

Influence of Music on Entrepreneurial Culture, Family Business and Society: An Entrepreneurial perspective

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Abstract

This study is a research investigation with the main objective of ascertaining the nature of influence music has on Entrepreneurial culture and society. The study adopted an exploratory and systematic review method which used secondary source of data. The result confirmed a direct connection between Music, that's singing, dancing, and listening to good songs and Entrepreneurial success. This means that playing music with all of your heart will help your spirit and psyche, it is less expensive than therapy, and scholars have said that it can lead to your entrepreneurial success. The study encourages all entrepreneurs to cultivate and treasure the ways that music can influence their business and always look out for the great attributes that music abilities can provide in your employees, and cherish and grow your own musical pastimes which this study has confirmed that it can lead to entrepreneurial success.

There is no denying music's influence on culture and society. It has the capacity to unite individuals, mold identities, mend injuries, and spur transformation. As we continue to progress as a civilization, music will surely play a significant part in molding our future and defining our common experiences. Music entrepreneurial culture is a vital tool for economic development of Nigeria and Music industry. It enhances personal development and foster creativity. It is quite clear that Music as an integral part of culture. Additionally, the study found a positive and direct relationship between music and entrepreneurial culture and society, indicating that music helps employees develop an entrepreneurial culture that improves performance and can lead to entrepreneurial success.

Keyword: Music, Entrepreneurial culture, Entrepreneurial Success, Performance, Entrepreneurship, Family Business

Introduction

Everyone in the globe can enjoy music, regardless of their location or historical background. People can come together, develop particular personalities, and feel empowered by it. In its larger and more important social context, music alters our thought and perception patterns while establishing a mood and guiding our conduct. Being a worldwide language, music has the amazing power to unite people from different cultural backgrounds, arouse feelings, and spur social change (UNESCO 2013). Beyond its aesthetic appeal, music has a significant impact on how economies and societies are shaped. As the world experiences tremendous technology breakthroughs and worldwide interconnectedness, the convergence of music and entrepreneurship emerges as a dynamic path for supporting economic development of music students.

According to Nwosu and Ohia (2009), entrepreneurship is the culmination of all self-asserting qualities that enable a person to map out untapped business opportunities and the ability to gather the necessary resources to profitably seize those opportunities despite calculated risks and uncertainty. This quality will help business owners identify chances and try to seize them, as well as identify threats and actively avoid them in order to maximize opportunities. Ojeifo (2013) defines entrepreneurship as the readiness and capacity of a person or organization to recognize environmental obstacles and take advantage of them, such as a chance to manufacture things and provide services for the general public. In order to be a music entrepreneur, one must take personal initiative, plan and reorganize social and economic activities, and use mechanisms that would make resources and circumstances more realistic. When necessary, one must also be willing to take risks. Giving people the abilities, information, and mindset they need to succeed in the music business will enable them to make significant contributions to social cohesion, cultural enrichment, and economic progress. In addition to improving graduates' employability, incorporating entrepreneurial principles into music education stimulates innovation, creativity, and sustainable business practices in the music industry. Furthermore, it promotes diversity, variety, and access to artistic opportunities in order to address larger societal challenges.

UNESCO (2013) defines Cultural and creative industries as "organized activity sectors whose primary objective is the production or reproduction, promotion, distribution, and/or commercialization of goods, services, and activities of a cultural, artistic, or heritage-related nature." "The cultural sector mixes money and value, making money and making sense," O'Connor (2000) wrote concisely when characterizing cultural industries. They have a need or desire to sell the goods and an emotional stake in it. This entails an insider's understanding of the market potential and cultural circuit, which is frequently framed in terms of "intuition," "hunch," and "feeling" and is therefore challenging to put into clear financial words. Additionally, they must oversee the managerial, administrative, and commercial aspects of this artistic creation.

Here, we witness the innovative character of these cultural enterprises—they react to broader changes in lifestyle and the consuming creation of identity. The music industry may incorporate the following, based on the United Nations' International Standard Industrial categorization of All Economic Activities (ISIC) Revision 4 of 2008, an international reference categorization of key competitive activities: a. Creation of original (sound) master recordings, including CDs and tapes; sound recording services in a studio or elsewhere, such as creating taped (i.e., non-live)

radio programming; audio for movies and television shows; and b. reproducing music or other sound recordings from master copies, c. selling audio recordings on disks and tapes, d. Music publishing, which includes the following activities: obtaining and registering copyrights for musical compositions; promoting, approving, and utilizing these compositions in print, movies, radio, television, live performances, and other media; and distributing sound recordings to retailers, wholesalers, or the general public. e. the release of sheet books and music

2.0 Literature Review

2.1 Concept of Music and Entrepreneurial Culture and Society

According to Jager (2014), music is a universal phenomenon that transcends social, educational, cultural, racial, and economic boundaries, hence fostering a greater understanding and appreciation of other cultures. Letters and numbers are not as significant as their symbol systems. Music gives a pathway to "flow states" and peak experiences by integrating the mind, body, and spirit, facilitating self-expression, and bringing the inner world into the tangible reality outside. Okafor (2005) believes that music also enables the experience of processes from start to finish, fosters independence and teamwork, and offers instant feedback and reflection possibilities. It enables the meaningful use of individual abilities and the use of these skills to help comprehend often challenging abstractions. It integrates process and content learning, boosting academic performance, which in turn boosts test scores, attitudes, social skills, and critical and creative thinking. The study of music fosters the development of higher order thinking abilities such as judgment, synthesis, analysis, and "problem-finding." It is a crucial part of any alternative assessment program that gives all students the opportunity to learn (United Nations 2008).

In addition to being a kind of art, music is a potent force behind entrepreneurial culture, impacting management and business studies, forming cultural identities, and propelling economic growth. It stimulates innovation, offers a stage for sales and presentations, and can be used to create a pleasant workplace culture. The music industry is a thriving ecosystem of entrepreneurs, with venues, producers, and individual performers all involved in business endeavors (Uche & Chukwuka 2025). Moreover, it establishes a smooth link between instruction, motivation, evaluation, and real-world application, resulting in "deep understanding."

Music has always been one of the most popular ways for people to convey their sentiments, emotions, and feelings, according to Okafor (2005). Primitive man expressed his grief, anxiety, and danger through song. Oriental mysticism was heavily reliant on music. The foundation of Tibetan religious music is the chanting of the days and seasons, which is a system of melodic modes called raga that Asian Indians devised to communicate moods. Music was utilized in seventeenth-century Europe to symbolize the condition of people's souls. African traditions are rich in the use of music in ceremonies, rituals, and social gatherings that are linked to the healthy development and operation of societal institutions. Throughout history, music has emerged as one of the most essential forms of art that humans have developed for the advancement, upkeep, and transmission of their institutions and values to the next generation.

On the other hand, it is widely acknowledged that music is a form of enjoyment for the human mind and soul. Among the other arts, it is the most accessible and commonly practiced. The social and economic development of a nation is significantly impacted by this readily accessible kind of entertainment and pleasure. Through cultural music and music tourism, some nations generate substantial incomes. The export of high-quality music has been made possible by the

simplification of contemporary technologies, opening up a larger market for musicians and their nations to profit from.

2.2 Music as an Integral Part of Culture

In general, music is described as a structured sound with a notion that differs depending on the society. In every culture, everyone knows what music is when they hear it or need it. As Jagga (2014) explains, "Sociologically, the concept of music is defined by the society and it is concerned with the organized ways in which people behave towards one another when they listen, produce, and reproduce those sounds which they perceive as music." This further supports the idea that music is culture bound, meaning that every culture determines what constitutes music. This suggests that a certain sound that sounds like music to one culture might not have any musical significance to another. To put it another way, a sound that is considered music in one culture might be considered an everyday sound in another. This is reaffirmed by Okafor (2005), who states: "But we call that music only when the sounds have been organized by man to achieve certain effects or express certain ideas or emotion." Since man must have a purpose for structuring the sound, the expression of particular thoughts or emotions is crucial to the concept of music.

What its people consider to be music is determined by their culture. It is possible to describe music as an art form that is most accessible to people in whatever circumstance of their lives, whether it be a time of crisis or peace, labor and worship, play or conflict, leisure or introspection. It is used as a communication tool to convey thoughts, feelings, and melancholy. Additionally, to inspire, motivate, and unite individuals. A phenomena that is a part of social or cultural activity, music is a form of cultural expression. This claim was supported by Adeogun (2009), who noted that a society's ongoing manifestation of its socio-musical being, doing, spirit, feeling, beliefs, and values may be seen in both the process (e.g. everyday living, spirit, communication) and the content (e.g. material, traditions, practices).

2.2 The Deep Effects of Music on Culture and Society

A worldwide language that cuts across boundaries, cultures, and generations is music. It has the capacity to unite people, arouse feelings, and mold identities. Music has a significant and wide-ranging effect on society and culture, affecting everything from our values and worldviews to our emotions and conduct.

Bringing People and Cultures Together

The ability of music to bridge cultural divides is among its most important social impacts. Sharing music allows individuals to learn a lot about one another's cultures and promotes mutual understanding. Even during times of violence, music has the power to unite communities, foster healing, and dismantle boundaries.

Creating Identities and Changing Behavior

Music profoundly affects our memories, emotions, and subconscious ideas. It has the power to inspire us, direct our behavior, and mold our identities. According to studies, music has a profound impact on human behavior, influencing everything from worldviews and spending patterns to productivity and despair.

Healing and Expression of Self:

Music has developed into a potent medium for self-expression and healing. It enables people to communicate their emotions, process them, and enhance their wellbeing. Many people utilize music therapy to improve their memory, focus, and general mental health, especially those who have Alzheimer's or dementia.

Reflecting Cultural Changes

A generation's culture and ideals are reflected in music, which serves as a mirror of the times. With each generation making its stamp on the musical landscape, music is changing at an accelerated rate in the modern day, much like culture. Each era's sounds and lyrics encapsulate the spirit of a specific historical time and convey the tale of a generation.

Social Change Catalyst

Music has frequently been in the vanguard of social movements, acting as a transformative force. Certain musical styles and genres have historically sparked boycotts and protests because they are viewed as scandalous or divisive. Nonetheless, these same genres have also played a significant role in upending the current system, advocating for social justice, and providing voice to the underrepresented.

2.3 Music Influence on Entrepreneurial Culture

Music stimulates economic activity, shapes cultural identities, and fosters innovation, all of which have a significant impact on society and entrepreneurial culture. It serves as a potent medium for economic growth, social change, and expression, especially in the entertainment and arts industries. Cultural conventions, values, and behaviors are also greatly influenced by music, which has an impact on everything from language and fashion to social relationships.

Creativity & Innovation: Entrepreneurial creativity thrives in the music industry. It inspires people to think creatively, try out novel concepts, and create cutting-edge goods and services.

Economic Opportunities: From music production and distribution to event management and music education, the music industry and associated fields present a wide range of entrepreneurial opportunities.

Networking and Collaboration: New collaborations and opportunities are created when entrepreneurs, artists, and industry professionals network and collaborate through music events and platforms.

Brand Building: Through distinctive musical experiences, music can be a potent branding and marketing instrument that draws audiences and fosters brand loyalty.

2.4 Music Influence on the Society

Music is essential to both cultural expression and economic activities in Onitsha and throughout Nigeria. The thriving music scene draws tourists, creates jobs for local artists and entrepreneurs, and adds to the city's cultural identity. Music production studios, live music venues, and music festivals are crucial centers for cross-cultural interaction and entrepreneurship.

Cultural Identity: Music gives people and groups a feeling of community and belonging by reflecting and reaffirming cultural identities.

Social Transformation: Music has been a potent force for social transformation, promoting constructive change and increasing public awareness of social issues.

Social cohesiveness: By encouraging a feeling of connection and shared experience among people, music helps to strengthen social cohesiveness.

Emotional Well-Being: Music has a significant effect on emotional well-being by bringing solace, motivation, and happiness.

Education and Learning: Music education improves people's life both individually and collectively by fostering creativity, self-control, and cognitive abilities.

2.5 Music Influence on Family Business

According to Sköld, & Rehn (2007) Family businesses are greatly impacted by music since it strengthens family ties, improves workplace atmospheres, and may even have an impact on sales. Relationship-building, cultural transmission and fostering a feeling of community among clients and employees are all possible with its help.

The Impact of Music on Family Enterprises:

The impact of music on family bond include:

Creating Bonds with Family:

Family ties can be strengthened by the memories and experiences that music can foster. In family enterprises, where family relationships frequently collide with corporate operations, this can be especially significant.

Developing a Positive Work Environment: Music has the power to increase employee morale, the environment at work, and even productivity. A more inclusive and active workplace can result from the inclusion of music.

Transmission of Cultural Values: In a family business, music may be a very effective means of transferring cultural values and customs. This may contribute to a feeling of legacy and continuation.

Impacting Sales: Background music has a big influence on consumer behavior and purchasing choices in retail settings. Research indicates that when music complements a brand, it can boost customer engagement and even revenues.

3.0 Research Methodology

This study used secondary sources of data and employed a systematic and exploratory review of over 80 research articles from several international and reputable journals of related topics in order to determine the nature of connections and to understand the motivations, viewpoints, theories, empiricism, and opinions of scholars and findings and in addressing the study objectives. According to Guillaume (2019, 1), systematic literature reviews are a transparent and reproducible process for combining scientific data to answer a particular research issue; they also aim to incorporate all relevant data and assess the quality of the data. Mengist et al. (2020, 2) emphasize the importance of thorough literature reviews in determining current knowledge or knowledge gaps on specific topics.

This study developed a systematic review of the literature to investigate the major scholarly contributions to the connected topics of exchange rate stability, monetary policy, and poverty reduction, as well as associated concepts. In order to understand academic perspectives and research outcomes, we looked at more than 80 empirical and qualitative research publications published in reputable international journals on the influence of Music on Entrepreneurial

Culture and society. According to Braun and Clarke (2015, 225), "thematic analysis is the process of identifying patterns or themes within qualitative data," which served as the foundation for the research methodology employed in the literature study. The first stage in analyzing the data for influence of Music on Entrepreneurial Culture and society was becoming familiar with it, which involved reading the summaries of each publication and attentively examining the substance as well

4.0 Result and Discussion

According to this study and from the review of over 80 research papers on this topic, singing, dancing, and enjoying good music are all directly related to being a successful entrepreneur. This implies that putting your all into your music-making will benefit your soul and mind, be less costly than therapy, and, according to experts, help you succeed as an entrepreneur. I urge every entrepreneur to cultivate and value the ways that music can impact their business, constantly see the positive qualities that music skills can bring to your staff, and value and expand your own musical interests, as this study has shown that doing so promotes business success. The impact of music on society and culture cannot be denied. It has the power to bring people together, shape identities, heal wounds, and inspire change. Music will undoubtedly be crucial in shaping our future and defining our shared experiences as our civilization develops. A key instrument for Nigeria's economic growth and the music industry is the entrepreneurial culture of the music industry. It promotes creativity and advances personal growth. It is obvious that music is an essential component of culture. The study discovered that in Nigeria, music is vital to both economic activity and cultural expression. The vibrant music scene enhances the city's cultural identity, attracts tourists, and generates employment for local musicians and businesspeople. Music festivals, live music venues, and production studios are important hubs for entrepreneurship and intercultural exchange.

The study also confirmed that Music has a positive and direct connection with entrepreneurial culture and society. This means that music helps to instill entrepreneurial culture on employees which boost performance and entrepreneurial success.

4.1 Conclusion

This study has confirmed a direct connection between Music, that's singing, dancing, and listening to good songs and Entrepreneurial success. This means that playing music with all of your heart will help your spirit and psyche, it is less expensive than therapy, and experts have said that it will also lead to your entrepreneurial success. I encourage all entrepreneurs to cultivate and treasure the ways that music can influence their business, always look out for the great attributes that music abilities can provide in your employees, and cherish and grow your own musical pastimes which this study has confirmed that it leads to entrepreneurial success.

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4.3 Recommendation

From the findings of this study, the study recommends that to instill entrepreneurial culture in an entrepreneurial ecosystem, music should be considered for cultural expression and heritage which plays a role in entrepreneurial success.

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