunity

Commitment to opportunity does not necessarily begin at the start of a planning cycle so require that the entrepreneur be creative and innovative to identify opportunities and pursue it. Taking risk does not amount to success but the application of knowledge and skills to operations. The entrepreneur must embrace many different activities like the interface of her internal and external environments to be able to gather inputs required for strategies at the time, Park & Im (2015) in Okachi – Okereke (2019).

Strategic orientation

This describes the factors that drive the formulation of a company’s strategy. Entrepreneurial Orientation seeks opportunity using existing resources. To increase competitiveness, the entrepreneur, need to provide quality product, quality service, quality assurance through reputation and matching quality to the varieties of all their activities. The entrepreneur strategy adopted need not disrupt the quality of their teachings to organizational members.

Concept of globalization

Globalization, is referred to the change in society and the world economy that result dramatically from international trade and cultural trade. Globalization is the ability of organization to respond quicker and sharper to change in their environment. Globalization is the integration of the world system economy. It is also the liberalization of the world economy to eliminate bottlenecks of countries restrictions. Competitive globalization is the implementation of sets of strategies which is translated into more fertile entrepreneur environment.(Dalmanco et at (2008) in Akponi (2021)). Porter (1990) says; “It is a nation’s capacity of its industry to innovate and upgrade from time to time. Companies, for instance gain from having strong domestic rivals, aggressive home – based suppliers and demanding local customers. Competitiveness advantage is created and sustained through highly localized process of entrepreneurial environment.

Measures of globalization

Economic globalization refers to the increasing interdependence of world, companies, government’s environmental economics resulting from the growing scale of exchange of commodity and services and the flow of different factors like goods, capital, services, technologies and information.

Exchange of commodity and services

The editor of encyclopedia Britannia (2020) refers ECS as an organized market where the purchase and sales of enforceable contract take place. Such as commodities and financial instruments meaning that this market is regulated by regulative guidelines of exchange commission policies and creates the parameter for fair play, prudence, discipline and healthy competition among equal parties.

Flow of goods, services, capital, technologies and information

According to Reddy et al (2005) The collaborative combination of the work practice flow of goods, capital, services, technologies and others affect the unit of information used. The effective functional flow of relevant information to designated units will definitely transcend to a more profitable organization especially for the Hotel and Hospitality industry where for instance, transactions of bookings and payment can be made without physical presence of the customers.

Social globalization

Refers to the sharing of ideas and information between and through different people. It can be through human interaction, internet creation and social media connectedness

Internet creation

Vinton Cert and Bob Kahn computer scientists are credited for the invention of internet communication. The brain child behind it was an attempt to transfer data network between two computers. The creation of internet will significantly help to control negative effects of body languages and verbal tone that will encourage effective human interactions

Social media connectedness

Hudson (2020) defined (SM) as Websites and application designed to allow people share content quickly, efficiently and in real –time. It is also seen as any internet communication tool that allows users to broadly share their content and engage the public. Ordinarily operating a social media account will makes the organization to become more active and are able to engage large number of customers.

Theoretical framework

This research is primarily based on the theory of social learning developed over several years by Bandura and Walters (1963). The theory states that people learn through continuous interaction between cognitive, behavioral and environmental influences. This means that learning takes place given the right condition, interaction, self-efficacy and motivation.

Conceptual Framework

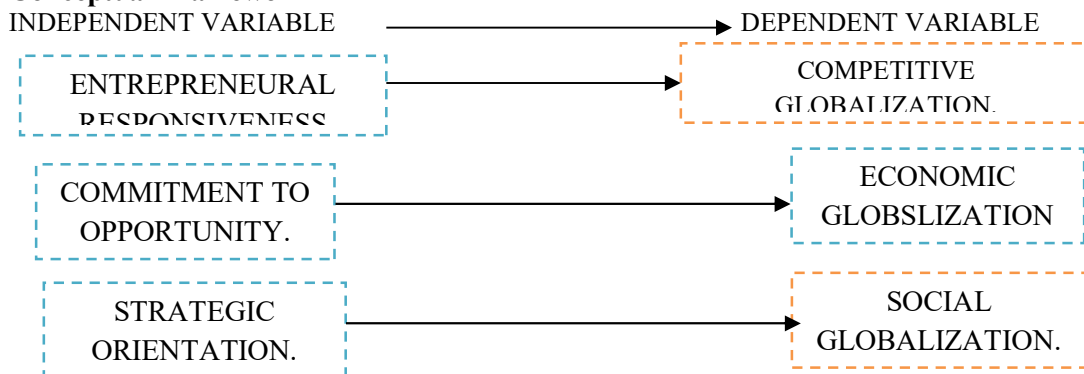


Figure 1: Conceptual Model of Holistic perspective of entrepreneurial responsiveness and competitive globalization. (Source: Researchers Conceptualization, 2022)

Methodology

Research Design

The design of this study was experimental survey which was considered appropriate because it involves exploration of selected entrepreneurs in Rivers state.

The population of the study

The population of this study consist of 30 indigenou (Rivers state extraction) entrepreneurs of the hotel and hospitality management industry. The size of the population is in accordance with details gotten from the Hoteliers association in Rivers state. Owing to the small size of the population we decided to census the entire population but only about 25 of the population were at our reach.

Correlation Matrix for commitment to opportunity and competitive globalization

			CO	EG	SG
Spearman's Rho		Correlation coefficient	1.000	.514*	.437**
	CO	Sig. (2-tailed)	.	.000	.000
		N	25	25	25
		Correlation Coefficient	.514**	1.000	.802**
	EG	Sig. (2-tailed)	.000	.	.000
		N	25	25	25
		Coefficient	.437**	.802**	1.000
	SG	Sig. (2-tailed)	.000	.000	.
	SG	N	25	25	25

Correlation is significant at the 0.05 level (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed)

The results in table above indicate that there is a significant relationship between commitment to opportunity and competitive globalization. Commitment to opportunity is significantly correlated to economic globalization ($r = 0.514$, $p = 0.000 < 0.05$). Commitment to opportunity is significantly correlated to social globalization ($r = .437$, $p = 0.000 < 0.05$). We therefore, reject hypothesis one and two since the pv of each result is less than its significant value.

Correlation Matrix between strategic orientation and competitive globalization

			SO	EG	SG
Spearman's Rho		Correlation coefficient	1.000	.269*	.176*
	SO	Sig. (2-tailed)	.	.038	.179
		N	25	25	25
		Correlation Coefficient	.269*	1.000	.802*
	EG	Sig. (2-tailed)	.038	.	.000

	SG	Correlation Coefficient	.428*	.366**	.344**
		Sig. (2-tailed)	.001	.004	.007
		N	25	25	25

**Correlation is significant at the 0.01 level (2-tailed)

The results in table 4.6 indicate that there is a significant association between strategic orientation and economic globalization ($r = 0.269$, $p = 0.038 < 0.05$). Strategic orientation and social globalization ($r = .428$, $p = 0.001 < 0.05$). Going by this result, hypotheses three and four were rejected at .05 alpha level since its p is less than level of significance.

KEY:

EG – Economic globalization

SG-Social globalization

CO-Commitment to opportunity

SO-Strategic orientation

Discussion of findings

From the tested hypotheses, it was established that:

There is a positive and significant relationship between commitment to opportunities and economic globalization. This correlate with the definition of the editor of encyclopedias that exchange of commodities and services take place in an organized market and customers transact irrespective of their physical location. The study carried out affirmed that commitment to opportunities has positive and significant relationship with social globalization. This finding is supported by the work of Reddy et al (2005) that adequate collaboration and combination of the core units of the organizations keep them alive to their obligations and environment. The study also revealed that strategic orientation has a positive and significant relationship with economic globalization. This study is supported by the work of Madume and Okachi – Okereke (2014) that involvement of organizations through the instrumentality provided by the exchange of commodities and services help sharpen their strategic choices. Finally the study revealed that strategic orientation has positive and significant relationship with social globalization. Hudson (2020) assert that creation of internet website, social media and others allow people share their contents quicker, efficiently and in real-time.

Conclusion

Following conclusions were made based on the findings, organizations become globally complete when they commit opportunities and pursue it. Strategic orientation provide the guide that keep the organizations alive to their obligations and the environment.

Recommendations

1. Organizations need to identify opportunities, pursue it, achieve it and sustain it.
2. Commitment to opportunities should match with the expectations of results to enhance quicker responses.
3. Identify and establish innovative collaborative combination of core units to enhance functional interaction within the environment.
4. Efforts need to be made to ensure that adequate strategies are formulated and internalize by members of organization.

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