

**ENVIRONMENTAL MANAGEMENT TRAINEES' GREEN  
ENTREPRENEURIAL INTENTIONS, EVENTS AND  
FEARS IN NIGERIA**

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**ABSTRACT**

*Going green has created significant enthusiasm across society and green entrepreneurial intention is still at the evolving stage. The main objective of this study was to assess the green entrepreneurial intention, events and fear of environmental management trainees in Nigeria. A cross-sectional survey was conducted through a structured questionnaire among the environmental management trainees. A multi-staged sampling technique was used to select 240 respondents. The findings of the results revealed that a majority of the respondents (79.2 %) had a family size of less than or equal to 6 members while the mean family size of the respondents is approximately 5 persons. A majority of the respondents (49.2 %) are between the ages of 21 to 25 years of age while the mean age of the respondents is approximately 22 years, received a student's monthly stipend (52.2 %) of between 10,000 Naira and 20,000Naira while the mean students' monthly*

*allowance was 16,017.70 Naira. The entrepreneurial intention (3.32), entrepreneurial event (3.13) and entrepreneurial fear (3.18) of the respondents were on average. The result of the study seeks to provide information to the stakeholders to explore opportunities for green entrepreneurial ventures among environmental management trainees. Colleges may offer adapted academic courses, or training programs to trigger the green business initiative among the students and this will be beneficial for the students in learning the essentials of green entrepreneurial intention, thus enhancing a better entrepreneurial experience and reducing entrepreneurial fright.*

**Keywords:** *environmental management, trainees, green entrepreneurial intentions, events, fears.*

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## 1. INTRODUCTION

To encourage innovation, practices, education, and settings, entrepreneurship education focuses on developing creative talents (Kurilova et al., 2019). In the learning network, student entrepreneurs employ multi-party contact to accomplish knowledge iteration; interactions between the environment, organizations, and entrepreneurs lead to innovation. The capacity to be an entrepreneur requires adaptable behaviours and approaches to influence the behaviours of others in relational situations, leading to innovation and high returns (Monferrer et al., 2021). Opportunity identification, entrepreneurial skills, and action are viewed as three crucial aspects of entrepreneurial competence in the framework for entrepreneurship developed by Wei, et al., (2019).

According to studies, political acumen may give business owners a sense of assurance and command over their working environment. Political savvy is said to explain how people see possibilities because they are likely to be involved in the dynamics of the environment and successfully shift attitudes and behaviours to adapt to unpredictable situations (Priyadarshi and Premchandran, 2019). Students with strong political acumen may successfully combine available resources, correctly recognize and decipher social signs from their surroundings, and eventually establish themselves as key players in technology and product creation. To examine how perceived entrepreneurial education affects creativity, this study chooses political acumen and entrepreneurial possibilities as mediators (Kalhotra et al., 2023; Victor and Olatokunbo, 2022).

Due to the quick development of technology and the forces of globalization which are characterized by exponential growth in global trade and competition the world has become a small community. Participating in the global economy exposes organizations and enterprises to a wide range of serious challenges. In a competitive environment, it might be challenging to endure, keep up with advancements, and take the lead, but this also creates several fresh and undiscovered possibilities for opportunities. One of the most powerful economic forces known to humans is entrepreneurship, which enables people to recognize possibilities where others see insurmountable obstacles. (Nachumet al., 2022).

Entrepreneurship is a key driver of change in many sectors of society and is a sign of corporate perseverance and success. Entrepreneurs have made full use of the opportunities offered thanks to their innate intelligence, drive, and hard work (Morosan and Bowen, 2022). Markets, sectors, and whole countries' economies have all altered due to them historically. They started companies, invented new products, and drove technical advancements. They've forced the shift of resources from the old, inefficient users to the new, more efficient ones. Our society has evolved as a consequence of several commercial developments, and we are better off as a result (Liet al., 2021).

Despite having the desire to start their own business, many people hesitate because they are afraid of failing. Most individuals are afraid of taking chances, thus they wouldn't start and try to manage a green firm. Nevertheless, taking risks is one of the key traits of entrepreneurs to expand their enterprises,

but some of them dread change and responsibility as well as have self-doubts. Entrepreneurial apprehension often has to do with how reluctant people would be to launch their own new business (Morosan and Bowen, 2022). People who believe that institutional, political, economic, or personal issues are obstacles to establishing their firm find job possibilities more appealing than being an entrepreneur, according to Bu and CuervoCazurra, (2020). The purpose of this study was to investigate the entrepreneurial intent, experiences, and fears of Nigerian environmental management trainees.

## **2. REVIEW OF LITERATURE**

Entrepreneurship is viewed as a tool for growth, job creation, and economic development. To enjoy these advantages, many developing countries work to encourage entrepreneurship, which sparks an interest in learning more about the motivations behind those who launch their businesses. A specific branch of entrepreneurship known as "green entrepreneurship" is concerned with creating and implementing solutions to environmental problems as well as promoting social change to stop environmental harm (Di Vaio et al., 2022). It has been suggested that green entrepreneurship may represent a new business paradigm rather than a subset of entrepreneurship since green entrepreneurs are driven by goals that go beyond just providing eco-friendly products and services for a specialized market. It is possible to describe environmental or green entrepreneurship using the concepts of entrepreneurship and environmental and welfare economics, which are a subset of sustainable entrepreneurship (Haldar, 2019).

The literature on entrepreneurship, however, asserts that market imperfections provide business opportunities. To transform business practices that have an impact on the social and natural environment, green entrepreneurship aims to improve the business ecosystems in which enterprises operate (Tien, et al., 2023). Both the items themselves and the level of business and production procedures may be affected by this. Green entrepreneurship is a response to both the rising demand for the closure of ecologically hazardous firms and the greater willingness of consumers to pay for the decrease of activities that hurt the environment. Owners of green businesses are utilizing business opportunities that might increase environmental sustainability (Khan et al., 2023).

Green entrepreneurship is still a young topic of study, despite the larger field of green studies having experienced remarkable expansion. Safari and Das (2023) noted that there are several conceptual crossroads from adjacent domains including business economics, entrepreneurship, finance, and accounting that are still up for discussion. Thus, it can be difficult for business owners to decide whether activities qualify as "green entrepreneurship." Researchers have attempted to define or characterize green entrepreneurship several times to resolve this conundrum (Liao and Li, 2021; Avgouleas, 2021).

Green entrepreneurship is actions that intentionally solve environmental and social problems and needs via the execution of business concepts, despite significant risks and with the hope of having a net beneficial effect on the environment and long-term financial viability (Tien et al., 2020).

The authors go on to define a green entrepreneur as someone who launches and manages a business endeavour that is intended to be environmentally friendly in both process and output. Yi (2021) argued that the definition of green entrepreneurship should take into account the technical line of production or business activities that have been implemented. It is a narrative process that an entrepreneur uses to win over stakeholders and advance their goals (Haldar, 2019).

The body of research demonstrates that because green entrepreneurship is still in its early stages, academics have not been able to agree on a widely recognized definition (Wang and Juo, 2021). 60% of firms currently measure efficiency through green initiatives, of which 78% achieve electricity efficiency, two-thirds showed savings on heating/cooling and paper, and 60% reduce water use expenses (Matindike and Mago, 2023). As a result, a higher percentage of respondents than in the previous year's survey-roughly 69%-said they are already looking into being green in their various endeavours. In support of this, Megura and Gunderson (2022) asserted that firms founded by entrepreneurs relying on "go green" for success and long-term survival are the only tactical answer to the sustainability dilemma.

The extent to which certain companies employ "green-washing" to attract the uninitiated public to their brand through marketing ploys further emphasizes the power of green practices to expand a brand's consumer base. Researchers have found that authentic green businesses are likely to have high levels of consumer loyalty despite the rising problem of green-washing (De Zoysa, 2022). Therefore,

dishonest companies that pose as eco-friendly or pro-environmental for unfair commercial advantage can only succeed in the short term. To put it another way, organizations that have recognized the value of becoming green are now better positioned to take advantage of sustainable market prospects than those that are faking it but aren't by trying to include greening into their management procedures (Nyame-Asiamah and Kawalek, 2020).

However, the difficulty new green entrepreneurs have in this area cannot be understated (Muo and Azeez, 2019). Should green entrepreneurship be broadly adopted, these issues which include the absence of sufficient government assistance and the difficulties in evaluating funding and markets among others need to be resolved. Green entrepreneurs were able to overcome these obstacles because they were determined to run compassionate and ecologically conscious businesses (Toledano, 2022). For this sincerity of intent, they gained a solid reputation as environmentally friendly businesses with goods and services that clients would be happy to purchase. It would appear that it is in our own best interests to band together in favour of the recently established green businesses that promote sustainability in all its forms. To put it another way, it is in everyone's best interest for new, green-born businesses to succeed and achieve their goals (Matindike and Mago, 2023).

### **3. METHODOLOGY**

#### **3.1 Study area**

This study was carried out in Oyo and Plateau States at the Federal College of Forestry in Ibadan and Jos respectively. Oyo



State is one of the three states created in 1976 from the previous Western State of Nigeria, is situated in the South-West geopolitical region and has 33 Local Governments in addition to 29 Local Council Development Areas. Plateau State is the 12th largest state in terms of area and sits roughly in the center of Nigeria. It is geographically distinctive in Nigeria since the Jos Plateau completely occupies its center and northern regions and is surrounded by its limits.

Federal College of Forestry, Ibadan was established in 1939. Its focus is on training manpower for sustainable development. Federal College of Forestry, Jos was established in 1958. It is a multi-disciplinary tertiary institution created to give training on agricultural wood, forest, environmental services and forest-related organizations in the country. The two selected Forestry Colleges render the best technical training assistance to other African countries. The population of the study was comprised of all the students in the Federal College of Forestry in Ibadan and Jos respectively. This included all the National Diploma Students and Higher National Diploma Students in the Colleges.

### **3.2 Sampling technique and sample size**

The respondents in the research region were chosen using a multistage sampling technique.

Stage 1: From the seven colleges of the Forestry Research Institute of Nigeria that are now in existence, the Federal College of Forestry in Ibadan and Jos, respectively, were chosen using a simple random sampling procedure.

Stage 2: Four departments from each chosen college were chosen using a purposive random sample approach. Based on the number of students in each department, this was done.

Stage 3: Due to the disparity in collegiate numbers, a disproportionate simple random selection was used to pick 240 college students from the different departments of the two institutions (120 students from each college).

### **3.3 Measurement of variables**

The perception of collegiate was measured using 24 items by Ramayah et al. (2019). The rating used was based on a 5-point Likert-type scale ranging from “strongly disagree” (1) to “strongly agree” (5). This was achieved with the use of a structured questionnaire.

## **4. RESULTS AND DISCUSSION**

### **4.1 Characteristics of the respondents**

Table 1 shows the characteristics of sampled respondents. The table showed that the majority of the respondents (49.2 %) are between the ages of 21 to 25 years of age while the mean age of the respondents is approximately 22 years. Previous work in support of this includes Chinawa et al. (2023) and Amole et al. (2020). A majority of the respondents receive a monthly stipend (52.2 %) of between 10,000 Naira and 20,000Naira while the mean students' monthly allowance was ₦16,017.70. Preceding study in support of this includes Akinremi et al. (2022). Furthermore, a majority of the respondents (79.2 %) had a family size of less than or equal to 6 while the mean family size of the respondents is approximately 5 persons. However, the majority of the respondents were male (56.7%), and not married

(94.2%). This finding agrees with Bluysen et al. (2023) in the study on the connotations between self-reported IEQ stressors of students' homes and self-reported rhinitis, stuffy nose, migraine and headache in student profiles.

Table 1. Characteristics of the Respondents

Characteristics		Percentage	Min	Max	Mean
Age (Years)	≤ 20	32.5			
	21-25	49.2	16	29	≈22
	> 25	18.3			
Monthly Stipend (Naira)	< 10,000	30.1			
	10,001-20,000	52.2	5,000	30,000	16,017.70
	> 20,000	17.7			
Family Size (Persons)	≤ 6	79.2			
	≥ 7	20.8	2	9	≈5
Sex	Male	56.7			
	Female	43.3			
Marital status	Not Married	94.2			
	Married	5.8			
	ND1	14.2			
	ND2	40.8			
Class	HND1	28.3			
	HND2	16.7			

Source: Author's data analysis

#### 4.2 The Green Entrepreneurial Intention of the Respondents

Table 2 shows the entrepreneurial intention of the respondents. The most entrepreneurial intention of the respondents was

them having the ability to formulate an effective green venture team (3.45) and capture the motivational factors that influence green entrepreneurship (3.42). The other respondents' entrepreneurial intentions include them having to be innovative enough to venture into green entrepreneurship (3.38), sensitivity to changes in the environment (3.35), the readiness to balance with academics and green entrepreneurship (3.33), adopting a work-based learning approach to get a better green outcome (3.31), the ability to develop a good green business plan (3.28) and the having the creative skills to secure the required green resources (3.27). However, the least entrepreneurial intention of the respondents comprised of them actively looking for gaps or unmet demands in the green market (3.23) and their readiness to take risks involved in green entrepreneurship (3.23). Thus, the grand mean entrepreneurial intention of the respondents is 3.32. This implies that the entrepreneurial intention of the respondents is on average. Previous work in support of this includes Astiana et al. (2022) who discovered in their work that entrepreneurship education increases entrepreneurial intention among undergraduate students.

Table 2. The Green Entrepreneurial Intention of the Respondents

<b>Green entrepreneurial intention</b>	<b>Mean</b>	<b>Std. Dev</b>
I can formulate an effective green venture team.	3.45	1.40
My intention to capture the motivational factors that influence green entrepreneurship.	3.42	1.42
I am innovative enough to venture into green entrepreneurship.	3.38	1.42
I am sensitive to changes in the environment.	3.35	1.29

I am ready to balance academics and green entrepreneurship.	3.33	1.37
I am ready to adopt a work-based learning approach to get a better green outcome.	3.31	1.30
I can develop a good green business plan.	3.28	1.30
I have the creative skills to secure the required green resources.	3.27	1.31
I actively look for gaps or unmet demands in the green market.	3.23	1.31
I am ready to take risks involved in green entrepreneurship.	3.23	1.28
<b>Grand Mean</b>	<b>3.32</b>	<b>1.23</b>

Source: Author's data analysis.

### 4.3 Entrepreneurial Events of the Respondents

Table 3 shows the entrepreneurial events of the respondents. The most entrepreneurial event of the respondents was their dealing with the uncertain condition of the future (3.44) and generating new ideas (3.43). The other respondents' entrepreneurial events include them having recognized and acted upon profit opportunities (3.38) and either their success or failure would depend on the correctness of their anticipation of uncertain events (3.34). However, the least entrepreneurial event of the respondents involved the respondents always being a speculator (2.96). Thus, the grand mean entrepreneurial event of the respondents was 3.13. This implies that the entrepreneurial events of the respondents are on average. Previous work in support of this includes Arkorful and Hilton (2022) who revealed in their work that there is a positive relationship between locus of control (both internal and

external) and entrepreneurial intention students in a developing economy.

Table 3. Entrepreneurial events of the respondents

Entrepreneurial events	Mean	Std. Dev.
I will deal with the uncertain condition of the future.	3.44	1.20
I will generate new ideas.	3.43	1.35
I will recognize and act upon profit opportunities.	3.38	1.22
My success or failure depends on the correctness of my anticipation of uncertain events.	3.34	1.17
I will always be a speculator.	2.96	1.32
<b>Grand Mean</b>	<b>3.13</b>	<b>1.07</b>

Source: Author's data analysis.

#### 4.4 Entrepreneurial fear of the Respondents

Table 4 displays the respondents' fear about starting their own business. The respondents' greatest concern was that the majority of Nigerians place high importance on their readiness to accept risks (3.28). The other respondents' entrepreneurial events included the fact that most Nigerians try to take advantage of unanticipated opportunities and act accordingly (3.26), that they can quickly improvise when things go wrong (3.11), and that they place a high value on independence and autonomy (3.08), which was their least-feared entrepreneurial event. The respondents' overall grand mean of fear of starting a business was 3.18. This suggests that the respondents' anxiety about starting their own business is typical. Previous work in support of this includes Yli-Panula et al. (2022) who studied on the Finnish University Students' views on climate

change education and their own ability to act as climate educators.

Table 4. Entrepreneurial fear of the respondents

Entrepreneurial fear	Mean	Std. Dev.
In my country, most people place a high value on willingness to take risks.	3.28	1.28
In my country, most people try to exploit open situations as opportunities and act accordingly.	3.26	1.22
In my country, most people can easily improvise when unexpected changes occur.	3.11	0.99
In my country, most people place a high value on independence and autonomy.	3.08	1.10
<b>Grand Mean</b>	<b>3.18</b>	<b>0.95</b>

Source: Author's data analysis.

## 5. CONCLUSIONS, RECOMMENDATIONS AND IMPLICATIONS

This study has shown that it is incorrect to believe that perceived attractiveness and considered viability are the only factors that might motivate green entrepreneurial ambition. Accordingly, it's crucial to incorporate opportunity-seeking and responsibility-taking from the cognitive theory of fear while forming the green entrepreneurial goal. The purpose of launching a green entrepreneurial corporation will be to combine aspects of entrepreneurial event theory and a few elements from entrepreneurial fear values. This will help save the globe from a more severe environmental catastrophe.

Based on the findings of this study, the discussions therein and conclusions thereafter, the following recommendations were made towards ensuring better entrepreneurial intention thereby enhancing improved entrepreneurial events and reducing entrepreneurial fear of trainees in Forestry Research Institute of Nigeria, Nigeria.

The government must recognize the need to improve the legal framework to maintain the emergence of green entrepreneurial companies. Stakeholders must expand the range of green business prospects available and offer the required assistance. Perhaps interested parties will start a crowdfunding campaign to help college students launch their green business ventures. Stakeholders may also take the lead in setting up excellent employment for trainees who want to start green businesses. Most significantly, the institution may provide specialized academic programs or training programs to encourage trainees to start green businesses. For final-year trainees in this field, the institution might establish a green company incubator where they could register and continue their operations after graduation. The environmental management trainees who want to start green businesses can also get help from a variety of non-stakeholder groups. The findings of this study will assist the students in understanding the prerequisites for engaging in green entrepreneurial endeavours as well as the problems that are also important to green businesses.

Future researchers should delve deeper into understanding the diverse motivations that drive green entrepreneurial intentions. While this study identified the importance of opportunity-seeking and responsibility-taking, there might be other factors,



both intrinsic and extrinsic, that influence individuals' decisions to pursue green entrepreneurship. Exploring these factors will provide a more comprehensive understanding of the underlying motivations.

Conducting longitudinal studies to track the evolution of green entrepreneurial intentions and actions over time could provide valuable insights. Such research can reveal how initial intentions translate into actual entrepreneurial activities and whether they are sustained in the long run.

Comparative studies between different regions within Nigeria, or between Nigeria and other countries with similar environmental challenges, can offer insights into the influence of contextual factors on green entrepreneurial intentions. Analyzing regional disparities and cross-cultural perspectives can aid in tailoring support programs and policies more effectively.

Given the potential gender disparities in green entrepreneurial ambitions, researchers should explore the unique challenges and motivations that women face in pursuing green entrepreneurship. This can help in designing gender-inclusive strategies to encourage female participation in the sector.

Investigate the role of government policies, incentives, and support mechanisms in promoting green entrepreneurship in Nigeria. Understanding the impact of regulatory frameworks and government initiatives on shaping the green entrepreneurial landscape is critical for policymakers and stakeholders.

This paper challenges the conventional belief that perceived attractiveness and viability are the sole drivers of green entrepreneurial ambition. It introduces the cognitive theory of fear, emphasizing the importance of opportunity-seeking and responsibility-taking as crucial motivational factors for green entrepreneurship.

The paper integrates elements from entrepreneurial event theory and entrepreneurial fear values, providing a more holistic understanding of the factors shaping green entrepreneurial goals. This multidisciplinary approach enriches the theoretical foundation of green entrepreneurship studies.

The study highlights the significance of green entrepreneurship in addressing environmental challenges and averting severe environmental catastrophes. By promoting environmentally responsible entrepreneurial ventures, it contributes to safeguarding the environment and enhancing sustainability.

The findings offer practical insights for policymakers, NGOs, and support organizations. They can use this research to design targeted programs and policies that address the specific motivations, fears, and barriers of environmental management trainees in Nigeria, thereby fostering the growth of green entrepreneurial ventures.

The study underscores the potential of green entrepreneurship to generate economic growth in Nigeria while simultaneously addressing environmental issues. This duality of benefits can be leveraged to support sustainable economic development in the country.

In all, this paper expands the understanding of green entrepreneurial intentions beyond conventional factors, providing a more nuanced perspective that integrates cognitive theory of fear, event theory, and entrepreneurial fear values. The practical implications of this research can guide stakeholders in developing effective strategies to promote green entrepreneurship, with the ultimate goal of mitigating environmental crises and fostering economic growth in Nigeria.

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