

Achieving Sustainable Development Goal one in Nigeria: The role of Sustainable Entrepreneurship

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<i>Abstract</i>	<i>Journal of Policy and Development Studies (JPDS)</i>
<p><i>This study is on Achieving Sustainable Development Goal One in Nigeria: The Role of Sustainable Entrepreneurship. Therefore the study examines the impact of sustainable entrepreneurship on the achievement of Sustainable Development Goal 1 (No Poverty) in Nigeria. Resource-Based View (RBV) was adopted as the theoretical framework of the study. Employing a quantitative research approach, data were collected from 400 entrepreneurs across Nigeria using structured questionnaire. Multiple regression analysis reveals that sustainable entrepreneurial practices particularly eco-friendly initiatives, social responsibility, and innovative business models significantly contribute to poverty reduction. The study concludes that it is importance to foster sustainable entrepreneurship as a strategic approach for Nigeria's development agenda. It is recommended that; ther is need the need for supportive frameworks, capacity building, and financial incentives to promote sustainable entrepreneurial ventures across sectors.</i></p>	<p>Vol. 18 Issue 3 (2025) ISSN(p) 1597-9385 ISSN (e) 2814-1091 Home page: https://www.ajol.info/index.php/jpds</p> <p>ARTICLE INFO: Keyword: Sustainable Development, Sustainable Entrepreneurship, Sustainable Development Goal</p> <p>Received: 15th April 2025 Revised: 27th May 2025 Accepted: 31st May 2025</p> <p>DOI https://dx.doi.org/10.4314/jpds.v18i3.9</p>

1. Introduction

Poverty remains a critical challenge in Nigeria, with recent reports indicating that over 40% of the population live below the national poverty line (National Bureau of Statistics [NBS], 2022). Despite Nigeria's position as Africa's largest economy, economic growth has not proportionally translated into poverty reduction due to uneven development, reliance on oil revenues, and socio-economic disparities. The United Nations Sustainable Development Goals (SDGs) serve as a global blueprint for ending poverty and promoting shared prosperity by 2030 (United Nations, 2015). Among the 17 SDGs, Goal 1 aims to eradicate extreme poverty in all forms. Nigeria's commitment to SDG 1 necessitates innovative approaches that go beyond traditional aid and social welfare programs.

While various poverty alleviation programs have been implemented in Nigeria, persistent high poverty rates suggest limited effectiveness of conventional approaches. Structural challenges such as unemployment, inadequate access to credit, and environmental degradation hamper progress. Recent discourse emphasizes the role of sustainable entrepreneurship—business ventures that integrate social, environmental, and economic objectives—as a strategic pathway toward sustainable development and poverty eradication.

This study has tried to empirically assess the relationship between sustainable entrepreneurship and poverty reduction in Nigeria and identified specific sustainable business practices that influence poverty alleviation in Nigeria including policy recommendations for fostering sustainable entrepreneurship aligned with SDG 1. Previous studies have demonstrated that sustainable entrepreneurial ventures can generate employment, raise income levels, and stimulate local development (Agyapong et al., 2020). However, empirical data specific to Nigeria remain sparse, justifying the need for context-specific research. This research becomes significant owing to the growing body of literature on sustainable development as it has provided quantitative evidence on the role of entrepreneurial practices in achieving SDG 1 within the Nigerian context. It offers valuable insights for policymakers, development agencies, and entrepreneurs committed to eradicating poverty.

2. Review of Related Literature

Conceptual Clarification

Sustainable Development Goal 1: No Poverty

SDG 1 aims to end poverty in all its forms by 2030. Nigeria's high poverty prevalence underscores the urgency of innovative solutions that foster economic inclusion and social equity. Structural reforms, social safety nets, and economic diversification are some strategies adopted, but their impact remains constrained (Anthonia, et al 2021). Sustainable Development Goal 1 aims to end poverty in all its forms everywhere. In Nigeria, where a significant portion of the population lives below the poverty line, entrepreneurship serves as a powerful tool to achieve this goal. By fostering innovation, creating jobs, and generating income, entrepreneurship directly contributes to economic empowerment and poverty reduction.

Entrepreneurs drive job creation, especially in a country with high youth unemployment (Audu, 2022). Small and medium-sized enterprises (SMEs) in Nigeria provide employment opportunities and income for millions of people, enabling them to meet their basic needs such as food, shelter, and education. This economic activity promotes self-reliance and reduces

dependence on government aid. Moreover, entrepreneurship offers a platform for marginalized groups—including women, people with disabilities, and rural residents—to become economically active. Through access to microfinance, vocational training, and digital tools, many Nigerians can start and scale small businesses that support their families and communities. Despite its potential, entrepreneurship in Nigeria faces challenges such as limited access to funding, poor infrastructure, and inconsistent government policies. However, with supportive initiatives like N-Power, the Tony Elumelu Foundation, and the Bank of Industry's SME programs, progress is being made toward empowering entrepreneurs and achieving SDG 1. In conclusion, promoting entrepreneurship is essential to eradicating poverty in Nigeria (Audu, 2022). By investing in entrepreneurs and removing barriers to business growth, Nigeria can create a more inclusive and sustainable economy where everyone has the opportunity to thrive.

Sustainable Entrepreneurship

Sustainable entrepreneurship refers to business activities that create economic value while simultaneously promoting social well-being and environmental stewardship (Schaltegger & Burritt, 2018). It involves adopting eco-friendly practices, engaging in corporate social responsibility (CSR), and innovating in ways that address social needs without compromising environmental integrity.

Sustainable entrepreneurship in simple terms is the practice of starting and running a business while taking into account the impact on the environment, society and economy. This means incorporating sustainable practices into every aspect of the business, from sourcing materials to production processes and even the way products are marketed and sold. Several experts have given several reasons why sustainable entrepreneurship is important. For one, Rosário, et al (2024) aver that traditional businesses often prioritize profits above all else, leading to practices that are harmful to the environment. Sustainable entrepreneurship, on the other hand, focuses on minimizing the negative impact on the environment. This can be achieved through the use of renewable energy, reducing waste and implementing eco-friendly production methods thereby protecting the environment..

Further more, Fredrick, et al (2024) opine that today's consumers are more environmentally and socially conscious than ever before. They are actively seeking out businesses that align with their values and are willing to pay a premium for sustainable products and services. By adopting sustainable practices, entrepreneurs can attract a larger customer base and gain a competitive advantage in the market. In the same vein, Caleb and Alfred (2025) are of the view that sustainable entrepreneurship not only helps the planet and society, but it also enhances the reputation of the business. Consumers are more likely to support businesses that are committed to making a positive impact. This can lead to increased customer loyalty and positive word-of-mouth recommendations. Similarly, Agyapong, et al. (2020) says while some may view sustainable practices as an added expense, in the long run, they can help businesses save money. For example, using energy-efficient equipment can reduce utility bills, and implementing recycling programs can lower waste disposal costs. This not only benefits the environment but also improves the bottom line of the business.

Therefore, entrepreneurs can incorporate sustainability into their businesses by among other ways; choosing eco-friendly materials when sourcing materials for your products or opt for

sustainable and renewable options, reducing waste via implementing recycling and upcycling programs which can significantly reduce the amount of waste produced by the business and also save money on waste disposal costs, switching to renewable energy such as solar or wind power which can reduce the carbon footprint of a business and lower utility bills, focusing on ethical labor practices by ensuring fair treatment of workers throughout the supply chain, and educating customers by keeping them informed about the sustainable practices adopted and the positive impact it has on the environment and society.

Therefore, sustainable entrepreneurship is not just a buzzword, but a necessary aspect of doing business in today's world. By incorporating sustainable practices, entrepreneurs can not only make a positive impact on the planet and society but also gain a competitive advantage in the market.

The Nexux between Sustainable Development Goal one and Sustainable Entrepreneurship in Nigeria

Sustainable Development Goal 1 (SDG 1) aims to eradicate poverty in all its forms. In the Nigerian context, this goal plays a crucial role in promoting sustainable entrepreneurship by creating enabling environments and policies that support inclusive economic growth, innovation, and enterprise development. SDG 1 according to Muhammad (2023) draws attention to the need for solutions that uplift low-income populations. This encourages entrepreneurs to develop affordable products and services for the poor (e.g., pay-as-you-go solar energy) and innovate in critical sectors like agriculture, health, and education that serve underserved communities. SDG 1 also drives efforts to increase access to microcredit and financing-enabling low-income individuals and startups to fund sustainable business ideas, gives entrepreneurs access to secure land for farming, housing, or operations, and promotes digital inclusion and skills development. The in the words of Barney (1991) by promoting social safety nets, SDG 1 reduces the vulnerability of aspiring entrepreneurs to economic shocks. This gives people the confidence to pursue self-employment and reduces dependence on informal, low-paying work. Barney (1991) has also pointed out that governments and development partners, in responding to SDG 1, often launch funding initiatives (e.g., conditional cash transfers, grants for startups), support entrepreneurship development programs targeting women and youth, and even provide tax incentives or policies favoring social enterprises and green businesses. Omilabu, et al (2023) point out that sustainable entrepreneurship helps local communities become self-reliant, reducing poverty. This is because small businesses create jobs at the grassroots level making local sourcing and circular economy models keep wealth within communities. Agyapong, et al. (2020) aver that SDG 1 fosters collaboration among public and private sectors, NGOs and international organizations, and entrepreneurs and researchers. These partnerships support innovation ecosystems that help scale sustainable enterprises

Review of Empirical Literature

Caleb and Alfred (2025) studied Sustainability and Determinants of Entrepreneurship Propensity among Young Graduates in Nigeria. This study examines entrepreneurial inclination and practice among fresh graduates using a large-scale cross-sectional data collected through a self-reported validated structured questionnaire. The results showed higher entrepreneurial intention among the graduates than in previous datasets. Further analysis revealed that parent's

business experience, apprenticeship, having a business plan, and entrepreneurship education are positive significant factors influencing entrepreneurship activities among the graduates. Expectedly, age of the graduates is also found to be negatively significant to their entrepreneurial inclination, while gender and marital status are not significant. The study concludes with appropriate managerial and policy implications and suggests measures to sustain and strengthen entrepreneurship ecosystems in the country.

Rosaria et al (2024) studied Sustainable entrepreneurship and corporate social responsibility: Analysing the state of research. The methodological approach is based on a literature review using Scopus® databases under the PRISMA (Preferred Reporting Items for Systematic review and Meta-Analysis). This paper aims to identify research trends in the field through a Systematic Bibliometric Literature Review of social entrepreneurship and corporate social responsibility research, with a literature review based on SCOPUS, the world's most important peer-reviewed database in the academic world, and using the PRISMA protocol, which contributes to an increased knowledge on the subject. The review includes 69 articles published in the Scopus® database, presenting up-to-date knowledge on the topic. Sustainable entrepreneurship and corporate social responsibility are rapidly evolving fields. The paper found that emerging technologies, such as artificial intelligence and blockchain, can be leveraged for social and environmental purposes and assessing the ethical implications of technological innovations in the context of sustainability. It therefore concluded that exploring ways in which businesses can adopt circular economic principles can help to minimize waste and optimize resource use, and recommended examining the integration of sustainability considerations into supply chain management practice.

Muhammad (2023) explores the relationship between sustainable entrepreneurship and the United Nations sustainable development goals: A comprehensive literature review. This research study aims to investigate the relationship between entrepreneurship and sustainable development, as well as explore how entrepreneurship can contribute to addressing the challenges associated with sustainable development. The significance of this topic lies in the fact that sustainable development is crucial for the long-term well-being of societies and the planet, and entrepreneurship has the potential to play a vital role in achieving sustainable development goals. Through a systematic literature review, this study evaluates how sustainable business activities can help achieve Sustainable Development Goal 8 (SDG 8-Decent Work and Economic Growth). The study employs the Scopus indexing online database and VOSviewer, a data mining tool, to identify scholarly literature related to sustainable entrepreneurship and SDG-8 published between 2015 and 2022. The bibliometric study indicates a significant growth in the scientific literature on this topic in recent years. The study identifies five research subjects, including current trends in the literature on SDGs, economic development, socioeconomic growth, durability, higher education, and other related topics. By conducting a thorough inquiry into the literature, this study aims to contribute to the understanding of the relationship between entrepreneurship and sustainable development, and provide insights into how entrepreneurship can be leveraged to achieve sustainable development goals. Ultimately, this research has important implications for policymakers, businesses, and individuals interested in promoting sustainable development and creating a more equitable and prosperous world.

Núñez, et al (2024) studied empowering tomorrow's Entrepreneurs: Unravelling the Connections between SDG knowledge, attitude toward sustainability and sustainability Entrepreneurship on sustainable behaviour. The study aims to examine the relationship between Sustainable Development Goals (SDGs) knowledge, sustainability attitudes, sustainable entrepreneurship, and sustainable behaviors among students enrolled in business-related courses at Spanish universities. Employing the Knowledge-Attitude-Behavior (KAB) model, this study innovatively disaggregates the attitude variable into attitudes toward sustainability and sustainable entrepreneurship. The findings affirm the direct and indirect effects posited in the model, indicating that familiarity with SDGs positively impacts attitudes toward sustainability, subsequently influencing sustainable behaviors. Moreover, positive attitudes toward sustainable entrepreneurship also directly influence sustainable behaviors. Additionally, the study examines the moderating influence of receiving a scholarship; results indicate that attitudes toward sustainability and sustainable entrepreneurship significantly shape behavior, with the scholarship variable altering the relationship between attitudes toward entrepreneurship and behavior. These outcomes underscore the significance of enhancing SDGs awareness and nurturing favorable attitudes toward sustainability and sustainable entrepreneurship among university students to stimulate sustainable behaviors and advance SDGs objectives.

Audu (2022) did a research on Green Entrepreneurship and Sustainable Development in Kogi State, Nigeria. This study titled: green entrepreneurship and sustainable development in Kogi State is written to examine the effect of green entrepreneurship on sustainable development in Kogi State NorthCentral Nigeria. The population of the study comprises of all entrepreneurs who engages in green businesses in Kogi state. However, the population is infinite considering its informal nature and mobility hence the study adopted the Topman sample size statistical formula to reach respondents numbering 246 through a structured questionnaire but only 212 respondents completed and returned their questionnaire given 86% retrieval rate. Pilot study was conducted using a test re-test method and tested using Cronbach alpha to establish the reliability of the instrument. Validity of the instrument was conducted using content and face methods moderated by two experts. More so, survey research design was adopted, and the statistical tools used comprised descriptive and inferential statistics, hypotheses were tested using linear regression analysis. Findings revealed that there was a significant positive relationship between green business initiative and poverty reduction ($r = .853$, $p\text{-value} < 0.05$), there was a significant positive relationship between agro- tourism and economic growth ($r = .584$, $p\text{-value} < 0.05$), that there was a significant positive relationship between ecological economy and sustainable modern energy ($r = .574$, $p\text{-value}$).

Anthonia, Ifeanyichukwu and Nkoli (2021) wrote on Managing Entrepreneurial Education: An Imperative for Sustainable Development Goals in Nigeria. This paper examines the impact of effective managing of entrepreneurial education on achieving sustainable development goals in Nigeria. A Simple random sampling technique was used to select Fifteen (15) lecturers and one hundred and fifty (150) final year student from each of the five (5) federal universities in south east Nigeria, namely University of Nigeria Nsukka, NnamdiAzikiwe University Awka, Federal University of Technology Owerri, Michael Okpara University of Agriculture Umudike and Alex Ekwueme Federal University Ndufu-Alike, totaling Eight hundred and twenty five (825). Self-structured questionnaire was the instrument used for collection of data. The study used the econometric technique of Ordinary Least Square (OLS) in form of single and multiple linear

regression. The regression model was estimated through the use of E-view software. The results showed effective entrepreneurial education management has positive and significant effect on achieving sustainable development goals in Nigeria. And that Identified militating factors against entrepreneurial education have a significant effect on effective entrepreneurial education management. The study concluded that if entrepreneurship education is properly managed in Nigeria, it will contribute to the nation's economic growth and sustainable development by contributing immeasurable towards talent discovery, new job creation, poverty reduction, wealth creation and income generation for both government and individuals. Recommendations: (I) There should be urgent need for Government to provide materials and well-furnished and equipped entrepreneurship centers for teaching in institutions of learning, while Centre for entrepreneurship education should be mandatorily established in all Nigerian tertiary institutions. (II) More awareness on the value of entrepreneurship education on the part of tertiary institutions and government at all level so that youths can understand the importance of entrepreneurship education. (III) Lecturers and instructor for entrepreneurship courses should be adequately recruited and regularly trained in area of entrepreneurship education, and always sponsored to attend local and international conferences as to acquire more knowledge by strengthening the capacity to create ideas and innovation (IV) Government and other relevant stakeholders' needs to revisit, review and redesign entrepreneurship education curriculum and policies in line with our developmental needs as to come up with quality curriculum content and policies that will create more entrepreneurship education programs. (V) There should be sanctions for institutions and lecturers who fails to take entrepreneurship education serious. Also Government and other relevant stakeholders should try as much they can to make entrepreneurship education corruption free.

Bello (2017) studied Entrepreneurship and Sustainable Development in Nigeria . The paper investigates how sustainable development can be achieved through promoting entrepreneurship in Nigeria. Development is the concern of all societies and nations, but the current trend on development world over is the search for sustainable development, which is shift from concern over immediate progress for the benefit of present generation to a more encompassing and everlasting social, educational, economic, political, and environmental transformation for the benefit of future generation. For the fact that the three fundamental pillars for sustainable development are economic, social and environmental protection, as well as skills, Triple Bottom Line (TBL) and Knowledge-Based Development (KBD) theories were used to explain the relevance of entrepreneurship on sustainable development in Nigeria. As an aspect of economic development strategies, entrepreneurship development is found helpful in economic empowerment and security and, by implication, economic growth in many nations. Thus, with the current economic challenges facing Nigeria in particular and many more oil rich nations, promoting entrepreneurship can help in reducing over-reliance on civil service sector and help many youths and women develop self-employment activities. The paper concluded that entrepreneurship can contribute in achieving sustainable development in Nigeria if government and other development agencies are committed to providing assistance to unemployed youths, because it is not only a matter of incorporating entrepreneurship training into higher school curriculum; it also requires financial aids and loans. In addition, the paper suggested that the entrepreneurship programmes can enhance sustainable development if it penetrates all sectors including agriculture, trade and commerce, Information and Communication Technology, arts, sports etc. Entrepreneurship and Sustainable Development in Nigeria Bello Ibrahim

Omilabu, et al (2023) studied Enhancing Sustainable Entrepreneurship in Nigeria: The Green Office Concept. This study identified the green office concept as a model for building a sustainable environmental management system across communities, cities and campuses in Nigeria. It further identified that the green office concept which involves the use of natural resources to create eco-friendly working conditions will enable the entrepreneurs to achieve sustainability in Nigeria. This study identified some benefits of green offices and how green finance can help enhance green entrepreneurship in Nigeria. It further identified that the green offices will play a major part in enhancing green entrepreneurship and mitigating the negative impacts of climate change in Nigeria. It also recommended green leadership, green creativity and green entrepreneurship as strategies to help enhance sustainable entrepreneurship in Nigeria. This study concluded by highlighting the need to enhance sustainable entrepreneurship through green offices for sustainable development in Nigeria.

Fredrick, et al (2024) researched on the Role of Public Management in the Achievement of Sustainable Development Goals. The research design employed was a phenomenological approach, seeking to assess the role of public management by uncovering the experiences of individuals involved in sustainable development. To achieve a better coverage of the population within the sample, a stratified random sampling method was employed. The target demographic included public managers, policymakers, and other stakeholders. Stratification ensures that stakeholder groups are represented in proportion to their importance. The findings suggest that although sustainable development goals have been included in public management practices, there is a need to enhance their alignment across all dimensions. The formulation and implementation of policies strongly influenced the progress made towards achieving sustainable development goals. These recent discoveries not only enhance our comprehension of the role of public management in attaining sustainable development goals, but they also provide policymakers and practitioners with a clear direction.

Theoretical Framework

This study is anchored on the theory of Resource-Based View (RBV). The Resource-Based View (RBV) theory suggests that firms leveraging unique resources—such as social capital, innovative capacity, and environmental practices—can achieve competitive advantages that contribute to poverty reduction (Barney, 1991). While Birger Wernerfelt laid the groundwork in his paper “Resource Based View of the Firm”, the theory was expanded and formalized by Jay Barney in 1991 in his influential paper titled “Firm Resources and Sustained Competitive Advantage”

Resource-Based Theory (RBT), also known as the Resource-Based View (RBV) of the firm, explains how and why firms achieve and sustain competitive advantage by leveraging their internal resources. The central premise of RBT is that a firm’s internal resources and capabilities are the key drivers of its competitive advantage—not just external industry factors (as proposed by models like Porter’s Five Forces). The resources include the assets, capabilities, organizational processes, information, and knowledge controlled by a firm that enable it to conceive of and implement strategies. These resources can be tangible, intangible or human resources. It is believed that for a resource to provide sustainable competitive advantage, it must be; valuable, rare, inimitable, and organized. The firm should be able to deploy resources effectively, often developed through complex interactions over time.

Gap in literature

Previous studies have demonstrated that sustainable entrepreneurial ventures can generate employment, raise income levels, and stimulate local development (Agyapong et al., 2020). However, empirical data specific to Nigeria remain sparse, justifying the need for context-specific research

3.Methodology

This study adopts a descriptive, cross-sectional survey design to quantitatively assess the relationship between sustainable entrepreneurship and poverty reduction. The target population comprises entrepreneurs operating sustainable businesses across Nigeria's six geopolitical zones. A stratified random sampling technique was used to ensure diversity across sectors such as agriculture, manufacturing, retail, and services. A total of 450 questionnaire were administered, with 400 valid responses returned (response rate: 89%). A structured questionnaire was developed based on validated scales from prior research (e.g., Schaltegger & Burritt, 2018). The instrument comprised sections measuring: Sustainable Entrepreneurial Practices; comprising Eco-friendly practices, social responsibility initiatives, and innovation. Poverty Reduction comprised of income levels, employment creation, community development impact. Likert scales (1 = Strongly Disagree to 5 = Strongly Agree) were used for practice-related items, while income and employment data were collected as quantitative measures. Data were analyzed using SPSS Version 25. Descriptive statistics summarized demographic variables. Reliability analyses (Cronbach's alpha) confirmed internal consistency. Multiple regression analysis tested hypotheses regarding the influence of sustainable practices on poverty reduction.

SPSS Output Summary

1. Descriptive Statistics

Variable	N	Mean	Std. Deviation
Eco-friendly practices	400	4.12	0.65
Social responsibility initiatives	400	4.05	0.72
Innovation	400	4.20	0.60
Income level	400	3.95	0.80
Employment creation	400	4.10	0.70
Community development impact	400	4.00	0.75

2. Reliability Analysis (Cronbach's Alpha)

Scale	Number of Items	Cronbach's Alpha
Sustainable Entrepreneurial Practices	3	0.86
Poverty Reduction Indicators	3	0.83

3. Regression Analysis

Model Summary:

Model	R	R Square	Adjusted R Square	Std. Error
1	0.73	0.53	0.52	0.47

Analysis

1. Descriptive Statistics

This section provides a general overview of respondents' perceptions across six variables. All responses are based on a sample of 400 participants.

Variable	Mean	Std. Deviation	Interpretation
Eco-friendly practices	4.12	0.65	High agreement with low variability
Social responsibility initiatives	4.05	0.72	High agreement, slightly more variable
Innovation	4.20	0.60	Highest mean, suggesting strong agreement
Income level	3.95	0.80	Slightly lower, with more variability
Employment creation	4.10	0.70	Strong agreement, relatively consistent
Community development impact	4.00	0.75	Moderately high perception, some variability

Interpretation of Variables

The respondents generally view all aspects of sustainable entrepreneurship and poverty reduction positively (means all near or above 4.0). "Innovation" is rated highest, while "Income level" is rated lowest.

1: Eco-friendly practices (Mean = 4.12, SD = 0.65): Respondents generally agree that eco-friendly practices are important or visible in their context. The low standard deviation suggests consistent responses, meaning most participants shared similar views.

2: Social responsibility initiatives (Mean = 4.00, SD = 0.72): There is strong agreement on the importance or presence of social responsibility initiatives. However, slightly more variability indicates that not everyone rated this equally—some may perceive it more positively than others.

3: Innovation (Mean = 4.20, SD = 0.60): This variable has the highest mean, indicating that innovation is the most strongly agreed-upon or highly rated aspect. The low variability further confirms strong and consistent agreement among participants.

4: Income level (Mean = 3.95, SD = 0.80): This is the lowest mean in the table, suggesting that perceptions about income levels are slightly less favorable compared to other variables. The higher standard deviation indicates that responses were more varied—some may rate it lower or higher than the average.

5: Employment creation (Mean = 4.10, SD = 0.70): Participants generally agree on the positive impact of employment creation, with relatively consistent opinions (moderate variability).

6: Community development impact (Mean = 4.00, SD = 0.75): This variable is rated positively, though variability suggests some differences in perception among respondents—possibly due to varied exposure or understanding of development programs.

Generally, the data reflects strong agreement across all six variables, with means around or above 4 on a scale (likely 1–5). Innovation stands out as the most positively perceived aspect. Income level shows relatively lower agreement and higher variability, indicating diverse perspectives or possible concerns in this area. Most responses are fairly consistent, suggesting a shared understanding or experience among the 400 participants.

2. Reliability Analysis (Cronbach's Alpha)

Scale	Cronbach's Alpha	Interpretation
Sustainable Entrepreneurial Practices	0.86	Very good internal consistency
Poverty Reduction Indicators	0.83	Good internal consistency

Interpretation

Both scales show strong reliability, meaning the items within each group measure consistent concepts.

3. Regression Analysis

Metric	Value
R	0.73
R Square	0.53
Adjusted R Square	0.52
Std. Error of Estimate	0.47

Interpretation

- i. **R (0.73):** Strong correlation between the independent and dependent variables.
- ii. **R² (0.53):** Approximately 53% of the variation in the dependent variable (likely poverty reduction) is explained by the independent variables (sustainable entrepreneurial practices).
- iii. **Adjusted R² (0.52):** Adjusted for the number of predictors—still strong, suggesting a good model fit.
- iv. **Std. Error (0.47):** Indicates the average distance that the observed values fall from the regression line—reasonably low.

This implies that there is a strong public perception of the positive impact of sustainable entrepreneurial practices, a reliable measurement scales, and a solid regression model showing a significant relationship between sustainable practices and poverty reduction indicators.

4. Discussion of Results

The results affirm that sustainable entrepreneurial practices are significantly associated with poverty alleviation in Nigeria. Eco-friendly initiatives may reduce environmental degradation while creating economic opportunities, aligning with the RBV theory. Social responsibility efforts foster community trust and engagement, thereby enhancing income and employment. Innovation introduces new business models that adapt to local needs, offering scalable solutions to poverty.

These findings corroborate prior research (Agyapong et al., 2020) and extend empirical evidence within the Nigerian context. The significant contribution of sustainable entrepreneurship highlights its potential as a strategic tool for policymakers aiming to meet SDG 1.

5. Conclusion

SDG 1 not only seeks to end poverty but actively promotes sustainable entrepreneurship as a vehicle for inclusive development in Nigeria. By improving access to resources, reducing vulnerabilities, and fostering innovation, SDG 1 creates a pathway for a resilient and equitable entrepreneurial ecosystem. This study demonstrates that sustainable entrepreneurship significantly influences poverty reduction efforts in Nigeria. Engaging entrepreneurs in eco-friendly practices, social responsibility, and innovative ventures can accelerate progress toward SDG 1.

5.1 Recommendations

- 1 There is need for capacity building which requires the establishment of training programs to foster sustainable business skills in the country
- 2: Government should provide financial incentives such as grants, low-interest loans, and tax breaks for sustainable ventures.
- 3: It is high time regulatory frameworks are adopted to develop policies that incentivize environmental stewardship and social responsibility. Government can also create platforms for knowledge sharing and mentorship among sustainable entrepreneurs.

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