

ELECTRONIC BANKING AND ENTREPRENEURIAL SUCCESS IN AN EMERGING ECONOMY

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Abstract

In the bid to catch up with global developments and improve the quality of service delivery, it is in no doubt that entrepreneurs have invested much in technology and have widely adopted electronic and telecommunication networks for delivering a wide range of value-added products and services. Therefore, this study examines the effect of electronic banking on entrepreneurial success in Bwari Abuja. Drawing from Technology Acceptance Model, this study adopted a descriptive survey design. The population comprises 552 SMEs in Bwari area council. However, a sample of 232 out of 552 SMEs was selected for the research. Multiple regression analysis was used to test the hypothesis. The regression result showed that Point of Sales (POS) has a positive and significant effect on entrepreneurial success in Bwari area council. In addition, the findings revealed that there is a positive and significant relationship between telephone banking and entrepreneurial success. Lastly, there is a positive and significant relationship between mobile banking and entrepreneurial success. It is recommended that organizations should ensure efficient application of electronic banking in Nigeria. Further, critical infrastructure such as power, security, and telecommunication should be strengthened.

Keywords: Electronic banking, Entrepreneurial success, Mobile banking, Point of sale, Telephone banking