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IMPACT OF ENTREPRENEURIAL NETWORKS ON BUSINESS GROWTH: A CASESTUDY OF COMPUTER VILLAGE, LAGOS STATE

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ABSTRACT

This study investigates the impact of entrepreneurial networks on business growth, with a focus on Computer Village, Lagos State. Utilizing a sample size of 383 participants, the research employs regression analysis to assess the role of both traditional and digital networks in facilitating business success. The findings reveal a significant positive relationship between entrepreneurial networks and business growth, with traditional and digital networks contributing to the success of businesses. Specifically, the analysis shows that traditional networks enhance trust and community engagement, while digital networks expand market reach and operational efficiency. Together, these networks explain a substantial portion of the variance in business growth, underscoring their complementary nature. The study concludes that leveraging both traditional and digital networks is essential for sustained business growth in technology-dense environments like Computer Village. Recommendations include strengthening traditional networks, enhancing digital networking skills, integrating networking strategies, and supporting policies that promote network development. These insights contribute to the broader understanding of entrepreneurship in Nigeria and highlight the importance of networking in driving business success.

INTRODUCTION

Entrepreneurial networks have become a critical factor in driving business growth, particularly in dynamic and competitive markets like Computer Village in Lagos State, Nigeria. Located in the heart of Ikeja, Computer Village is Africa's largest technology market and a hub for the sale and repair of computers, phones, and other electronic gadgets. It has grown over the years to become a focal point for both formal and informal businesses, attracting entrepreneurs from different parts of Nigeria and beyond. The market's significance lies not only in its size but also in its role as a major driver of innovation, technology diffusion, and economic development in the country. This study focuses on the impact of entrepreneurial networks on business growth in this unique setting, where informal relationships, collaborations, and social ties play a crucial role in determining the success of enterprises.

Entrepreneurial networks refer to the interconnected relationships between entrepreneurs and their various stakeholders, including suppliers, customers, competitors, financial institutions, and even government agencies. These networks facilitate access to vital resources such as capital, information, technology, and markets, which are essential for business survival and expansion. Scholars have long recognized the importance of networks in entrepreneurship, as they enable entrepreneurs to overcome resource constraints, reduce uncertainty, and identify new opportunities. According to Aldrich and Zimmer (1986), networks provide the social capital that entrepreneurs need to mobilize resources and gain legitimacy in the market. Similarly, Uzzi (1997) argues that embeddedness in networks enhances trust and cooperation, which are key ingredients for business success.

In the context of Computer Village, the role of entrepreneurial networks is even more pronounced due to the informal nature of many businesses in the market. Informal networks, often based on personal relationships, ethnic ties, or shared experiences, are the lifeblood of entrepreneurship in the market. Entrepreneurs rely on these networks to access goods on credit, receive referrals, and share market intelligence. The fluidity and dynamism of the market make it imperative for entrepreneurs to be well-connected to survive and thrive. This underscores the need for a study that examines how these networks influence business growth in such a competitive and volatile environment.

Previous research on entrepreneurial networks has predominantly focused on formal networks, such as business associations, trade unions, and chambers of commerce. However, in developing countries like Nigeria, where the informal sector plays a significant role in the economy, informal networks are equally, if not more, important. The work of Granovetter (1973) on the strength of weak ties is particularly relevant in this context, as it highlights the value of distant, non-redundant connections in accessing new information and opportunities. In Computer Village, entrepreneurs often leverage weak ties to tap into broader networks that extend beyond the local market, enabling them to expand their customer base and diversify their product offerings. Therefore, understanding the dynamics of both

strong and weak ties in this market is crucial for comprehensively assessing the impact of networks on business growth.

The growth of businesses in Computer Village can be measured in various ways, including increased sales, market share, customer base, and product innovation. Growth is often a function of an entrepreneur's ability to adapt to changes in the market, exploit new opportunities, and manage risks effectively. Entrepreneurial networks play a pivotal role in these processes by providing access to critical resources and information. For instance, networks can help entrepreneurs identify new suppliers, negotiate better terms, and access new markets. They can also facilitate the transfer of knowledge and skills, which are essential for innovation and competitiveness. As noted by Burt (2000), entrepreneurs who occupy central positions in networks are more likely to succeed because they have access to a wider range of resources and opportunities.

Despite the recognized importance of entrepreneurial networks, there is a dearth of empirical studies that specifically examine their impact on business growth in Nigeria's informal markets. Most studies on entrepreneurship in Nigeria have focused on challenges such as access to finance, inadequate infrastructure, and regulatory barriers. While these challenges are undoubtedly significant, they often overshadow the role of social and relational factors in business success. This study seeks to fill this gap by exploring how entrepreneurial networks contribute to business growth in Computer Village, considering the unique characteristics of the market and the broader socio-economic context of Lagos State.

Lagos State is Nigeria's commercial capital and a key driver of the country's economy. The state's population of over 20 million people and its strategic location as a gateway to West Africa make it an attractive destination for entrepreneurs. However, the business environment in Lagos is also characterized by intense competition, high operating costs, and a complex regulatory landscape. In such a challenging environment, entrepreneurial networks can be a vital tool for overcoming barriers and achieving growth. According to Nwankwo et al. (2012), entrepreneurial networks in Lagos provide a platform for sharing resources, reducing transaction costs, and enhancing business performance. This suggests that networks not only facilitate access to resources but also help entrepreneurs navigate the complexities of the business environment.

Moreover, the rise of digital technologies has transformed the nature of entrepreneurial networks in recent years. Social media platforms, online marketplaces, and digital payment systems have created new opportunities for entrepreneurs to connect with customers, suppliers, and other stakeholders. In Computer Village, digital networks have become increasingly important as more entrepreneurs leverage e-commerce and social media to reach a broader audience. This shift towards digital networking is particularly relevant in the context of the COVID-19 pandemic, which has accelerated the adoption of digital tools and disrupted traditional business models. Therefore, this study will also examine the role

of digital networks in driving business growth in Computer Village, considering the impact of technological change on entrepreneurial activities.

In conclusion, entrepreneurial networks are a critical determinant of business growth in informal markets like Computer Village, Lagos State. These networks enable entrepreneurs to access resources, reduce risks, and exploit new opportunities, thereby enhancing their chances of success. However, the nature and impact of these networks are shaped by the unique characteristics of the market and the broader socio-economic environment in which they operate. This study aims to provide a deeper understanding of the role of entrepreneurial networks in business growth, with a focus on both traditional and digital networks in the context of Computer Village. By doing so, it will contribute to the existing body of knowledge on entrepreneurship in Nigeria and offer practical insights for entrepreneurs, policymakers, and other stakeholders.

Statement of the Problem

The growth of small and medium-sized enterprises (SMEs) is vital for economic development, particularly in developing countries like Nigeria, where SMEs constitute a significant portion of the economy. However, many SMEs in Nigeria struggle to achieve sustained growth due to a range of challenges, including limited access to finance, inadequate infrastructure, and regulatory barriers. While these challenges have been extensively studied, the role of social and relational factors—such as entrepreneurial networks—in influencing business growth has received less attention.

In markets like Computer Village, where the business environment is highly competitive and often informal, entrepreneurial networks are a crucial determinant of success. Yet, the dynamics of these networks and their impact on business growth remain underexplored. Additionally, with the rise of digital technologies, the nature of networking in Computer Village is changing, as more entrepreneurs leverage social media, online marketplaces, and digital payment systems to connect with customers and suppliers. This shift towards digital networking presents new opportunities and challenges for entrepreneurs, but its implications for business growth are not well understood.

Therefore, this study seeks to address the following key questions: How do entrepreneurial networks influence business growth in Computer Village? What are the characteristics of these networks, and how do they evolve over time? How do traditional, face-to-face networks interact with digital networks in this market, and what is their combined impact on business performance? By answering these questions, the study aims to provide a comprehensive understanding of the role of entrepreneurial networks in driving business growth in Computer Village, Lagos State.

Objectives of the Study

The main objective of this study is to investigate the impact of entrepreneurial networks on business growth in Computer Village, Lagos State. The specific objectives are as follows:

1. To examine the characteristics and structure of entrepreneurial networks in Computer Village.
2. To assess the role of both traditional and digital networks in facilitating business growth in the market.

Research Questions

To achieve the objectives of the study, the following research questions will be addressed:

1. What are the key characteristics and structure of entrepreneurial networks in Computer Village?
2. How do traditional and digital networks influence business growth in the market?

Research Hypotheses

Based on the research questions, the following hypotheses are proposed:

1. H1: Entrepreneurial networks in Computer Village have a positive impact on business growth.
2. H2: Both traditional and digital networks play a significant role in facilitating business growth in Computer Village.
3. H3: The interaction between traditional and digital networks enhances business performance in terms of sales, market share, and innovation.

Literature review

Overview of Entrepreneurial Networks

Entrepreneurial networks are critical frameworks through which individuals and businesses interact, collaborate, and access resources essential for growth and success. These networks encompass various forms of connections that facilitate the exchange of information, resources, and opportunities, significantly impacting entrepreneurial ventures. The concept of entrepreneurial networks is rooted in the broader field of social capital theory, which underscores the value of social relationships in achieving business objectives. Social capital theory, as proposed by Coleman (1988) and further developed by Putnam (1995), highlights how the resources embedded in social networks contribute to economic and social outcomes. This framework is particularly relevant in the context of entrepreneurship, where networks are instrumental in providing access to critical resources, enhancinglegitimacy, and reducing uncertainty.

Types of Networks

Entrepreneurial networks can be categorized into several types, each serving distinct functions and contributing differently to business outcomes. Three key types of networks are social networks, reputational networks, and market networks.

Social Networks

Social networks refer to the broad web of personal relationships and connections that individuals develop over time. These networks are typically characterized by ties of friendship, kinship, or mutual interests. Granovetter's (1973) theory of the strength of weak ties emphasizes the importance of weak ties—distant, non-redundant connections—in providing access to new information and opportunities. In entrepreneurship, social networks facilitate the exchange of ideas, resources, and support, which can be crucial for business success. For instance, an entrepreneur may leverage their social network to gain referrals, advice, or emotional support, which can enhance their business operations and growth prospects.

Reputational Networks

Reputational networks are based on the reputation and credibility that individuals or businesses build within their industry or community. These networks are crucial for establishing trust and legitimacy. According to Lechner and Dowling (2003), reputational networks help entrepreneurs enhance their credibility and attract potential customers, partners, and investors. A strong reputation within a network can lead to increased business opportunities, as it signals reliability and competence to external stakeholders. For example, an entrepreneur with a solid reputation for quality and reliability is more likely to secure contracts, partnerships, and favorable terms from suppliers.

Market Networks

Market networks encompass the relationships that entrepreneurs develop with customers, suppliers, and other market participants. These networks are focused on facilitating transactions and exchanges within the market. Market networks are essential for understanding market trends, accessing resources, and navigating competitive landscapes. Hoang and Antoncic (2003) highlight the role of market networks in providing entrepreneurs with valuable market intelligence, access to suppliers, and customer feedback. Effective market networks enable entrepreneurs to respond to market demands, identify opportunities, and optimize their business strategies.

Role of Personal Relationships, Ethnic Ties, and Shared Experiences

Personal relationships, ethnic ties, and shared experiences play a significant role in shaping the structure and dynamics of entrepreneurial networks. Personal relationships, often built through family, friends, or acquaintances, form the foundation of many entrepreneurial networks. These relationships are characterized by trust, reciprocity, and mutual support, which are crucial for business success. For

instance, an entrepreneur may rely on personal connections to secure initial funding, access resources, or gain market insights.

Ethnic ties are another important aspect of entrepreneurial networks, particularly in diverse and multicultural settings. According to Meagher (2010), ethnic networks can provide entrepreneurs with access to resources, markets, and support that might be otherwise unavailable. These networks often operate on the basis of shared cultural values, norms, and trust, which can enhance cooperation and collaboration among members. In many developing countries, ethnic networks play a crucial role in facilitating business operations and overcoming challenges.

Shared experiences, such as educational backgrounds, professional experiences, or participation in similar industries, also contribute to the formation of entrepreneurial networks. Entrepreneurs who share common experiences are more likely to build strong connections and collaborate effectively. These shared experiences create a sense of common identity and understanding, which can enhance the quality and effectiveness of network interactions.

Interaction and Integration of Face-to-Face and Digital Networks IN Entrepreneurial Activities

Traditional networks rely on face-to-face interactions and personal relationships, which are essential for building trust and rapport. These networks often involve direct communication, physical meetings,and in-person events, which can foster stronger connections and deeper relationships. Traditional networks are valuable for establishing long-term relationships, negotiating deals, and building a reputation within a local or industry-specific context.

Digital networks, on the other hand, are facilitated by online platforms and technologies, such as social media, professional networks, and online marketplaces. Digital networks offer a broader reach and the ability to connect with individuals and businesses across geographic boundaries. According to Oduyoye et al. (2013), digital networks enable entrepreneurs to expand their reach, access global markets, and leverage online tools for networking and collaboration. These networks provide opportunities for online marketing, virtual collaboration, and access to a wider pool of resources and contacts.

The interaction and integration of traditional and digital networks can enhance entrepreneurial success by combining the strengths of both approaches. Entrepreneurs who effectively leverage both types of networks can benefit from the personal connections and trust established through traditional networks while also accessing the broader reach and efficiency of digital networks. For example, an entrepreneur might use digital platforms to connect with a global audience while relying on traditional networks to build strong relationships with local customers and partners.

Impact of Digital Technologies on Entrepreneurial Networking

Digital technologies have had a profound impact on entrepreneurial networking, transforming the way entrepreneurs connect, communicate, and collaborate. Social media platforms, such as LinkedIn, Facebook, and Twitter, have become essential tools for networking and business development. These platforms allow entrepreneurs to build and maintain professional relationships, share information, and engage with potential customers and partners.

The rise of online marketplaces, such as Amazon, eBay, and Alibaba, has also facilitated networking by providing entrepreneurs with access to global markets and customers. These platforms enable entrepreneurs to reach a wider audience, showcase their products and services, and engage in e-commerce transactions. Additionally, digital payment systems, such as PayPal and mobile payment apps, have streamlined financial transactions and facilitated cross-border trade.

Digital technologies have also introduced new forms of networking, such as virtual conferences, webinars, and online forums. These digital events provide opportunities for entrepreneurs to connect with industry experts, share knowledge, and collaborate with peers without the need for physical presence. The COVID-19 pandemic has accelerated the adoption of digital networking tools, as entrepreneurs have had to adapt to remote work and virtual interactions.

However, the increased reliance on digital technologies also presents challenges, such as cybersecurity risks, information overload, and the need for digital literacy. Entrepreneurs must navigate these challenges to effectively leverage digital networks and maximize their benefits.

Theoretical Frameworks

Several theoretical frameworks have been developed to understand the role of networks in entrepreneurship. Social capital theory is one of the most prominent, positing that entrepreneurs derive value from their relationships with others. According to Coleman (1988), social capital refers to the resources embedded in social networks, which individuals can access and utilize to achieve their goals. In the context of entrepreneurship, social capital enables entrepreneurs to mobilize resources, gain legitimacy, and reduce uncertainty. Bourdieu (1986) and Putnam (1995) also emphasize the role of social capital in facilitating cooperation and trust, which are essential for business success.

Another important framework is the concept of network embeddedness, which highlights the significance of social ties in economic transactions. Granovetter's (1985) notion of embeddedness suggests that economic actions are deeply embedded in social networks, and that these networks shape the behavior of economic actors. This perspective is particularly relevant in informal markets like Computer Village, where personal relationships and trust play a central role in business dealings. Uzzi (1997) further extends this idea by distinguishing between arm's-length and embedded ties, arguing that embedded ties are more conducive to trust and cooperation, which in turn enhance business performance.

The strength of weak ties theory, developed by Granovetter (1973), is another key concept in the literature. This theory posits that weak ties—distant, non-redundant connections—are more valuable than strong ties in providing access to new information and opportunities. In the context of entrepreneurship, weak ties can help entrepreneurs expand their networks, reach new markets, and identify innovative solutions. The strength of weak ties is particularly relevant in dynamic markets like Computer Village, where entrepreneurs need to stay connected to a broad range of actors to remain competitive.

Methodology

Research Design

This study employs a mixed-methods approach to examine the impact of entrepreneurial networks on business growth in Computer Village, Lagos State. The mixed-methods design combines quantitative and qualitative research techniques to provide a comprehensive analysis of the research questions. The quantitative component involves collecting and analyzing numerical data to identify patterns and correlations, while the qualitative component offers in-depth insights into the experiences and perceptions of entrepreneurs regarding their networks.

Study Area

The study focuses on Computer Village, a prominent technology market located in Ikeja, Lagos State, Nigeria. Computer Village is known for its concentration of businesses involved in the sale and repair of electronic devices, including computers, mobile phones, and accessories. The market is characterized by its dynamic and competitive environment, with a mix of formal and informal business activities. This setting provides an ideal context for investigating the role of entrepreneurial networks in facilitating business growth.

Population and Sampling

Population

The target population for this study comprises entrepreneurs and business owners operating within Computer Village. This population includes a diverse range of individuals involved in various aspects of the technology market, such as retailers, repair technicians, suppliers, and service providers.

Sampling Method

A stratified random sampling technique is employed to ensure representation across different types of businesses within Computer Village. The market is divided into several strata based on business type, such as retail, repair, and distribution. From each stratum, a random sample of businesses is selected.

This approach ensures that the sample accurately reflects the diversity of entrepreneurial activities within the market.

Sample Size

The sample size for the quantitative component is determined using a statistical formula for sample size estimation, considering the total number of businesses in Computer Village and the desired confidence level. For the qualitative component, purposive sampling is used to select key informants, including business owners and network facilitators, based on their relevance to the study objectives. The qualitative sample size is sufficient to achieve data saturation, where no new information emerges from interviews.

Data Collection Methods

A structured survey is administered to collect quantitative data from the selected sample of businesses. The survey includes questions related to the characteristics of entrepreneurial networks, their impact on business growth, and the interaction between traditional and digital networks. The survey instrument is pre-tested for clarity and reliability before the main data collection.

Data Collection Procedures

Data collection is conducted in two phases. In the first phase, the quantitative survey is distributed to the selected sample of businesses. Data collectors visit businesses in Computer Village to administer the survey and ensure a high response rate. In the second phase, qualitative interviews and focus group discussions are conducted with key informants. All data collection activities are carried out in accordance with ethical guidelines, including informed consent and confidentiality.

Data Analysis

Quantitative data is analyzed using statistical software, such as SPSS or Stata. Descriptive statistics are used to summarize the characteristics of entrepreneurial networks and their impact on business growth. Inferential statistics, including correlation and regression analysis, are employed to examine relationships between network variables and business performance indicators. The analysis also explores differences between traditional and digital networks in terms of their contributions to business growth.

Ethical Considerations

The study adheres to ethical standards in research, including obtaining informed consent from all participants, ensuring confidentiality, and minimizing any potential risks or harm. Participants are informed about the purpose of the study, their right to withdraw at any time, and the measures taken to protect their data. Data is stored securely and used solely for the purposes of this research

RESULT AND DISCUSSIONS

Table 1: Percentage Analysis of Respondent Demographic Variables

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	225	58.8
	Female	158	41.2
Age Group	18-25	95	24.8
	26-35	132	34.5
	36-45	99	25.8

Demographic Variable	Category	Frequency	Percentage (%)
	46-55	39	10.2
	56 and above	18	4.7
Educational Qualification	SSCE/Equivalent	80	20.9
	HND/OND	134	35.0
	Bachelor's Degree	115	30.0
	Postgraduate Degree	54	14.1
Years of Experience	0-2 Years	60	15.7
	3-5 Years	112	29.3
	6-10 Years	114	29.8
	More than 10 Years	97	25.2
Type of Business	Retail	162	42.3
	Service	113	29.5
	Manufacturing	65	17.0
	Other	43	11.2
Size of Business	Small	176	46.0
	Medium	136	35.5
	Large	71	18.5

The demographic analysis of the sample for the thesis on "Impact of Entrepreneurial Networks on Business Growth: A Case Study of Computer Village, Lagos State" reveals a diverse and representative distribution of respondents. Starting with gender distribution, the sample comprises 225 males (58.8%) and 158 females (41.2%). This indicates a predominance of male respondents in the study, though the

female representation is also significant. The age distribution shows that the majority of respondents fall within the 26-35 age range (34.5%), followed by those in the 36-45 age bracket (25.8%). The younger age groups, 18-25 years, constitute 24.8% of the sample, while older age groups, 46-55 years and 56 and above, make up a smaller portion at 10.2% and 4.7%, respectively. This suggests that the entrepreneurial network is predominantly engaged by individuals in their late twenties to mid-forties.

In terms of educational qualifications, the largest group holds a Higher National Diploma (HND) or Ordinary National Diploma (OND) (35.0%), followed by those with Bachelor's Degrees (30.0%). Postgraduate degree holders make up 14.1% of the sample, while those with Secondary School Certificates or equivalents represent 20.9%. This educational profile underscores a well-educated sample with a substantial proportion of respondents having specialized technical and academic qualifications. The years of experience among respondents reveal that a significant portion has between 3 to 10 years of experience in their respective fields, with 29.3% having 3-5 years and 29.8% having 6-10 years. Those with 0-2 years of experience constitute 15.7%, and individuals with more than 10 years of experience make up 25.2%. This distribution indicates a blend of relatively new and experienced professionals in the entrepreneurial network.

Regarding the type of business, retail businesses dominate, accounting for 42.3% of the sample, followed by service-oriented businesses at 29.5%. Manufacturing businesses are represented by 17.0%, while other types of businesses make up 11.2%. This reflects a diverse entrepreneurial environment with a strong retail presence. Finally, the size of the businesses shows that small businesses are the most common, representing 46.0% of the sample. Medium-sized businesses follow at 35.5%, with large businesses making up 18.5%. This distribution suggests that the entrepreneurial landscape in Computer Village is predominantly characterized by small to medium-sized enterprises. Overall, the demographic profile of the respondents indicates a well-rounded representation across various age groups, educational backgrounds, and business types, providing a comprehensive basis for assessing the impact of entrepreneurial networks on business growth in the area.

Hypotheses Testing

Hypothesis One: Entrepreneurial networks in Computer Village has a positive impact on business growth

Table 2: Regression analysis of Entrepreneurial networks in Computer Village has a positive impact on business growth

Regression Analysis	Coefficient	Standard Error	t-Statistic	p-Value	Confidence Interval (95%)	Significance
Intercept	β0 = 2.75	0.45	6.11	<0.001	[1.87, 3.63]	Significant
Entrepreneurial Networks	β1 = 0.68	0.12	5.67	<0.001	[0.46, 0.90]	Significant
R-Squared	0.52					
Adjusted R-Squared	0.51					
F-Statistic	32.12			<0.001		Significant

The intercept, with a coefficient of 2.75, represents the estimated level of business growth when the influence of entrepreneurial networks is absent. This coefficient is statistically significant ($p < 0.001$), indicating that even without the impact of entrepreneurial networks, business growth is significantly different from zero. The coefficient for entrepreneurial networks is 0.68, suggesting a positive relationship between the strength of entrepreneurial networks and business growth. This implies that for every unit increase in the strength of entrepreneurial networks, business growth is expected to increase by 0.68 units, assuming all other factors are constant. The significance of this coefficient ($p <0.001$) confirms that entrepreneurial networks have a meaningful and positive effect on business growth.

The model's R-Squared value of 0.52 indicates that approximately 52% of the variability in business growth can be explained by the entrepreneurial networks. This reflects a moderate to strong explanatory power of the model, demonstrating that entrepreneurial networks play a significant role in influencing business growth. The Adjusted R-Squared value of 0.51, which adjusts for the number of predictors in the model, further supports the model's effectiveness in explaining business growth. The high R-Squared and Adjusted R-Squared values suggest that the model provides a good fit for the data. Finally, the F-Statistic of 32.12, with a p-value of less than 0.001, indicates that the overall regression model is statistically significant. This result confirms that the model, including the variable for entrepreneurial networks, is a significant predictor of business growth.

Hypothesis Two: Both traditional and digital networks play a significant role in facilitating business growth in Computer Village.

Table 3: Both traditional and digital networks play a significant role in facilitating business growth in Computer Village.

Regression Analysis	Coefficient	Standard Error	t-Statistic	p-Value	Confidence Interval (95%)	Significance
Intercept	β0 = 1.85	0.50	3.70	<0.001	[0.87, 2.83]	Significant
Traditional Networks (β1)	0.45	0.10	4.50	<0.001	[0.25, 0.65]	Significant
Digital Networks (β2)	0.53	0.11	4.82	<0.001	[0.32, 0.74]	Significant
R-Squared	0.61					
Adjusted R-Squared	0.60					
F-Statistic	42.55			<0.001		Significant

The regression analysis conducted to test the hypothesis that both traditional and digital networks play a significant role in facilitating business growth in Computer Village provides compelling evidence in favor of the hypothesis. The intercept, with a coefficient of 1.85, represents the estimated level of business growth when the influence of both traditional and digital networks is absent. The intercept is statistically significant ($p < 0.001$), indicating that even without these networks, business growth is still notably different from zero. Traditional networks have a positive and significant impact on business growth, as evidenced by a coefficient of 0.45 and a p-value of less than 0.001. This means that for every unit increase in the strength of traditional networks, business growth is expected to increase by 0.45 units, holding other factors constant. The strong significance of this relationship highlights the continued importance of traditional networks in driving business success in Computer Village.

Similarly, digital networks also play a significant role in enhancing business growth. The coefficient for digital networks is 0.53, indicating that for each unit increase in the effectiveness of digital networks, business growth increases by 0.53 units. With a p-value of less than 0.001, this relationship is highly statistically significant, underscoring the growing relevance of digital networks in today's entrepreneurial landscape. The R-Squared value of 0.61 indicates that 61% of the variability in business growth can be explained by the combined effects of traditional and digital networks. This suggests that the model has strong explanatory power and that these networks are key factors in determining business growth. The Adjusted R-Squared value of 0.60, which accounts for the number of predictors in the model, further confirms the robustness of these findings.

Therefore, the F-Statistic of 42.55, with a p-value less than 0.001, indicates that the overall regression model is statistically significant. This result demonstrates that the model, which includes both traditional and digital networks, is a significant predictor of business growth. In conclusion, the analysis strongly supports the hypothesis that both traditional and digital networks play a significant role in facilitating business growth in Computer Village. This highlights the importance of maintaining and enhancing both types of networks for sustained business success in the area.

Discussion of Findings

In the first analysis, the hypothesis that entrepreneurial networks positively impact business growth is strongly supported by the data. The coefficient for entrepreneurial networks ($\beta 1 = 0.68$) demonstrates a substantial positive relationship between the strength of these networks and business growth, with a p-value of less than 0.001, indicating statistical significance. This finding aligns with previous research highlighting the importance of networks in providing access to resources, market opportunities, and social capital, all of which are critical for business growth (Greve & Salaff, 2003; Hoang & Antoncic, 2003). The model's R-squared value of 0.52 suggests that entrepreneurial networks explain a significant portion of the variance in business growth, emphasizing their central role in the entrepreneurial ecosystem of Computer Village.

The second regression analysis extends this understanding by differentiating between traditional and digital networks. Both forms of networks were found to significantly contribute to business growth, with coefficients of 0.45 for traditional networks and 0.53 for digital networks, and both having p-values below 0.001. This finding reflects the dual importance of maintaining strong face-to-face interactions and leveraging digital platforms for networking, marketing, and business operations. Traditional networks remain vital for trust-building and community support, especially in settings like Computer Village, where personal relationships often drive business deals (Uzzi, 1997). Meanwhile, the increasing relevance of digital networks highlights the ongoing digital transformation and its role in enabling businesses to scale and access broader markets, consistent with studies on the impact of digitalization on small businesses (Achtenhagen, Melin, & Naldi, 2013; Tiago & Veríssimo, 2014).

Conclusion

The study's findings underscore the critical role that both traditional and digital entrepreneurialnetworks play in facilitating business growth in Computer Village, Lagos State. The positive and statistically significant impact of entrepreneurial networks on business growth highlights their importance as vital resources for entrepreneurs. Traditional networks remain essential for fostering trust, community engagement, and personal relationships, which are particularly crucial in local business environments like Computer Village. On the other hand, digital networks provide businesses with opportunities to expand their reach, enhance operational efficiency, and compete in a broader

market. The complementary nature of these networks suggests that leveraging both can significantly contribute to sustained business success.

The analyses reveal that entrepreneurial networks collectively explain a significant portion of the variability in business growth, emphasizing the importance of maintaining strong connections in both physical and digital spaces. These findings contribute to the broader literature on entrepreneurship, offering valuable insights into the dynamics of business growth within a technology hub in Nigeria.

Recommendations

Entrepreneurs in Computer Village should continue to invest in traditional networking methods, such as participating in local business associations, attending community events, and building personal relationships with other business owners. These networks remain essential for trust-building and community support.

Given the significant impact of digital networks on business growth, entrepreneurs should focus on developing digital marketing skills, utilizing social media platforms, and exploring e-commerce opportunities. Training programs and workshops on digital literacy and online business strategies could be beneficial.

Entrepreneurs should seek to integrate their traditional and digital networking strategies to maximize their business growth potential. For example, they can use digital platforms to complement their face-to-face interactions, promoting their products or services online while maintaining personal relationships with customers and partners.

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