

ENTREPRENEURIAL SUCCESS IN AFRICA: EXPLORING A MULTI-DECISION MODEL

By

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Abstract

This paper explored the numerous strategies adopted by multilateral agencies and developmental institutions in developing nations, and examined their applications in rural settings in order to determine their workability in Akwa Ibom State. The result of our analysis indicates that there are four interrelated strategies that are very relevant and adaptable for small and medium enterprises in Akwa Ibom State. We also observed that though each approach can stand alone under certain conditions, a multi-decision model serves the firm better. We recommend this model for all categories of businesses, and urge researchers to test this model in a firm that has a single product and operates from a single facility in order to determine its robustness under such conditions.

Key Words: Entrepreneurship, Decision Analysis, Management, Business Strategy

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