

Influence of Policy Implementation on Entrepreneurial Success and National Development

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Abstract

This research paper investigated the influence of policy implementation on entrepreneurial success and national development with the aim of ascertaining the exact nature of the influence of policy implementation on entrepreneurial success and national development in Nigeria. This study adopted a qualitative research methodology through the extant and systematic, exploratory review of extant literature, which is modified to understand the motivations, viewpoints, theories, and views of scholars in order to address the study policy implementation issues. This study relied on secondary sources of data. The study found that there is a serious problem of implementation of policies rather than their formulation, in Nigeria. This is a result of the upper class's competing interests, which stem from their stark ideological differences, self-serving interests, and manipulation of the policy-making process to their benefit. Consequently, this has left a hole or missing piece in Nigeria's system for developing and implementing public policy. The study also discovered that each country has its own procedure for drafting and implementing policies. For example, in Nigeria, public policy is developed and carried out with sufficient focus solely on the government and its agencies. In this process, civil society organizations, professional associations, the organized business sector, and nonprofit organizations are all totally disregarded. The numerous wonderful policies that have been developed throughout the years by the various governments in the areas of social security, unemployment, poverty reduction, health, and education are just a few examples. The study therefore concludes that 70% of government policies in Nigeria are never implemented effectively, which has crippled the wheels of national development and negatively affected entrepreneurial success. The study observed that private sector businesses and entrepreneurial activities will thrive if good policies are effectively implemented for national development, which fosters the ease of doing business.

Keywords: Policy implementation, Entrepreneurial Success, National Development, Economic Development, Government Policy

1.0 Introduction

In the twenty-first century, implementing public policy frequently requires a convoluted web or delivery network, which reduces the use of governmental institutions' conventional direct service approaches (Chukwuka and Imide 2024). These innovative delivery methods contributed to the development of New Public Management (NPM), a management paradigm that differs greatly from traditional public administration. Many times, the scholarly discussion of NPM lacks a methodical analysis of its particular instruments and methods. Public policy implementation has evolved, particularly in home domains such as economic growth (Chukwuka and Imide 2024). Large chunks of domestic public policy were no longer exclusively and directly the responsibility of government personnel starting in the middle of the 1970s. Rather, in the twenty-first century, the provision of public services is frequently done indirectly. In numerous instances, implementation necessitates a cooperative endeavor tying together public, private, and nonprofit groups in an intricate network that reduces the reliance on direct service delivery techniques by public or governmental bodies (Kettl, 1993; Salamon, 1989; Anton, 1989). These partnerships and collaborations not only changed the fundamental framework and methods of execution, but they also produced intricate new delivery systems made up of intersectoral networks that are frequently overseen by public administrators.

According to Edoho (2016), to thrive, entrepreneurs require the backing of both internal and external resources. Despite the characteristics that make entrepreneurs dynamic and goal-oriented, government policy has a direct or indirect impact on their operations. Research has indicated that governmental policies concerning taxes, tariffs, monetary policies, and business laws frequently influence the actions of entrepreneurs. For example, an expansionary monetary policy pumps large amounts of money into the economy, freeing up money for investments and business ventures. Conversely, in the event of a contractionary monetary policy, money is removed from the economy, which inevitably impacts investors and inevitably hinders or stops the activity of business owners (Edoho 2016).

Any country needs public policies because they provide possibilities for individuals and groups to take advantage of in order to grow and flourish. Public policy refers to the rules and measures that the government decides upon and implements in an effort to serve the general welfare. It chooses which laws are approved and how much money is spent on solving problems that have an impact on the general population. Governments, institutions, and individuals work together to implement public policies in order to provide the necessary momentum for the change of people's lives and economy (Opuala-Charles and Oshilike 2023).

Policies from the government have a big impact on how enterprises grow. The government has to make deliberate efforts to make sure that the policies it develops support the expansion of entrepreneurship in the nation. Over time, the Nigerian government has come to recognize the significance of MSMEs, which is why the Small and Medium Enterprises Development organization of Nigeria (SMEDAN) was established in 2003 as the main government organization dedicated to promoting MSMEs in the nation (Opuala-Charles and Oshilike 2023). To emphasize the agency's significance, it used to be under the Nigerian President rather than a Federal Ministry.

The SME sector is strategically positioned to absorb up to 80% of jobs, improve per capital income, increase value addition to raw material supply, improve export earnings, enhance capacity utilization in key industries, and unlock economic expansion and GDP growth, according to a 2010 survey report on SMEs in Nigeria conducted by the National Bureau of Statistics in collaboration with SMEDAN. According to research, the SME sector is the backbone of the majority of industrialized nations. It also plays a significant role in creating jobs and fostering economic and export growth (Chukwuka 2016).

Recent political unpredictability and volatility in the corporate climate have contributed to the collapse of entrepreneurship. This has to do with government policies that have the power to change how well corporate objectives are accomplished. Businesses in Nigeria work in an uncertain environment with dangers of double taxes, depreciation of the currency, exchange rate volatility, inflation, laws requiring labor benefits, seizure, High cost of doing business etc (Chukwuka and Imide 2024).

The capacity of company owners to succeed is mostly based on the friendliness or conduciveness of the business environment, and they must take into account the unpredictability of government policies and laws. This study's objective is to investigate the influence of policy implementation on entrepreneurial success and development in Nigeria

2.0 Literature Review

2.1 Concept of Policy Implementation

Policy implementation is the process of putting policy directives into action as directed by the decision-makers and in accordance with their recommendations. It should be carried out in a way that is carefully planned and scheduled and entails the practical manifestation of well researched policy concerns (Hogwood & Gunn 1986:197). The stage of the policy cycle when policy choices are put into practice is called policy implementation, according to Howlett and Ramesh (2003:185). It is described as the procedure by which plans are implemented and programs or policies are carried out. Although a policy's overall form may have been decided upon, further decisions must be taken in order for it to be implemented. These include, but are not limited to, the development of procedural rules, the assignment of staff, and the allocation of funds. From the above, it follows that the policy decision(s) intended to address a particular issue or need necessitate the effective implementation of the policy in a more realistic way within the larger context of the policy cycle (Chukwuka and Igweh 2024).

The process by which government decisions are converted into policies, programs, rules, or practices intended to improve society is reflected in the implementation of policies, which is a complicated process of change. New public management, the sociopolitical environment and the democratic shift, and networked governance are the three variables influencing modern implementation procedures (Onwuka et al 2014). This frame of reference encourages evaluators to take into account difficulties that arise when assessing macrolevel change processes, such as the inherent complexity of social and health issues, the presence of numerous actors with varying

degrees of influence and power, and an accountability-focused political climate. In order to deal with a variety of values, interests, and agendas, the evaluator has to have a solid awareness of the health or social issues at hand as well as excellent analytical and facilitation abilities.

Quade (1989:348) states that a straightforward implementation plan should rely less on bureaucratic procedures. The following criteria should be included in an implementation program: organizational and administrative requirements, as well as the financial requirements resulting from new or modified policies. Put another way, in order to meet the demands of new policies and human resource requirements, the department in charge should realign or modify its administrative and organizational capability as needed. The availability of skilled personnel and their dedication to pursuing goals and objectives in a professional way are prerequisites for implementing the policy. This suggests that in order to pursue goals and objectives in a way that is professional. This suggests that sufficient financial, human, and organizational resources should be provided with the goal of achieving wider policy objectives in order for any implementation program to be effective.

According to Fourie (2004:15), a number of factors, including a proper definition of the initial problem, a precise identification of the causal links, and a just determination of realistic objectives, are necessary for this stage of the policy cycle to be successful. These factors also affect the possibility of deviations during this implementation stage. Van der Waldt (2001:97) posits that various factors, including program shifts during implementation, geographic fragmentation (particularly between the federal, provincial, and local levels of government), program fragmentation (i.e., when different government agencies handle different aspects of policy implementation and a breakdown occurs), inadequacies in administrative and management functions, conflicting objectives, and ambiguous legislative directives, can all lead to such deviations. Hogwood and Gunn (1997:217) advised against implementing policies fully or effectively due to external factors, a lack of resources, erroneous cause-and-effect theories, disagreements over goals, unclear labor divisions, poor coordination and communication amongst policy implementers, and partial compliance from stakeholders.

According to Wildavsky (1975), policy is inevitably going to fall short in certain areas since it is based on current knowledge of an unknown future, which is dependent on how accurate current information and anticipated projections are. Policies that aim to accomplish lofty goals frequently fail to provide the expected results in the end. Policymakers are typically less able to formulate specific policy objectives with well-defined implementation strategies and assessment procedures when there is a dearth of trustworthy data. Political commitment and determination on the part of authorities might be another issue with implementing policies. For policy to be successful, political will and leadership are essential (Howlett and Ramesh 2003:180).

It is unnatural to separate the creation of policies from their implementation. According to Howlett and Ramesh (2003:185), after a public concern has been brought to the policy agenda, a government has been presented with a number of alternatives to address it and has made a decision over which option to pursue. The final step is to implement the decision. The implementation of

policy is concurrently carried out by a variety of bureaucratic agencies operating at various levels or in various domains (national, provincial, or local), each with its own goals, customs, and interests that influence the process and determine its results (Bardach 1977 and Elmore 1978 in Howlett and Ramesh 2003).

2.2 Empirical Review

By analyzing the paradigm of entrepreneurship in the new century, Edoho (2016) produced a critique of public policy on entrepreneurship. Secondary data were employed, and the evaluate approach was utilized. The important findings demonstrate that opportunity entrepreneurship, as opposed to the general MSME strategy now being advocated, has the ability to spur growth, generate jobs, and end poverty. The report made several recommendations, one of which was that entrepreneurship policies should be sharply focused on minimizing the informal sector while actively supporting the expansion of the formal sector to promote innovation, growth, and opportunity.

A conceptual framework that investigates the part government policy plays in the growth of entrepreneurship and its effects on economic development was created by Nkem & Mercy. The research focuses on the body of knowledge on government policy, economic development, and entrepreneurship in relation to entrepreneurial activities. Two theories were examined. A paradigm is constructed that integrates entrepreneurship activities with economic growth and involves government intervention through policy. In essence, the study created a framework for practitioners and scholars.

Onwuka et al (2014) conducted research on how policy decisions affected Nigeria's entrepreneurial growth. A secondary approach was used. The findings showed that the current set of policy initiatives has had little effect on the growth of entrepreneurship. Among other things, the report suggested that Nigeria's government follow the giant Asian nations' lead and execute those found guilty of corruption in order to discourage others from making the same mistakes twice.

Using small enterprises in Abuja, FCT, Michael investigated how the political climate affects the growth of entrepreneurship [8]. A questionnaire and research design are used for surveys. A statistical program for social sciences (SPSS, 23) was utilized in the study to do regression, correlation analysis, charts, and descriptive statistics. Results showed that political factors including bureaucracy, corruption, and employment laws are important for the growth of entrepreneurship in Abuja. According to the report, the Nigerian government should fight against corruption and create a free-market economy where everyone is treated equally, not only members of the opposition party.

Tende (2014) looked at many government initiatives and policies aimed at fostering entrepreneurship in Nigeria. 1,159 EDP-NDE program recipients were given structured questionnaires to complete in order to collect data. The results showed that the government credit policies and initiatives had no discernible impact on the growth of the EDP-NDE program's recipients who are entrepreneurs. Among other things, it was suggested that the government

uphold the laws and rules that connect institutional growth to entrepreneurial endeavors and establish an environment that would encourage the establishment of new businesses and initiatives.

2.3 Theoretical Framework

This paper foundation is built on these theories: **Innovation Entrepreneurship Theory**, in 1939, Schumpeter introduced the notion of the creative entrepreneur. The capacity for foresight and creative problem-solving distinguishes an entrepreneur from a typical businessman, according to Schumpeter. This is due to the fact that an entrepreneur uses creativity and innovation to propel an economy that is stagnant or static to new heights of development. Additionally, he said that via lowering production costs and raising consumer demand for certain goods, entrepreneurs foster innovation.

Economic theory: This theory was presented by Mark Casson in his book, "The Entrepreneur: An Economic Theory." Mark claims that there is a limited supply of entrepreneurship and that the desire for change is what drives the need for entrepreneurship. The ability of entrepreneurship to flourish and survive is restricted and largely dependent on a nation's economic climate. Beneficial economic conditions have a major beneficial influence on the development and expansion of entrepreneurship. Economic incentives such as taxes and industrial policies, financing and raw material sources, infrastructural availability, etc. are the primary stimulators. He goes on to outline four positive attributes of an entrepreneur in his view, which are as follows:

1. Making wise decisions (judgmental decisions)
2. Organizing inadequate resources
3. Individual drive
4. Inventive nature

Interventionist Economic Theory: In order to address market imperfections and advance the general welfare of the populace, this theory supports government involvement in the market process. Many political or economic goals can be achieved through economic intervention, including fostering economic growth, expanding employment, increasing wages, increasing or decreasing prices, promoting income equality, controlling the money supply and interest rates, boosting profits, or correcting market imperfections.

According to the interventionist viewpoint, the state should play an active part in the market process to address perceived shortcomings that prevent people from founding and growing creative businesses. The state is seen as an entrepreneurial player. Innovative businesses typically encounter financial difficulties in spite of their importance to the equation for economic growth. These financial inequalities are seen as a sign of a market failure because they make it more difficult for some entrepreneurs to provide novel, cutting-edge goods or technologies to the public that may open up or form new markets and produce knowledge spillovers that would increase productivity (Colombo et. al. 2016). The aforementioned identified deficiencies in the entrepreneurial financing market are thought to lead to inadequate allocations towards novel

technologies that possess the capability to foster economic expansion, employment generation, and national competitiveness in developing commercial fields.

3.0 Research Methodology

This study adopted a qualitative research methodology through the extant and systematic, exploratory review of extant literature which is modified to understand the motivations, viewpoints, theories and views of scholars in order to address the study issue. This study relied on secondary source of data. Guillaume (2019, 1) asserts that systematic literature reviews are a method for synthesizing scientific data to address a specific research issue in a transparent and replicable manner, while attempting to incorporate all available data on the subject and evaluating the quality of this data.

Additionally, Mengist et al. (2020, 2) note that systematic literature reviews aid in mapping out existing knowledge and identifying knowledge gaps on particular topics. This paper developed a systematic review of literature to analyze the main academic contribution to the related topic of competitive intelligence and Nigeria's economic development and its related theories. Over 160 research articles of reputable journals were reviewed to ascertain scholar's viewpoints and research findings and related theories on policy implementation. Thematic analysis served as the foundation for the literature analysis research methodology.

"Thematic analysis is the process of identifying patterns or themes within qualitative data," state Braun and Clarke (2015, 225). The first step in the analysis of the data on policy implementation processes was to familiarize oneself with the data. This involved reading the abstracts of all the articles and skimming the content, paying close attention to the policy formulation and implementation cycle and its associated phases. This phase, according to Charmaz (2015, 10), enables you to jot down ideas and take notes.

4.0 Results and Discussions

This research paper discovered after an exhaustive review of extant literature that each country has its own procedure for drafting and implementing policies. For example, in Nigeria, public policy is developed and carried out with sufficient focus solely on the government and its agencies. In this process, civil society organizations, professional associations, organized business sector, and nonprofit organizations are all totally disregarded. The numerous wonderful policies that have been developed throughout the years by the various governments in the areas of social security, unemployment, poverty reduction, health, and education are just a few examples. Nevertheless, it appears that these lovely, well-written principles are not being completely put into practice. Therefore, it may be said that the execution of policies, rather than their conception, is the issue in Nigeria. This is a result of the upper class's competing interests, which stem from their stark ideological differences, self-serving interests, and manipulation of the policy-making process to their benefit. Consequently, this has left a hole or missing piece in Nigeria's system for developing and implementing public policy. Viewed as a crucial phase of the public policy cycle, policy implementation primarily comprises implementers at different organizational levels putting policy

objectives into practice. Within the realm of public administration, implementers bear a pivotal role and accountability for implementing policies that have been approved by policy makers in order to tackle societal issues or needs. The study therefore concludes that 70% government policies in Nigeria are never implemented effectively which has crippled the wheels of national development and negatively affected entrepreneurial success. The study observed that private sector businesses and entrepreneurial activities will thrive if good policies are effectively implemented for national development which fosters the ease of doing business.

There is a serious lack of appropriate institutional structure for carrying out governmental policies and supporting the growth of entrepreneurship. This is evident when government projects and programs are used as a conduit for the appropriation of funds without considering their effects on the economy and society and with little to no oversight. The lack of a cogent public policy supporting entrepreneurship will be detrimental to the economic well-being of the nation. If there are insufficient or unstable structures in place to encourage profitable enterprise, the situation will be much more disastrous. Since the institutional framework serves as the cornerstone of the process of implementing public policy, it is imperative that it be improved in every capacity and at all societal levels. To prevent the country from experiencing unforeseen repercussions, or the Cobra Effect, policies need to be carefully assessed for both their direct and indirect effects. In order for local entrepreneurs to compete on a global scale and for domestic entrepreneurship to flourish, the government should establish favorable conditions. Periodically hosting educational events is crucial for both non-entrepreneurs and entrepreneurs that utilize public policy. This will prevent a tragedy of the commons and promote collaboration with the commercial sector.

4.1 Conclusion

The study found that there is a serious problem of implementation of policies, rather than their formulation, in Nigeria. This is a result of the upper class's competing interests, which stem from their stark ideological differences, self-serving interests, and manipulation of the policy-making process to their benefit. Consequently, this has left a hole or missing piece in Nigeria's system for developing and implementing public policy. The study also discovered that each country has its own procedure for drafting and implementing policies. For example, in Nigeria, public policy is developed and carried out with sufficient focus solely on the government and its agencies. In this process, civil society organizations, professional associations, organized business sector, and nonprofit organizations are all totally disregarded. The numerous wonderful policies that have been developed throughout the years by the various governments in the areas of social security, unemployment, poverty reduction, health, and education are just a few examples. The study therefore concludes that 70% government policies in Nigeria are never implemented effectively which has crippled the wheels of national development and negatively affected entrepreneurial success. The study observed that private sector businesses and entrepreneurial activities will thrive if good policies are effectively implemented for national development which fosters the ease of doing business.

4.2 Recommendation

To prevent the country from experiencing unforeseen repercussions, or the Cobra Effect, policies need to be carefully assessed for both their direct and indirect effects. In order for local entrepreneurs to compete on a global scale and for domestic entrepreneurship to flourish, the government should establish favorable conditions and be ready to implement policies that will aid the ease of doing business which will help businesses to thrive. Periodically hosting educational events, trainings programs is crucial for both non-entrepreneurs and entrepreneurs that utilize public policy. This will prevent a tragedy of the commons and promote collaboration with the commercial sector.

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