

# **ENGLISH LANGUAGE COMMUNICATION IN ENTREPRENEURSHIP AS A TOOL FOR ECONOMIC SUSTAINABILITY DURING COVID-19**

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# INTRODUCTION

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- Economic studies have shown that fluency in a dominant language is important to economic success and increases economic efficiency.
- Therefore, the impact of entrepreneurship in economic growth cannot be achieved without effective communication skills, especially, through the use of a language such as English.

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# INTRODUCTION

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- The impact of COVID-19 has affected economic buoyancy through closure of some small scale businesses and thousand of workers has been relegated to the unemployment line.
- Therefore, language become essential as a tool of communication for economic sustainability in this period because of all the skills required for success in entrepreneurship, a strong command of the English language is sacrosanct.

# OBJECTIVES OF THE STUDY

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- The present study is English Language Communication in Entrepreneurship as A Tool For Economic Sustainability during Covid-19 among Small and Medium Enterprises (SMEs).
- In order to achieve this aim, the following are the objectives of the study:
- To identify the importance of language communication in entrepreneurship.
- To analyze and explain the variance in language use in entrepreneurship .
- To describe the impact of English Language communication in entrepreneurship
- To identify the challenges faced by small and medium enterprises (SMEs) in language variation.

# Research questions

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- The research survey questionnaire was designed from the following variables to seek the opinion of respondents in order to determine the reliability of the study.
- What are the impacts of English Language communication in entrepreneurship on economic sustainability in Nigeria?
- Does English Language communication in entrepreneurship play any significant role in economic sustainability during the Covid-19 pandemic?
- Does the use of English Language communication in entrepreneurship serve as a viable tool for economic sustainability?
- What are the challenges of SMEs in language communication during Covid-19?

# LITERATURE REVIEW

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- Many scholars have defined entrepreneurship from various perspectives and these approaches have added significance to the general commentary on the language of entrepreneurship.

- Ubong 2013 defines Entrepreneurship as an act of identifying and exploiting opportunities. He perceives entrepreneurship as a skill for rapid economic advancement and not just an act of solving the problems of unemployment, poverty and under-employment.

# LITERATURE REVIEW

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- ❑ Stevenson and Jarillo (1990) define entrepreneurship as “a process by which individuals -either on their own or inside organizations -pursue opportunities without regard to the resources they currently control” .
- ❑ Entrepreneurship generally is all about personal development, being creative, self-sufficiency, taking initiative, and action orientation, etc.

# THEORETICAL FRAMEWORK

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- Language is always involve in whatever strategy the entrepreneur chooses to adopt in pursuing his goals.
- Language is viewed by Chomsky (1957) as the oil that lubricates activities within any human society.
- According to Nwobia (2015), language is the key that is capable of bringing about the development of a people.



# THEORETICAL FRAMEWORK

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- Therefore, the theoretical framework of this study is based on Crystal (1987) which says language is supernatural and has a distinctive role in capturing the essence of human thought and endeavour.
- Also, Crystal (2003) in his book “English as a global language” views English language as a language that achieves a genuinely global status as it develops a special role that is recognized in every country.

# METHODOLOGY

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- The study is a descriptive survey research of the impact of English language communication in entrepreneurship (small and medium enterprise SMEs) during covid-19 in Mowe area of Obafemi Owode Local Government.
- A total of 100 SMEs were randomly selected.
- A ten item structured questionnaire was used as instrument for data collection.
- Analysis of data was done using descriptive statistics.

# FINDINGS AND DISCUSSION

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- The findings of the analysis reveal larger percentage of the respondents (75.2%) believes incorporating English Language as part of their communication will enhance their productivity.
- It was found out from the analysis that 68.5% of the respondents are non-elites and this affect their businesses during the covid-19 lockdown as it was a challenge for them as they couldn't access the internet to advertise and sell their products.
- However, it was observed that the remaining 31.5% who are elites were able to transact their businesses and communicate with people online via English language during the lockdown when there was ban of movements across the country.

# FINDINGS AND DISCUSSION

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- It was also observed that 75.8% of respondents have challenges with language variation while communicating with their customers from other geographical location different from their own as against 24.2% that was able to communicate with their customers via English language thereby promoting their businesses.
- The findings reveal that 84.7% respondents believe that English Language plays a major role in entrepreneurship especially during covid-19 as it enables them to be abreast with the information on current issues and trends as it affects their businesses.
- 80% of the respondents believe that English language communication is crucial for economic growth, as it will help them trade more widely on an international scale while the remaining 20% believe that they can also operate better without English language.

# CONCLUSION


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- A good command of English language in Nigeria will make entrepreneurs economically empowered. English language communication in entrepreneurship in Nigeria is essential as it will attract new investments and afford them international recognition and opportunities.

# Questionnaire

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- . Does English Language enhance your effectiveness in communication?
- Does the covid-19 serve as a challenge to you in your business?
- Do you have the knowledge of internet to market your products?
- Is there problem of language variation/differentiation during the lockdown to promote your business?
- Do you have the knowledge of being abreast of the current situation during the lockdown/



**THANK YOU**