



## CREATIVITY, INNOVATION, AND ENTREPRENEURIAL DEVELOPMENT AT MEDIA MALL EKET, AKWA IBOM STATE

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**ABSTRACT:** *Purpose: This study examined the impact of creativity, innovation, and entrepreneurial development at Media Mall Eket, Akwa Ibom State. Methodology: Utilizing a survey research design and census sampling technique, data were collected from all 58 employees. Analysis involved coding and applying descriptive statistics, analysis of variance, and multiple regressions using SPSS. Findings: Findings revealed that Idea Generation had a significant positive effect on Entrepreneurial Development ( $p = 0.000$ ) while Problem-Solving had a significant negative effect ( $p = 0.995$ ). Process Innovation demonstrated a very weak positive effect ( $p = 0.958$ ), and Marketing Innovation had a significant positive effect ( $p = 0.000$ ). Originality / Value: The study concludes that Idea Generation and Marketing Innovation are the most influential variables on Entrepreneurial Development. Recommendations include fostering creativity through brainstorming and innovation challenges, investing in advanced marketing strategies, and focusing on customer feedback. It is also suggested to enhance training for critical thinking and problem-solving, adopt structured problem-solving frameworks, and increase resources for Research and Development. These steps aim to stimulate innovation and improve entrepreneurial outcomes.*

**KEYWORDS:** Creativity, Innovation, Entrepreneurial Development, Idea Generation, Problem-Solving, Process Innovation and Marketing Innovation.



## INTRODUCTION

The conceptual view from the concepts of creativity, innovation, and entrepreneurial development as a framework-specific philosophy served as a guide for the research. The rationale is to understand the interactional relationships between the construct items. (Baykal, 2022). The whole idea of creativity and innovation is to make it a management tool for entrepreneurship development and serve as a crucial driver for economic success and the sustenance of economic regions. Hence, positioning this concept as a strategic approach for solving entrepreneurial challenges and facilitating entrepreneurship development (Ballor and Claar, 2021).

Creativity and innovation are topics of discussion that are particularly relevant in research work and are seen as important factors in the creation of competitive advantage (Audretsch and Belitski, 2019). Innovation has almost become a requirement in today's global business environment, regardless of a company's market reach. Recent research has provided a general overview of what we know about excellent policy approaches for innovation (Vehar, 2020). It also discusses recent developments in innovation processes and patterns, outlines rising degrees of internationalization, and compiles early thoughts on the role of innovation in addressing global environmental concerns (Edralin et al., 2019). This is due to the new reality that every company's rivalry reaches well beyond its local market. Entrepreneurs and companies that realize this early on bring innovation to the market. Innovation is the secret to entrepreneurship and the productive development of a competitive edge (Jain, 2019). The foundation for innovation is creativity. However, while creativity is needed for innovation, it is not always sufficient (Finkle, 2019). For some industries, the capacity to generate continuous innovation has not only become a key success factor but also a requirement for survival.

The importance of creativity and innovation aids in the development of new ways to improve an existing product or service to maximize profits (Kim, 2020). This also encourages entrepreneurs to think outside the box and look for answers that aren't standard. Through this opportunity, a new, intriguing, potentially lucrative, yet adaptable idea emerges (Usoro & Brownson, 2023). Moreover, it helps in the sustainability and long-run performance of all kinds of companies (College et al., 2023). Many entrepreneurs regard creativity and innovation as critical elements, but there continues to be a lack of understanding of the factors that affect these elements, as well as the management of relevant processes (Ryan, 2019). Recently, an economic transition has been established. The economy is shifting away from knowledge-based activities and toward activities that require creativity, innovation, entrepreneurship, and imagination (Oke et al., 2022; Fillis and Lehman, 2021). More business opportunities have arisen as a result of increased globalization and technological effects, but the marketplace has also become more crowded, resulting in increased competition (Uwa, 2022). Creativity allows the entrepreneur to act on these opportunities in ways that will give the company a competitive advantage. Creativity is one of the key drivers of entrepreneurial development as such, nurturing and stimulating the entrepreneur's creativity is bound to lead to innovative products or service which could set them apart from competitors (Brownson, 2014).

Consequently, these two concepts are used to accomplish distinct but complementary goals. Creativity is used to produce ideas, which are then structured and concretized as part of the innovation process to become tools for solving technical issues and increasing productivity while conferring added value to the products. Accordingly, the difficulty here is not about



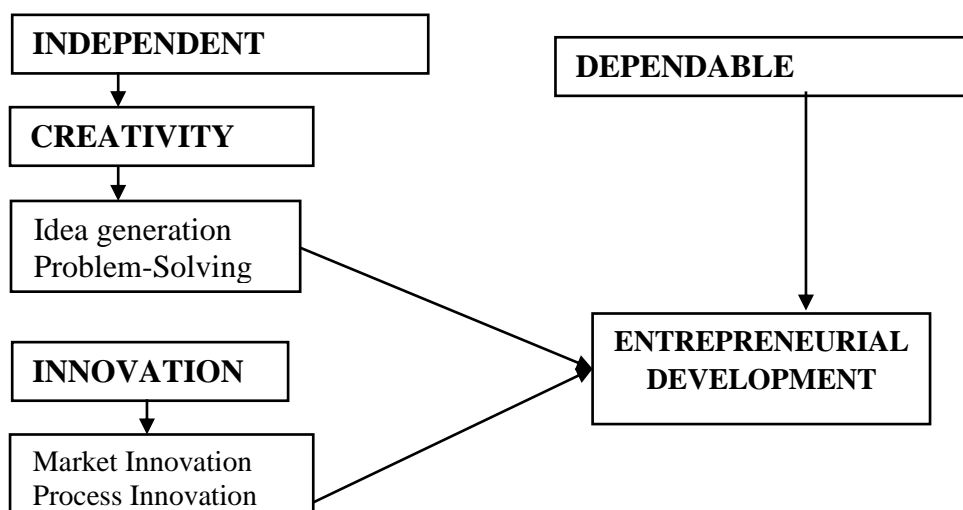
strategic ways of thinking and injecting innovative ideas to secure a competitive advantage within the business environment, which will then translate into the development of the entrepreneurial sector and eventually boost economic growth. Since it is evident in the literature that lack of corporate innovation and creativity is the most basic and logical cause of Nigeria's slow entrepreneurial development (Udom and Ekpouko, 2024), this propels the search into the topic to investigate how creativity and innovation could be used to help Nigerian entrepreneurs develop their businesses.

The economic and social consequences of today's global challenges affect societies and the entire world. The business environment is changing and this requires creative and innovative strategies on an entrepreneur's minds to help bridge the business gap. Therefore, ridding the failure of most businesses in Nigeria as a result of lack of Idea Generation, problem solving strategies which is the succession Plan, poor market analysis, and poor market analysis, Nigerians have been unable to contribute to the country's entrepreneurship development despite government efforts to promote entrepreneurship in Nigeria (Usoro & Brownson, 2023), entrepreneurship growth has been sluggish, and failure and even death have been common. Further literature by (Schweitzer et al., 2020) suggested that a lack of corporate innovation is the most fundamental and rational cause of Nigeria's slow entrepreneurial development. Therefore, this research will assess creativity and innovation and entrepreneurial development in Media Mall Eket, Akwa Ibom State.

### **Understanding creativity, innovation, and entrepreneurial development in Media Mall Eket, Akwa Ibom State.**

#### *Concept of creativity*

Creativity, as a human ability or capacity, is predicated on the presence of some reality. Human behavior is dependent on an order of existence and a sphere of activity, whether from a religious or philosophical standpoint. As a result, human creativity may be considered to be derived from and reliant on reality's constructed or objective order. A past reality or creation must exist for people to be creative. The main point here is that the present order of reality contains fundamental possibilities that are inherent or entrenched in it. On the basis of this established order, human creativity finds and actualizes these possibilities in some way (Brownson, 2021).



**Figure (2.1)** Model of Creativity, Innovation (with the Dimensions) and Entrepreneurial Development by the Researcher (2024)



Creativity is a cognitive talent that is critical to our evolution as a species; nevertheless, understanding it solely in neurological terms is simplistic and ineffective when considering its effects on individual and communal well-being (Levick-Parkin, 2014). When we realize that the objective of creativity is to gain creative insight and produce actionable ideas, the connection between creativity and innovation becomes both clear and perplexing. Despite the fact that contemporary culture appreciates innovation and recognizes it as a critical component of progress, how innovation is cultivated is frequently misunderstood, and the important role of creativity and its expression in the nurturing of innovation is largely neglected (Tschmuck, 2021). If creativity is a human quality that is present in all of us, we may fairly expect invention to be widespread and simple to acquire in any sector of society.

However, creativity might appear elusive and difficult to summon at whim, and the inherent creative capacity displayed by young children can be completely inhibited and rendered inaccessible by adults in the same culture (Udom, 2024). The genius, as defined by Weisberg (2019), is a creative person capable of making intellectual leaps. 'Outside the box': "the genius view shapes much of modern psychologists' thinking about creativity." Creativity should be distinguished from intelligence, which is sometimes referred to as divergent thinking, as opposed to convergent thinking, which is associated with the well-known general cognitive ability (Castillo-Vergara and Garcia-Perez-de-Lema, 2021) emphasized that the importance of creativity is linked to its influence on corporate competitiveness, citing research that shows a link between teams who do well in creativity tests and their success.

### ***Dimension of Creativity***

#### *i. Idea Generation*

Creativity is the wellspring of entrepreneurial development. It's the process of coming up with novel and imaginative ideas for new businesses, products, or services. Brown and Rocha, (2020) stated that Idea generation is a fundamental process in innovation and problem-solving, essential for driving creativity and fostering entrepreneurial endeavors. Entrepreneurs rely on creative thinking to identify opportunities and areas where innovation is needed. Ideas are the building blocks for all innovation. Entrepreneurship is being able to create and run a business. In entrepreneurship, idea generation is one of the main factors that lead to its success.

#### *ii. Problem-Solving*

Entrepreneurs often face various challenges. Creative problem-solving skills are invaluable for overcoming obstacles and adapting to changing circumstances. Problem solving is a fundamental skill for entrepreneurs. Son and Lee, (2021) suggested that problem-solving skills are essential for success in the workplace, as they enable entrepreneur to navigate challenges, make informed decisions, and contribute to organizational goals. According to Loureiro and Pereira (2024), Problem solving in business relates to establishing processes that mitigate or remove obstacles currently preventing them from reaching strategic goals. These are typically complex issues that create a gap between actual results and desired outcome.

### **Concept of Innovation**

Innovation is that dynamic process that focuses on the creation and implementation of new or improved products and services and is the basis of all competitive advantages (Brownson,



2018). Innovation can be defined as radical or gradual, as a product or a process. The degree of radicalization or incrimination is strongly dependent on previously used methods, both in terms of creativity factors and structuring mechanisms, in terms of creativity variables and structuring processes (Juliana et al., 2021). The above proposition indicates that creativity and innovation are mutually dependent, go hand-in-hand or are intertwined. As a rule, the resulting innovation is associated with either a form of product or process that is new or improved (Shubina and Kulali, 2020).

### ***Dimension of Innovation***

#### *i. Market Innovation*

Market innovation is the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing (Brownson and Bassey, 2024). It also involves identifying and entering new markets or niches. Entrepreneurs can explore different customer segments or expand geographically to foster growth and tap into untapped opportunities. Park et al., (2023) highlighted the role of market innovation in fostering inclusive growth, social equity, and sustainable development. Innovations in marketing and branding strategies can help entrepreneurs effectively reach and engage their target audience (Ogunkoya et al., 2024).

#### *ii. Process Innovation*

Process innovation has to do with the improvement or enhancement of methods and procedure. It is the introduction and application of a new technology or method of production that helps the organization remain competitive while meeting customer's needs (Brownson and Bassey, 2024). Wang and Chen, (2024) found that process innovation is positively associated with entrepreneurial performance, as it enables entrepreneurs to deliver products and services more efficiently, respond to market changes, and seize new growth opportunities. Process innovation can lead to improved resource allocation and overall business performance. Innovations in business processes, such as supply chain optimization or production efficiency improvements, can enhance competitiveness and drive entrepreneurial growth (Ogunkoya et al., 2024).

### **Concept of Entrepreneurial Development**

Entrepreneurship, as defined by Jue (2024), involves mobilizing and sacrificing resources such as land, capital, and human resources to capitalize on a business opportunity or implement an idea in a manner that fulfills society's needs for products and services, generates employment, and benefits the venture's owner. This process encompasses both new and established businesses, typically emphasizing new products or services and new ventures. Consequently, injecting creativity and innovation into entrepreneurship development agendas is essential for a country to thrive and sustain economic growth.

Generally, entrepreneurs are expected to possess the ability to create, innovate, or bring forth new ideas. This capacity is not inherently innate but rather acquired through learning, as indicated by Fadaee (2019), who demonstrates that creativity is inherent among humans, with varying degrees of talent present from birth. Creativity can be defined in numerous ways, with entrepreneurs primarily concerned with developing new products, processes, or markets and breaking through competitive barriers, as noted by Badrun and Syukur (2024).



Entrepreneurship development entails enhancing entrepreneurs' skills and knowledge in business development, management, and organization of a business venture while acknowledging associated risks (Usono & Brownson, 2024). Shaikh and Ganesh (2024) emphasize this through training programs aimed at enhancing entrepreneurial acumen and skill development. Entrepreneurship development focuses on aiding aspiring entrepreneurs in enhancing their existing skills to become more adept at managing their businesses, utilizing various tools and strategies for skill development.

### **Creativity, Innovation and Entrepreneurial Development**

Entrepreneurs pool resources to create something new, whether it be a company, product, or service. Hosen (2023) Learned the definition of idea generation, and identified its importance. Idea generation is a creative process that involves the generation, development and communication of new ideas and concepts, which become the basis of our innovative strategies. Therefore, when entrepreneurs have the ability to create and develop new ideas, these allows him or her to stay relevant and bring positive change to the business.

Problem solving is closely intertwined with entrepreneurial development. Entrepreneurs often face various challenges. Creative problem-solving skills are invaluable for overcoming obstacles and adapting to changing circumstances. In essence, problem solving is a fundamental skill for entrepreneurs. It enables them to identify opportunities, innovate, make decisions, adapt to challenges, manage risks, and ultimately driving the growth and success of their ventures (Vera et al., 2024).

Market innovation and entrepreneurial development are closely connected, as market innovation can be a driving force behind the growth and success of entrepreneurial ventures. Entrepreneurs can explore different customer segments or expand geographically to foster growth and tap into untapped opportunities. Innovations in marketing and branding strategies can help entrepreneurs effectively reach and engage their target audience. Innovating marketing strategies, customer acquisition techniques, and sales approaches to reach a broader audience and effectively promote products or services (Ali et al., 2020).

Process innovation plays a crucial role in entrepreneurial development. Streamlining and optimizing operational processes to increase efficiency, reduce costs, and enhance productivity. Process innovation can lead to improved resource allocation and overall business performance. Innovations in business processes, such as supply chain optimization or production efficiency improvements, can enhance competitiveness and drive entrepreneurial growth. Process innovation is essential for entrepreneurial development as it enhances efficiency, scalability, quality, competitiveness, adaptability, and resource utilization, all of which are critical for the success and growth of entrepreneurial ventures (Paunović et al., 2022).



## METHOD

Using a descriptive survey design with a well-structured questionnaire, 58 respondents comprising of both junior and senior staff of Media Mall Eket were investigated. Data was analyzed using multiple linear regression.

### Analysis

The purpose of this study was to examine the impact of creativity, innovation, and entrepreneurial development at Media Mall Eket, Akwa Ibom State. The analysis of the survey is as follows:

**Table 1: Summary of questionnaire administered**

Organization	Questionnaire Administered	Questionnaire Returned	Percentage (%)
Media Mall Eket	58	58	100
Total	58	58	100

*Source: Field Survey Data (2024)*

The total of 58 questionnaires representing 100% were administered to key management staffs and employees of Media Mall Eket, Akwa Ibom State, Nigeria. From the administered questionnaire, all were correctly completed and returned, the summary is as shown on table 1 above.

**Table 2: Percentage analysis of respondents' responses regarding Idea Generation and Entrepreneurial Development**

Questions	Agreed	Strongly Agreed	Disagreed	Strongly disagreed	Undecided	Total
Idea Generation and entrepreneurial development have a relationship	34 (59%)	13 (22%)	5 (9%)	4 (7%)	2 (3%)	58 (100%)
Creativity is essential for staying ahead of competitors in dynamic industries.	28 (48%)	15 (26%)	7 (12%)	3 (5%)	5 (9%)	58 (100%)
Collaborating with other creative individuals enhances the innovation capabilities of entrepreneurs.	20 (35%)	25 (43%)	2 (3%)	1 (2%)	10 (17%)	58 (100%)

*Source: Field survey Data (2024)*



Table 2 above shows that; 34 respondents representing 58.6% of the respondents agreed that Idea Generation and entrepreneurial development have a relationship, 13 respondents representing 22.4% Strongly agreed, 5 respondents representing 8.8% were Disagreed, 4 respondents representing 6.9% Strongly disagreed while 2 respondents representing 3.4% Undecided. Similarly, 28 respondents representing 48.3% of them also agreed to the assertion that Creativity is essential for staying ahead of competitors in dynamic industries, 15 respondents representing 25.9% Strongly agreed, 7 respondents representing 12.1% were Disagreed, 3 respondents representing 5.2% Strongly disagreed while 5 respondents representing 8.6% Undecided. Equally, 20 respondents representing 34.5% of them also agreed to the assertion that Collaborating with other creative individuals or organizations enhances the innovation capabilities of entrepreneurs, 25 respondents representing 43.1% Strongly agreed, 2 respondents representing 3.4% were Disagreed, 1 respondent representing 1.7% Strongly disagreed while 10 respondents representing 17.2% Undecided.

**Table 3: Percentage analysis of respondents' responses regarding Problem-Solving and Entrepreneurial Development.**

Questions	Agreed	Strongly Agreed	Disagreed	Strongly disagreed	Undecided	Total
There is a significant relationship Problem-Solving and entrepreneurial development.	27 (46%)	19 (33%)	7 (12%)	4 (7%)	1 (2%)	58 (100%)
Effective problem-solving abilities enable entrepreneurs to adapt to changing market conditions and enhance their business models for growth.	26 (45%)	26 (45%)	1 (2%)	0 (0%)	5 (8%)	58 (100%)
Strong problem-solving skills are essential for entrepreneurial success.	23 (40%)	29 (50%)	2 (3%)	0 (0%)	4 (7%)	58 (100%)

**Source:** Field survey Data (2024)

Table 3 above shows that; 27 respondents representing 46% of the respondents agreed that There is a significant relationship Problem-Solving and entrepreneurial development, 19 respondents representing 33% Strongly agreed, 7 respondents representing 12% were Disagreed, 4 respondents representing 7% Strongly disagreed while 1 respondent representing 2% Undecided. Similarly, 26 respondents representing 45% of them also agreed to the assertion that Effective problem-solving abilities enable entrepreneurs to adapt to changing market conditions and enhance their business models for growth, 26 respondents representing 45% Strongly agreed, 1 respondent representing 2% were Disagreed, 0 respondents representing 0% Strongly disagreed while 5 respondents representing 8% Undecided. Equally, 23 respondents representing 40% of them also agreed to the assertion that that Strong problem-solving skills are essential for entrepreneurial success, 29 respondents representing 50% Strongly agreed, 2 respondents representing 3% were Disagreed, 0 respondents representing 0% Strongly disagreed while 4 respondents representing 7% Undecided.





**Table 4: Percentage analysis of respondents' responses regarding Process Innovation and Entrepreneurial Development**

Questions	Agreed	Strongly Agreed	Disagreed	Strongly disagreed	Undecided	Total
There is a significant relationship between Process Innovation and entrepreneurial development.	27 (47%)	23 (39.7%)	4 (6.9%)	2 (3.4%)	2 (3.4%)	58 (100%)
Entrepreneurs who continuously innovate are more adaptable to changing market conditions.	25 (43.1%)	30 (51.7%)	0 (0%)	2 (3.4%)	1 (1.7%)	58 (100%)
Process innovation offers opportunities for entrepreneurial success, it also poses challenges such as resource allocation and resistance from stakeholders	25 (43.1%)	30 (51.7%)	1 (1.7%)	0 (0%)	2 (3.4%)	58 (100%)

**Source:** Field survey Data (2024)

Table 4 above shows that; 27 respondents representing 46.6% of the respondents agreed that There is a significant relationship between Process Innovation and entrepreneurial development, 23 respondents representing 39.7% Strongly agreed, 4 respondents representing 6.9% were Disagreed, 2 respondents representing 3.4% Strongly disagreed while 2 respondents representing 3.4% Undecided. Similarly, 25 respondents representing 43.1% of them also agreed to the assertion that Entrepreneurs who continuously innovate are more adaptable to changing market conditions, 30 respondents representing 51.7% Strongly agreed, 0 respondents representing 0% were Disagreed, 2 respondents representing 3.4% Strongly disagreed while 1 respondent representing 1.7% Undecided. Equally, 25 respondents representing 43.1% of them also agreed to the assertion that while process innovation offers opportunities for entrepreneurial success, it also poses challenges such as resource allocation and resistance from stakeholders, 30 respondents representing 51.7% Strongly agreed, 1 respondent representing 1.7% were Disagreed, 0 respondents representing 0% Strongly disagreed while 2 respondents representing 3.4% Undecided.



**Table 5: Percentage analysis of respondents' responses regarding Market Innovation and Entrepreneurial Development**

Questions	Agreed	Strongly Agreed	Disagreed	Strongly disagreed	Undecided	Total
There is a significant relationship between Market Innovation and entrepreneurial development.	25 (43%)	26 (45%)	4 (7%)	1 (2%)	2 (3%)	58 (100%)
Market innovation is a key driver of entrepreneurial development and economic growth.	29 (50%)	22 (38%)	2 (3%)	2 (3%)	3 (5%)	58 (100%)
market innovation offers opportunities for entrepreneurial development, it also presents challenges such as increased competition and uncertainty	27 (47%)	27 (47%)	0 (0%)	0 (0%)	4 (7%)	58 (100%)

**Source:** Field survey Data (2024)

Table 5 above shows that; 25 respondents representing 43% of the respondents agreed that There is a significant relationship between Market Innovation and entrepreneurial development, 26 respondents representing 45% Strongly agreed, 4 respondents representing 7% were Disagreed, 1 respondent representing 2% Strongly disagreed while 2 respondents representing 3% Undecided. Similarly, 29 respondents representing 50% of them also agreed to the assertion that Market innovation is a key driver of entrepreneurial development and economic growth, 22 respondents representing 38% Strongly agreed, 2 respondents representing 3% were Disagreed, 2 respondents representing 3% Strongly disagreed while 3 respondents representing 5% Undecided. Equally, 27 respondents representing 47% of them also agreed to the assertion that while market innovation offers opportunities for entrepreneurial development, it also presents challenges such as increased competition and uncertainty, 27 respondents representing 47% Strongly agreed, 0 respondents representing 0% were Disagreed, 0 respondents representing 0% Strongly disagreed while 4 respondents representing 7% Undecided.



### Analysis of Model Fit and Predictive Significance

The results in table 6 below reveals an Adjusted R-squared 0.481 This implies that the independent variables- Idea Generation, Problem Solving, Process innovation and Marketing Innovation jointly accounts for approximately 42.0% of the variations in the dependent variable- Entrepreneurial Development of Media Mall Eket, Akwa Ibom State, Nigeria. While other variables not included in the model accounts for approximately 58.0% of the variations.

**Table 6: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.694 <sup>a</sup>	.481	.420	.77568	1.442

Predictors: (Constant), Marketing\_Innovation, Problem\_Solving, Idea\_Generation, Process\_Innovation

b. Dependent Variable: Entrepreneurial\_Development

ANOVA table 7 shows F-statistic and probability values of 7.877 and 0.000 respectively. This indicates that the independent variables- Idea Generation, Problem Solving, Process innovation and Marketing Innovation have a combined significant effect on Entrepreneurial Development of Media Mall Eket, Akwa Ibom State, Nigeria at 5% significance level.

**Table 7: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.435	4	4.739	7.877	.000 <sup>b</sup>
	Residual	30.686	51	.602		
	Total	59.121	57			

a. Dependent Variable: Entrepreneurial\_Development

b. Predictors: (Constant), Marketing\_Innovation, Problem\_Solving, Idea\_Generation, Process\_Innovation

**Source:** Researcher's computation (2024) using SPSS 25.0

### Evaluating the Impact of Independent Variables on Entrepreneurial Development of Media Mall Eket, Akwa Ibom State

This analysis was conducted to test the effect of the dependent variables on the independent variable in this study. In line with this, each hypothesis was tested based on the regression results obtained.

**Table 8: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.707	.488		-1.448	.154
	Idea Generation	.361	.061	.439	5.914	.000
	Problem Solving	.000	.073	-.001	-.007	.995
	Process Innovation	.005	.095	.009	.053	.958
	Marketing Innovation	.398	.064	.686	6.265	.000

a. Dependent Variable: Entrepreneurial Development

**Source:** *Researcher's computation (2024) using SPSS 25.0*

The p-values as revealed in table 8 above were employed in the test of hypotheses at 5% significance level.

### Test of Hypotheses

#### Hypothesis one

- **Ho:** Idea Generation has no significant effect on entrepreneurial development.

Based on the decision rule of this study, the null hypothesis one of the study was rejected and the alternate accepted because the p-value of 0.000 was less than 0.05 ( $p < 0.05$ ). Therefore, Idea Generation has a significant positive effect on Entrepreneurial Development of Media Mall Eket Akwa Ibom State.

- **Hi:** Idea Generation has significant effect on entrepreneurial development.

#### Hypothesis two

- **Ho:** Problem-Solving has no significant effect on entrepreneurial development.

In line with the decision rule of this study, the null hypothesis two of the study was accepted and the alternate rejected because the p-value of 0.995 was greater than 0.05 ( $p > 0.05$ ). Therefore, Problem-Solving and has a significant negative effect on entrepreneurial development of Media Mall Eket Akwa Ibom State.

#### Hypothesis three

- **Ho:** Process Innovation has no significant effect on entrepreneurial development.

In line with the decision rule of the study, the null hypothesis three of the study was accepted and the alternate rejected because the p-value of 0.958 was greater than 0.05 ( $p > 0.05$ ). Therefore, Process Innovation has no significant positive effect on entrepreneurial development of Media Mall Eket, Akwa Ibom State.



### Hypothesis four

- **Ho:** Market Innovation no significant effect on entrepreneurial development.

In line with the decision rule of the study, the null hypothesis four of the study is rejected and the alternate accepted because the p-value of 0.000 was less than 0.05 ( $p < 0.05$ ). Therefore, Market Innovation has a significant positive effect on entrepreneurial development of Media Mall Eket Akwa Ibom State.

- **Hi:** Market Innovation significant effect on entrepreneurial development.

### DISCUSSION OF FINDINGS

This study findings documented that idea generation has a significant positive effect ( $B=0.361 \{p=0.000 > 0.05\}$ ) with Entrepreneurial Development of Media Mall Eket Akwa Ibom State. The significant effect of Idea Generation aligns with findings from various studies highlighting the critical role of creativity and idea generation in entrepreneurship. Research by Wilson et al. (2023) suggested that exposure to successful entrepreneurial models enhances students' entrepreneurial intentions and attitudes, which can be seen as a component of effective idea generation. Brown and Rocha, (2020) added that Idea generation is a fundamental process in innovation and problem-solving, essential for driving creativity and fostering entrepreneurial endeavors.

This study findings revealed that Problem-Solving has a significant negative effect ( $r = 0.001$ ,  $p = 0.995 < 0.05$ ) with Entrepreneurial Development at Media Mall Eket, Akwa Ibom State. This indicates that problem-solving could act as a secondary driver that support other factor such as innovation or strategy implementation, rather than serving as a primary determinant. This observation aligns with the findings of Smith et al. (2023), who explored the complex relationship between problem-solving skills and entrepreneurial success, concluding that excessive focus on problem-solving can hinder innovation and opportunity-seizing. Similarly, Velev and Veleva (2021) highlighted the paradox that while problem-solving is critical for addressing immediate operational challenges, it can conflict with long-term entrepreneurial growth by diverting focus and resources from strategic innovation.

This study findings documented that Process Innovation has an insignificant positive effect ( $r = 0.009$ ,  $p = 0.958 > 0.05$ ) with Entrepreneurial Development at Media Mall Eket, Akwa Ibom State. While process improvements are vital for operational efficiency, this result suggests that their direct contribution to entrepreneurial development is minimal. Entrepreneurs in this context may prioritize customer-facing innovations, such as marketing strategies or new product ideas, over internal process optimization. This result aligns with the works of Bradley et al., (2020) who found that while process innovation contributes to operational improvements, it does not necessarily translate into significant entrepreneurial growth. Similarly, Honig and Samuelsson (2021) noted that process innovation enhances efficiency and productivity but often fails to significantly impact entrepreneurial outcomes due to its incremental nature, which may not spur substantial entrepreneurial breakthroughs.



This study findings documented that Market Innovation has an insignificant positive effect ( $r=0.686\{p=0.000>0.05\}$ ) with Entrepreneurial Development of Media Mall Eket, Akwa Ibom State. This finding suggests that there is no significant impact of Market Innovation on the Entrepreneurial Development of Media Mall Eket, Akwa Ibom. This finding is consistent with prior research, such as Rueff (2022), which highlights that innovations in products, services, and business models are crucial for creating competitive advantages. Ogunkoya et al. (2020) also support this view, noting that market innovations are vital for identifying and meeting customer needs effectively, thereby enhancing customer satisfaction and loyalty.

## CONCLUSION

This study delved into the impacts of creativity, innovation and entrepreneurial development in Media Mall Eket, Akwa Ibom State. To examine the effect of various dimensions of the independent variable (creativity and innovation) on the entrepreneurial development and actual entrepreneurial outcomes. The data were coded and analyzed using the Statistical Package for Social Science (SPSS) with interpretation made using frequency tables and percentages. Using regression analysis, the study scrutinized the impact of Idea Generation, Problem Solving, Process Innovation, and Marketing Innovation on Entrepreneurial Development. The analysis revealed that Idea Generation has a significant positive effect on Entrepreneurial Development ( $B = 0.361, p = 0.000$ ), indicating that enhancing creativity and idea generation significantly contributes to entrepreneurial growth. Problem Solving displayed an insignificant and negligible negative effect on Entrepreneurial Development ( $B = 0.000, p = 0.995$ ). Process Innovation exhibited a very weak and insignificant positive effect on Entrepreneurial Development ( $B = 0.005, p = 0.958$ ). Lastly, Marketing Innovation demonstrated a significant positive effect on Entrepreneurial Development ( $B = 0.398, p = 0.000$ ), highlighting its critical role in fostering entrepreneurial growth. The study concludes that within Media Mall Eket, Akwa Ibom State, Idea Generation and Marketing Innovation are the most influential factors driving Entrepreneurial Development. These findings suggest that initiatives aimed at boosting creativity and implementing innovative marketing strategies can significantly enhance entrepreneurial growth. Other variables such as Problem Solving, and Process Innovation did not show significant impacts, indicating that their roles might be more supportive rather than directly influential.

## RECOMMENDATION

It was recommended that the establishment should Foster Idea Generation, Optimize Problem-Solving Approaches, Enhance Marketing Innovation and Improve Process Innovation by implementing programs like brainstorming sessions and innovation challenges to stimulate creativity and support entrepreneurial growth.



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