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## ENTREPRENEURIAL MENTORING AND PARTICIPATION OF YOUTH ENTREPRENEURS IN JOB CREATION IN CROSS RIVER STATE

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### **Abstract**

*Every budding entrepreneur goes through business coaching to be productively engaged on every entrepreneurial journey. This study looked at the entrepreneurial mentoring and participation of youth entrepreneurs in creating jobs in Cross River State. Two clear objectives were raised, and two null hypotheses were set up and evaluated with a significance set at 0.05. The pertinent literature was examined. In the investigation, the predictive correlational method was used to provide a concise investigation strategy centred around independent and dependent variables, as well as an analysis of the causes and effects that they elicit. The survey studied 147 youth entrepreneurs. Since the population was manageable, every element in it was taken care of. The Entrepreneurial Mentoring and Job Creation Questionnaire is a structured 30-item survey created and validated by five University of Calabar experts in the Faculty of Vocational and Science Education and used for data collection. Cronbach Alpha statistics were used to assess the questionnaire's internal consistency, and the results showed that the reliability coefficients for the independent and dependent variables were, respectively, 0.87 and 0.81. At 0.05 alpha levels, simple linear regression was performed to test the hypotheses. The study discovered a significant predictive association between product-driven mentoring, electronic mentoring, and youth participation in job creation based on the data that was analyzed. By these findings, the study advocates that the federal government steers job creation and economic growth by making intellectual and material capital crucial for enterprise establishment accessible.*

**Keywords:** Entrepreneurial mentoring, participation, youthful businessmen, job creation



### **Introduction**

Entrepreneurship is a journey that is always accompanied by mentoring. Mentoring is a type of commercial counselling in which an enterprise adviser and a client work together to develop a successful entrepreneurial career. Gravells (2006) refers to mentoring as the assistance provided to small business owners both at the start and throughout their operations. Effective businessmen require assistance from individuals with a firsthand understanding of their company's operations. Numerous proprietors of small businesses attempt to obtain that knowledge from company publications and seminars. Although these can be invaluable on an individual basis, they are particularly advantageous when used in conjunction with corporate coaching (Morley, 2019). Mentors who specialize in entrepreneurship assist individuals in learning, developing, and eventually succeeding in their endeavours. Mentors are knowledgeable individuals who use their background in a particular industry as a means of assisting aspiring business owners in achieving both financial and personal success. Those who participate in business-oriented training gain fresh abilities by working with role models, gain self-assurance, and sharpen their

concentration on their field of fascination, all of which empower them to become successful business owners and individuals. This is especially so for inexperienced business owners, for whom mentors who impart real-world expertise and industry-specific skills frequently play a critical role in ensuring their continued existence.

Making an idea into a successful enterprise is one of the goals of aspirant businesspersons. However, achieving this goal is not simple. This is due to the fact that the ideation process to execution is frequently a difficult one, and having the appropriate mentors can make all the difference (Shahani, n.d.). Implicit in the foregoing is the notion that if the protege locates a suitable coach to help these individuals via specific phases of learning whilst expanding or getting ready to expand the firm, their chances of succeeding rise. Beginning businessmen and women can receive guidance and advice on a variety of company-related issues from trainers who possess substantial industry expertise and insight. Regardless of whether given one-on-one or in a collaborative setting, entrepreneurs of all ages can gain from having close relationships with experts in the business world who can offer helpful guidance and inspiration (United Nations, 2017). The awareness and abilities which beginners acquire via the assistance programmes and their personal encounters help them to launch and run their businesses successfully (Politis, 2005). The trainee gains additional trust and encouragement from the guidance of seasoned business people. Primarily due to the fact that learning from the founding father of a flourishing company encourages youngsters and may be far better compared to having someone in the company serve as a coach. According to Damilola (2017), if individuals are guided, instructed, and encouraged concerning the start of their commercial endeavour, they are far more likely to respond favourably and achieve success as opposed to when they are left to find their own way. As noted by Moore and Wang (2017), assistance can take a variety of shapes, such as knowledge sharing, collaboration, mentoring, sharing of data, training programmes, motivation, advice for companies focused on products or digital entrepreneurship, and input from others. The scope of this research, however, is limited to mentoring in product-based businesses and digital entrepreneurship.

Product-driven mentoring is defined as collaborating with clients in an inspiring and innovative method that motivates individuals to maximize their abilities both professionally and personally in the development of an entirely novel item or the advancement of an older one. It refers to the procedures that are carried out to educate, grow, and generate competent employees for product-oriented businesses. Product-centred guidance is concerned with the generation, development, and evaluation of ideas for the launch of fresh as well as doable novel businesses (Bozward, 2019). According to Ganefri (2013), production-based coaching refers to the operations that must be carried out by an industry professional to enable clients to learn and take part in the manufacturing of physical products needed to satisfy their personal and the community's requirements. Product-centric mentoring emphasizes real-world, professionally applicable skills of considerable breadth and dimension, having an eye on developing goods, awareness of career opportunities, job discovery, and job readiness (California Department of Education, 2021). Within product-centric counseling, product tutors instruct potential company owners looking to shift into product-oriented enterprises and work with merchandise experts looking for job advancement opportunities on how to create goods and expand and maintain their companies with efficient processes, better exposure, and increased revenue. They accomplish this by determining the demands of the marketplace, developing the good's idea, creating a plan of action for it, releasing it, getting consumer input, and using the input to modify the good for an edge over its competitors. These methods of instruction help young people develop the entrepreneurial drive for enterprise ownership by providing them with focused, methodical guidance.

The main goal of product-centered coaching is to get people ready to work in the production sector. Nowadays, society depends heavily on production because it allows citizens to create the things, they require to generate revenue, consume, live, provide entertainment, and

maintain the community. Industrial production is the foundation of industrialized countries' economies. A robust and strong connection exists between booming factories and an economy that is healthy. A robust production sector generates employment and stimulates expansion in various areas of the economic system through the effect of multipliers. Out of all the sectors, production has the biggest multiplying factor. Industrial hubs supply facilities such as the seaport, railroad, and roadways that are all essential for fostering progress. The production industry offers a means of raising the quality of life for different households as well as worldwide populations. A higher standard of existence, reduced joblessness, and a rise in Gross Domestic Product (GDP) are just a few of the intricate issues that manufacturers could solve. Given the significance of industrial production as a source of national prosperity, schooling aimed at acquiring the skills and information required for a healthy industry is bound to be a top priority in the decades that lie ahead. Mentorship centered around goods represents one of the main forces that may significantly contribute to that regard (Manu future High-Level Group and Implementation Support Group, 2006).

Digital mentoring is another option for young entrepreneurs in addition to product-oriented assistance. Through the building of expertise, abilities, and links through electronic coaching, an enterprise growth advisory assistance, individuals and organizations can apply technological resources to create business-minded initiatives that enhance the quality of life throughout the community. According to Calabrese and Arthur (n.d.), internet-based tutoring may be as easy as periodically consulting with a seasoned coach on company operations that rely on technological advances. This kind of business support service is especially beneficial for prospective owners of technology-based businesses. However, there is diversity among web-based corporations; a few rely solely on technology, whereas other firms merely incorporate electronic commerce into their advertising and promotional strategies. Firms founded on e-commerce have traits in common with traditional commercial enterprises. This means that entrepreneurs need a dual proficiency of electrical and company-related expertise, that can be difficult to obtain (Rashidi, 2013; Najda-Janoszka, 2012). Individuals starting businesses online need to have backgrounds in a wide range of operational domains, such as project leadership, collaboration and interaction, creating websites, tracking results, email promotion, customer relationship management, online presence administration, archiving alongside accessibility, private network administration, teleconferencing, and so forth. Since ideas may not carry one so far, it may be challenging to gain hands-on expertise in the areas aforementioned via a conventional classroom (Calabrese & Arthur, n.d.). Unlike conventional education, which fails to customize its instruction according to the abilities that might be needed for success in the web-based business space, the connection that instructors establish with those they mentor enables these individuals to capitalize on business expertise and abilities associated with their requirements for digital entrepreneurship.

According to Giones and Brem (2017), digital entrepreneurship is defined as the process of identifying and pursuing commercial possibilities based on the creation of internet-based systems, facilities, and digital artefacts that employ electronic devices to provide services to customers. In an era where groundbreaking advances are happening all the time, businesspeople are creating ventures that leverage technologies. via electronic communication channels, business owners can introduce new items and offerings to customers. They can also use smart technology to gauge the popularity and effect of their efforts. Several proprietors who are not technologically adept find it difficult to implement pertinent technology when running their companies. In a connected culture, businessmen must have the opportunity to receive training and company growth assistance, like business ownership coaching, to succeed in managing their businesses (Shelley, 2014).

Through mentorship, young businesspeople will have the benefit of security, instruction, contact, accessibility, and demanding tasks which will help them develop their capabilities and mentality. To promote independence for youngsters and expand the economic landscape, the

Federal government, working with the Central Bank of Nigeria (CBN) (2012), created and subsidized Entrepreneurship Development Centres (EDCs), introduced the Microfinance Policy, Regulatory and Supervisory Framework for Nigeria, and, between 2006 and 2008, the NYSC Entrepreneurship Training Programmes, Venture Prize Competition, and Sensitization Campaign. Additionally, it has participated in several programmes, including Graduate Internship Scheme (GIS), Africa Youth Empowerment Nigeria (AYEN), Youth Entrepreneur Support Programme (YES-P), Youth Enterprise with Innovation in Nigeria (YouWIN!), Youth Initiative for Sustainable Agriculture in Nigeria (YISA), Subsidy Reinvestment and Empowerment Programme (SURE-P), and N-Power Empowerment Programme. The Tony Elumelu Foundation for Entrepreneurship in Africa, LEAP Africa, the Diamond-Crest for Youth Education Foundation, the Youth Empowerment and Development Initiative (YEDI), the Youth for Technology Foundation, and the New Era Foundation are a few examples. These initiatives typically operate under the tenet that coaching is a mission-driven means of assisting young business owners in developing their independent identities and imparting entrepreneurial expertise, abilities, and experience (Wilbanks 2013). Business organizations in Nigeria have offered several arguments for funding business guidance. The Central Bank of Nigeria (CBN) said coaching can effectively assist the country in capitalizing on its younger assets to advance the country's growth plan (Onuba 2016), whereas the Bank of Industry, for instance, argued that coaching is required for enhancing the functionality of life of striving fresh young businessmen (Punch Newspaper 2016). The SABMiller Foundation asserted that with the help of guidance, the brilliant ideas for businesses innate in the throngs of Nigerian youths may be realized (Ogunfuwa 2016), while the Lagos Chamber of Commerce and Industry (LCCI) contended that business counselling is a way to make investments into the next generation of Nigerian youngsters (Okon 2016).

Previous studies by Terjesen and Sullivan (2011); Sarri (2011), and Overall and Wise (2016) demonstrate that many entrepreneurs depend on mentorship to assist individuals to accomplish their objectives and succeed. The experiences regarding entrepreneurial coaching and entrepreneurship development in Anambra State were studied by Eze, Muogbo, and Obananya (2021). The results of the research showed that mentoring has a major impact on the growth of companies, which generates fresh hires and raises the job creation pace. This in turn helps the different geographic areas grow more fully. This indicates that a country that embraces entrepreneurship may see a multiplier impact that allows its economic system to grow faster. Similarly, Undiyaundeye (2015) carried out a study titled the acquisition of business ownership abilities and its advantages for Nigerian students with bachelor's degrees. The results of the investigation demonstrated the importance of training in entrepreneurship in addressing the pervasive issue of joblessness among young people. Undiyaundeye's (2015) study outcome further indicates that after completion of the school programmes, education for business provides adolescents with the chance to hone their expertise and turn to employers instead of seeking employment.

In a comparable manner, informal conversations with mentors and mentees were combined with observational data from the classroom in Ben et al (2015) research on guidance and the promotion of learning about entrepreneurship. The information offers a comprehensive picture of coaching conduct as well as its importance in a setting that promotes business. According to the research, mentoring fosters relationships between mentees and mentors, which aid in the educational procedure. It additionally illustrates the ways modelling gives mentees a clear idea of what they are trying to acquire and builds the instructor's reputation in a manner which lets these individuals draw lessons from what they have seen.

The functions of mentorship in Nigerian entrepreneurial growth were investigated by Ilesanmi and Lasisi (2015). The main emphasis of the research was on the essential elements of counselling, its core goals, and the secrets to coaching entrepreneurs who succeed. To measure and examine the connection in the variables involved in the research, a content-analysis

approach was employed. It was discovered that mentoring and growth in a company go hand in hand because they both provide advantages to the apprentice, including increased efficiency, fulfilment at work, and a renewed sense of purpose in their occupation. Marvelous (2019) investigated how the expansion of small-scale ... enterprises in Rivers State, Nigeria, was impacted by emotional assistance and information sharing. The study's sample consisted of 1,240 registered small and medium-sized business owners in River's state. Utilizing a sample size determination formula proposed by Taro Yamane, an average size of 425 was used. The sole tool employed by the investigation for gathering data was a survey. Out of the 425 of those surveyed, 121 completed and gave back their survey responses, which were utilized for the research's evaluation. Simple Linear Regression analysis was utilized in testing the hypotheses. Although emotional assistance was found to have an unfavourable and negligible impact on small-sized firms' expansion in Rivers State, the investigation also found an important and beneficial connection between sharing expertise and small business development. The results of the Marvelous (2019) research are consistent with those of Eze, Muogbo, and Obananya (2021); Undie, Mfon, Ogbudu, Uko, and Ebiale (2023) who found that the business expertise and abilities of mentees aid in the growth of entrepreneurial activity.

Similarly, Ekpe and Razak (2016) looked into how guidance affected Malaysian teenagers' decision to start their own enterprises. Three business colleges and 600 Malaysian university graduates participated in the poll. A representative sample of 240 participants was selected. Copies of the well-organized instrument were given to graduates from universities who had undergone firm expertise development as part of the investigation's survey methodology. Simple linear regression and descriptive statistics were used to analyze the data. The study found that self-drive controlled the relationship between the acquisition of skills and entrepreneurship and that training had a positive effect on the formation of enterprises among Malaysian teenagers. The report suggests looking for a home, the community, and other stakeholders with the goal of inspiring graduates of today to be more enthusiastic about the establishment and expansion of businesses in the nation.

Business counselling was examined by Benjamin and Onyeizugbe (2013) as a signpost for the expansion of entrepreneurship in Nigeria. Six states representative of the nation's six geographic regions served as the study's focal point. Using the Behavioral-Elastic Model and the Social Cognitive Career Theory, the investigators investigated whether successful education and entrepreneurship were related. A longitudinal method was used to accomplish the investigation's goal. The research investigation included 131 participants from various states in its sample. A question for the study and an assumption served as the investigation's compass. The participants were requested to complete a uniform survey. A few sample participants received personal interviews. A pilot investigation was conducted to determine the reliability of the investigation tool. The validity of the study tool was also carried out by seven experts in six universities in the study setting. To investigate the hypothesis, Pearson Product Moment Correlation was employed. The results of the research indicate that commercial guidance and the expansion of small business ownership in Nigeria are positively correlated.

Considering the reviewed materials, it is quite succinct that entrepreneurship is an essential component of our economic activity; prosperity and a significant number of employment opportunities are generated from small-scale enterprises begun by entrepreneurially minded people, a lot of whom go on to establish large companies. Entrepreneurship is increasingly gaining popularity as the answer to creating jobs and lowering the incentives for young people to turn to extreme violence, prostitutes, violent burglary, illicit drug trade, and other criminal activities. To support the above, the United Nations Economic Commission for Africa (UNECA) (2002) noted that young people can contribute to the advancement of society and the economy if they have jobs, but they can also be the cause of terrible societal conflict and anxiety if their energies are not directed towards entrepreneurship-specific skills.

Entrepreneurship for young people develops their abilities in choice-making, business skills, farming, and resolving disputes, among other areas. According to several studies (Van Stel et al., 2005; Thurik et al., 2008), it is a catalyst for inventiveness, investment, and advancement. In addition, Mair and Marti (2009), have noted that the generation of jobs and boost to the economy is influenced by business ventures. According to De Kok et al. (2013), small-sized businesses are the world's largest employers. In emerging economies, the proportion of youth employed by small-sized businesses exceeds that of employees in larger companies. They have become the cornerstone of commercial growth as a result. ash and Kaur (2012) provide additional support for this claim, stating that young people's business ownership has grown substantially in multiple nations in the past few years due to an increasing curiosity in entrepreneurial activity as a means of enhancing competitiveness in the economy and advancing territorial growth. According to the Global Entrepreneurship Monitor (GEM) report (2015), 82 per cent of youthful Nigerians, regardless of sexual orientation, are potential businessmen. However, a large portion of their business endeavours are focused on trade 50 per cent of them favour investing in retailing and wholesale businesses, 24 per cent in services for consumers and the hospitality industry, and fewer as opposed to 7 per cent in the agricultural industries. Moreover, over 23 per cent find it difficult to create a company that is lucrative (Amorós and Bosma 2013).

This may be partially due to the fact that young business owners' schooling and work experience do not seem to be sufficient to support them throughout their business endeavours. Because of this, many proprietors start new ventures with no background information, exploratory research, or well-thought-out ideas. New business owners typically test the water's depth with both feet at one time. According to Abdul (2020), their absence of sight and incapacity to find a profitable niche for their companies has been exacerbated by impoverished or non-existent mentorship. This situation has led to calls for business coaching to receive greater priority (Herrington and Kelle 2012; Schøtt, Kew and Cheraghi 2015), among the youth. The United Nations defines youth as people who are between the ages of 15 and 24. In contrast, youth are defined by the European Commission (2015) as individuals who fall between the ages of 15 and 30. According to South Africa's National Youth Policy (2015), youngsters are people between the ages of 14 and 35. In Nigeria, youth include citizens of the aged 18–29 (Federal Republic of Nigeria, 2019). The choice of youths in this study is informed by the fact that they are one of a country's most significant resources. They are also the biggest stakes in a nation's advancement. It is acknowledged that youthful men and women are priceless assets whose futures are closely linked to those of their nation. They are considered the most prized holdings in any country. There is nothing possible minus them. They serve as the hub for growth and reinvention (Federal Ministry of Youth Development (FMOYD), 2007). They are a useful indicator of a nation's capacity for self-sufficiency and reproduction. Their level of energy, moral behaviour, and societal responsibilities have a favourable relationship with their nation's advancement (FMOYD, 2007). The benefit of young individuals engaging in business activities is that they contribute new perspectives, adaptability, and long-term viability to the upward financial conditions. Promoting young entrepreneurs has emerged as the primary course of action in many emerging economies, including Nigeria. Nigeria with 70 per cent of its population under 30, and 42 per cent under the age of 15 (The National Bureau of Statistics (NBS), (2023), looks at innovative education and mentoring programmes to encourage young people to start businesses, that serve as an avenue for livelihoods as well as an engine for prosperity and social transformation.

Public enterprises are attempting several strategies that foster young people's entrepreneurship and mentorship with the goal of giving young people priority in creating jobs and bolstering entrepreneurial endeavours (Tshehla, 2019). This will assist in minimizing impoverishment and generate earnings for both government entities as well as people, resulting in economic diversity which will lessen reliance on state and petroleum profits and promote

economic expansion and progress. Despite these initiatives, there appears to be an increase in the percentage of young people without jobs in Nigeria. According to recent reports from the NBS (2023), the jobless rate in Nigeria has increased to a concerning 34 per cent. Arguably, one of the greatest serious issues preventing Nigeria's economy from growing and developing steadily is youth joblessness. Many of the illicit behaviours have their roots in joblessness among young people. A few of the most notable ones are prostitution, terrorism, armed robbery, kidnapping, destitution, political thuggery, and hacking (Okoye et al., 2014). While a few people earn a living from indulging in these social vices, most adolescents go on to make fortunes in the informal urban economy. A great deal of people employed continue to be impoverished because their earnings are insufficient to bring them as well as their households from impoverished conditions. In addition to this general picture, adolescents in particular, who lack experiences alongside the required abilities and who encounter prejudiced opinions regarding what they do in job settings, encounter many of the biggest obstacles in obtaining good jobs in Nigeria. According to the report on adolescent job opportunities in South-South, Nigeria (Udonno, 2022), Cross River State is used as an example of a state where youths struggle to become businessmen to create jobs. Youths require technical and monetary assistance to get past the obstacles that they encounter in becoming entrepreneurs, including issues with obtaining beginning funding, insufficient expertise in business, challenging managerial as well as regulations, and limited availability of the built environment. Additionally, the primary obstacle for youngsters is the dearth of an atmosphere of entrepreneurial activity, which can be seen in the minimal importance linked to acquiring business abilities while in traditional schools as well as adhering to an entrepreneurial career when they graduate from their educational institutions. The predicament is exacerbated for youngsters, that do have a business coach, that stymies their ambitions of becoming businessmen and job creators. If this situation is not addressed, it could worsen. This is the context in which this investigation was conducted.

### **Purpose of the study**

This study investigated entrepreneurial mentoring and the participation of youth entrepreneurs in job creation in Cross River State. The specific goal of the investigation was to ascertain the relationship between:

1. product-based mentoring and participation of youth entrepreneurs in job creation
2. digital mentoring and participation of youth entrepreneurs in job creation

### **Statement of hypotheses**

The following hypotheses are formulated to guide the study:

1. there is no significant relationship between product-based mentoring and participating youth entrepreneurs in job creation.
2. there is no significant relationship between digital mentoring and youth entrepreneur's participation in job creation.

### **Method**

In this study, the predictive correlational approach was employed because it enabled the investigators to forecast the connection... between the predictor and the criterion variable (Study.com, n.d.). The researchers' choice to employ basic linear regression for evaluating the assumption of nullity with information from the investigation's survey was informed by this study's predictive correlational design. One hundred and forty (140) registered small-sized businesses owned by 147 youth entrepreneurs in Cross River State were included in the research (Ministry of Trade and Investment, 2023). Since the population was manageable, everyone in it was taken care of. For both the independent and dependent variables, a 30-item structured survey titled "Entrepreneurial Mentoring and Job Creation Questionnaire (EMJCQ)" was

constructed on a four-point scale of Strongly Agree (SA) 4, Agree (A) 3, Disagree (D) 2, and Strongly Disagree (SD) 1. The survey was divided into sections. Ten items from part one's 20 items were designed to measure each of the independent sub-variables, and ten items from part two's items measured the dependent variable. Five experts from the University of Calabar validated the questionnaire that the researchers had created for data collection: Measurement and Evaluation [ME] (n=2); Business Education [BE] (n=3). The experts in Measurement and Evaluation face-validated the research instrument while those in Business Education performed the content validity. The data collection tool's reliability was determined using 50 respondents who did not form part of the research's participants. Using Cronbach Alpha statistics, the internal consistency of the poll was determined, yielding reliability coefficients of 0.87 and 0.81 for the independent and dependent variables, respectively. The research tool, which was handed over personally in 147 copies, was recovered in 146 copies. Using the Statistical Package for Social Sciences (SPSS) version 29, simple linear regression was used to test the hypotheses at 0.05 alpha levels. The null hypothesis was accepted if the P-value was less than 0.05 level of significance. The null hypothesis was rejected if the P-value was higher than the 0.05 level of significance.

**Table1**

Simple linear regression analysis of the relationship between product-based mentoring and youth entrepreneurs' participation in job creation (n=146)

Variables	Sum of squares	Df	Mean Square	F-ratio	P-level
Regression	998.918	1	998.918	164.892	.000*
Residual	872.484	144	6.058		
Total	1871.402	145			

Significant at .05 level; df=1 and 144

Table 1 presents the results, which indicate that at 145 degrees of freedom, the F-value is 164.892 and the p-value (.000) is less than the level of significance (.05). This implies that youth entrepreneur's participation in job creation and mentoring-based on products have a significant relationship. As a result, the null hypothesis—which claimed that product-based mentoring had no significant relationship with the participation of youth entrepreneurs in job creation—is rejected. Therefore, it can be said that there is a strong predictive link between youth involvement in job creation and product-based mentoring.

**Table2**

Simple linear regression analysis of the relationship between digital mentoring and youth entrepreneurs' participation in job creation (n=146)

Variables	Sum of squares	Df	Mean Square	F-ratio	P-level
Regression	795.924	1	790.924	105.414	.000*
Residual	1,080.478	144	7.503		
Total	1876.402	145			

Significant at .05 level; df=1 and 144

Table 1 presents the results, which indicate that at 145 degrees of freedom, the F-value is 105.414 and the p-value (.000) is less than the level of significance (.05). This means that youth participation in generating employment and digital mentoring is significantly correlated. Consequently, the null hypothesis—which states that there is no significant association between youth involvement in the creation of jobs and digital mentoring—is rejected. Therefore, it can be stated that there is a strong predictive relationship between youth engagement with hiring and digital mentoring.



## **Discussion**

The results of this study demonstrate that young people engaged in employment creation are significantly predicted by product-oriented mentoring. This result supports the claim made by the California Department of Education (2021) that product-focused mentoring emphasizes everyday life, and professionally pertinent expertise of notable magnitude and breadth while focusing on producing goods, awareness of career possibilities, career development, and job readiness. The findings of this study support those of Eze, Muogbo, and Obananya (2021), who found that mentoring has a major positive impact on business growth, job creation, and employment rates. This suggests that a nation that embraces entrepreneurship may see a multiplier impact that allows its economy to grow faster. The results of this study concur with Undiyaundeye (2015) findings, which indicate that entrepreneurship education is a crucial instrument for addressing the pervasive issue of joblessness among young people. This outcome might be as indicated because mentoring is a very effective strategy for empowering young people and creating jobs. In recent times, it has proven to be an extremely effective approach for creating jobs and helping young people. Through coaching, future youth are given the intellectual and financial capital they need to maximize their employment prospects. Youth empowerment is thus the method of changing young people's attitudes, behaviours, and systems to give them the freedom and autonomy to make choices and bring about changes in both the lives of themselves and others. To empower youth, environments must be created and maintained that allow them to make decisions based on their individual interests and preferences instead of those of others. It is the necessary leverage to create jobs.

The results of this study reveal that youth involvement in creating work is significantly predicted by digital mentoring. This result supports the idea put forth by Calabrese and Arthur (n.d.) that digital mentoring can be as easy as having a knowledgeable online coach to have conversations with periodically regarding business procedures involving digital technology. The findings of this study are consistent with those of Ekpe and Razak (2016), who found that self-drive acted as a mediator between skill acquisition and the creation of companies and that training had a positive effect on the formation of enterprises among Malaysian youngsters. The results of this study support the assertion made by Thurik et al. (2008) that young people's ability for training in entrepreneurship is enhanced in several areas, including peace and choice-making, business, abilities, settling disputes, and farming. It is a catalyst for growth, creativity, and prosperity. The results of this study may be as reported since the giant's shouldered dwarf has a wider field of vision than the other one who is not aided. The people who accomplish things on their own must demonstrate to the younger generation the way to do them. Youth find great inspiration and motivation from their mentors, who also serve as a catalyst for outstanding performance. The most effective instructor is experience; nevertheless, numerous young people do not have jobs because their backgrounds make them nervous to take risks and fear the unknown. Coaches, on the other hand, can share their expertise to motivate young people to grow their abilities and launch, run, broaden, and grow profitable businesses.

## **Conclusion**

Enterprising individuals frequently encounter numerous obstacles in the hectic and cutthroat world of job searching. But even in this constantly shifting environment, instructors continue to be a ray of optimism that can truly make an impact. Knowledgeable advisors provide a wealth of advantages that go far more than merely creating jobs. Coaches contribute a plethora of business knowledge and hands-on expertise. Trainers, who have walked similar routes as young businessmen, can offer priceless counsel, shed light on the subtleties of various workplaces, improve expertise in technology, improve abilities to communicate, lend a sympathetic ear, as well as private victories over obstacles. All these things are necessary to sustain an enduring determination and steadfast drive to get involved and stay in business. The findings of this study point out that youthful entrepreneurs could be used to leapfrog the Cross River State economy.

The results further demonstrate that if intentional efforts are made by the government at all levels to support entrepreneurial tutoring, the issues related to youth uprising and unemployment will be drastically reduced.

### Recommendations

Considering the study's conclusions, the following recommendations have been put forward:

1. To promote education aimed at boosting the production of goods and services, private organizations should collaborate with governments at all levels.
2. The federal government should drive economic expansion and job creation by providing the material and human resources necessary to support the development of digital entrepreneurship skills.

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