

IMPACT OF CULTURE ON ENTREPRENEURIAL ATTITUDE OF NIGERIANS: A REVIEW OF HAUSA, IGBO AND YORUBA CULTURES

Kabiru Isa Dandago,
Visiting Professor, School of Accountancy, College of Business
Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Darul Aman, Malaysia

and

Yusha'u Ibrahim Ango
Senior Lecturer in Entrepreneurship,
Department of Business Administration,
Kaduna State University, Kaduna, Nigeria

Abstract

Nigeria is one of the most diverse countries globally with at least 250 ethnic groups. The major ethnic groups are the Hausa, Igbo and Yoruba and they are said to constitute more than half of the country's population of over 150 million people. This study seeks to synthesize, from literature, the entrepreneurial culture of the three major ethnic groups. It finds that each of the major ethnic groups has had various experiences in its socio-historic settings that have conditioned its entrepreneurial culture. It also finds each of the three major ethnic groups to have a high degree of entrepreneurship culture and each of them has a long history as migrant entrepreneurs, especially within West Africa. The study found the Yorubas to be among the first few ethnic groups in Africa to come into contact and trade with Europeans and that the Hausas were listed as one of the global middleman minority ethnic groups alongside such ethnic groups as the Jews of Europe, the Parsees of India and the Chinese of East Asia. The study, however, found the preponderance of argument in literature ranking the Igbos higher than any of the two (Yorubas and Hausas) in entrepreneurial drive. There are, however, no empirical studies to support this. It thus recommends, amongst others, that such studies are necessary and that the positive attributes identifiable with each of the three major ethnic groups in Nigeria should be publicized for the benefit of all the ethnic groups in the country and beyond.

**Keywords: entrepreneur, culture, ethnicity, ethnic entrepreneurship, Nigerian
main ethnic groups: Hausa, Yoruba and Igbo**