



## Systematic Literature Review of Technological Innovation as Driver of Media Entrepreneurship in Nigeria

<sup>1</sup>Peter Iorper Ugondo\*, <sup>2</sup>Vitalis Torwel, <sup>3</sup>Oberiri Desitny Apuke, <sup>4</sup>Grace Anweh & <sup>5</sup>Haruna Abdulhadi Aliyara

<sup>1&3</sup>Department of Mass Communication, Taraba State University, Jalingo, Taraba State, Nigeria

<sup>2&4</sup>Faculty of Communication and Media Studies, Rev. Fr. Moses Orshio Adasu University, Makurdi

<sup>5</sup>Department of Economics, Taraba State University, Jalingo, Taraba State, Nigeria

<sup>1</sup><https://orcid.org/0000-0003-4784-8888>

<sup>2</sup><https://orcid.org/0009-0002-2610-8012>

<sup>3</sup><https://orcid.org/0000-0002-7657-4858>

<sup>4</sup><https://orcid.org/0000-0002-0585-9397>

<sup>5</sup><https://orcid.org/0000-0002-5342-6641>

\*Corresponding Author: [peter.ugondo@tsuniversity.edu.ng](mailto:peter.ugondo@tsuniversity.edu.ng)

### ABSTRACT

**Background:** Technological innovation is driving entrepreneurship and sustainability of business entities. As one of the key sectors, media organisations are not left out but how much of the innovation and sustainability strategies scholarship has documented is not yet synthesised and examined.

**Objective:** This study systematically reviews the literature to assess how technological innovation influences sustainable business models in Nigerian media organisations, while identifying critical research gaps and future directions.

**Method:** Using PRISMA 2020 guidelines, 50 peer-reviewed studies were analyzed to classify dominant technology categories, recurring business model patterns, contextual drivers and constraints.

**Results:** ICT, emerging digital communication technologies, digital marketing devices, mobile financial services, and digital platforms are main technological innovations driving coordination, engagement, monetization, and scaling. Dominant business models found are platform-enabled mobile money, digitally resilient SMEs, lean entrepreneurship, and Nollywood's informal-digital hybrid. The review also revealed major gaps, including limited media-specific empirical research, weak longitudinal evidence linking technology to sustainability outcomes, and underdeveloped analysis of business model experimentation.

**Conclusion:** Sustainable media entrepreneurship in Nigeria requires coherent business models, strengthened capabilities, and improved institutional support.

**Unique Contribution:** This study consolidates dispersed scholarship into a structured synthesis of entrepreneurship, technological innovation and sustainable business models for media organisations in Nigeria.

**Key Recommendation:** Future research should focus on longitudinal and case study designs, comparative media-sector studies, and development of business models that can translate digital innovation into durable media-sector sustainability.

**Keywords:** Media entrepreneurship; Technological innovation; Sustainable business models; Digital transformation; Digital platforms; Emerging economies.



## **INTRODUCTION**

Global media industry has undergone radical change due to high rate of technological change and convergence of digital media. Mobile technologies, social media, artificial intelligence, data analytics, and digital distribution systems are some of the recent innovations that have fundamentally changed the way media content is produced, disseminated, and monetised. These technological changes have broken the old frames of media at the same time introducing new prospects of entrepreneurialism in media industry. The process of media entrepreneurship as innovative creation, management and commercialisation of media products and services has therefore become a key process of responding to the changing digital media ecosystem (Achtenhagen, 2017; Hoag, 2008). In more competitive and technologically advanced settings, media organisations need to find ways to combine entrepreneurial thinking and technological advancement to be relevant and economically viable.

Digital technologies are having very pronounced impact on the emerging economies with media industries facing complicated challenges in the context of globalisation, digital upheaval, and economic uncertainties. In some countries like Nigeria, the growth of internet access, mobile communication technologies, and social media platforms has altered the consumption patterns of the audience and introduced new forms of content production and distribution. Although these changes have provided media entrepreneurs with new avenues to pursue new digital business models, they have also boosted competition posed by international digital platforms and independent content creators (Abubakre et al., 2020; Ajah, 2025; Casanova et al., 2021). As a result, the traditional sources of revenue like print circulation and traditional advertisement have been reduced to a large extent and media organisations have had to rethink their operational strategies and embrace technology-based entrepreneurial strategies.

The need to create sustainable business models has thus been a core issue to the survival of media organisations in the emerging economies. A business model explains how organisations generate, provide, and capture value in the dynamic markets (Baden-Fuller & Haefliger, 2013; Brown, 2011). In the media industry, digital innovation, entrepreneurial strategies, and adaptive organisational capabilities need to be incorporated in the sustainable business models. According to scholars, sustainable business models should not just create economic value but also contribute to organisational resilience over the long term in highly dynamic technological contexts (David-West et al., 2020; Kolade et al., 2021). However, the challenge of infrastructural constraints, uncertainty in regulations, lack of financial resources and lack of adequate technological capacity remains a problem to many media organisations in Nigeria and hinders their capacity to fully exploit innovation to ensure sustainable growth.

Although the academic focus on media entrepreneurship and digital transformation is on the increase, the current body of literature spreads across various research fields, such as the research on media management, innovation, and entrepreneurship without combing these perspectives in the framework of the emerging media markets. Further, empirical studies that directly deal with the association between technological innovation and sustainable business models within Nigerian media organisations are still relatively limited (Oguamanam, 2020; Omenugha, 2020). While most studies focused on existing practises in digital journalism, the structure of media ownership, or adoption of social media (Babajide et al., 2021; Daramola & Etim, 2022; Dwivedi



et al., 2021), how entrepreneurial innovation can be used to promote sustainable media business models among media organisations is not yet established.

This gap is critical to fill in scholarly knowledge and practise in the industry. Systematic literature review on media entrepreneurship and technological innovation in an emerging economy and specifically Nigeria can give a holistic synthesis of the current theoretical frameworks, empirical evidence, and the new research directions concerning sustainable media business models. A systematic literature then is useful in determining the major sources of technological innovation in media organisations. It will ascertain the successful entrepreneurial strategies which have been implemented in digital media settings and critical gaps in research that need the attention of future scholars. In the end, the knowledge of the intersection between media entrepreneurship and technological innovation will help create more robust, adaptable, and sustainable media ecosystems that can address the multifaceted problems of emerging economies of media industries.

## **QUESTIONS**

This review, therefore, attempted to answer the following questions.

1. How does existing literature conceptualise and examine media entrepreneurship and technological innovation in Nigeria?
2. What types of technological innovations are identified in the literature as shaping media entrepreneurship in Nigeria?
3. What patterns of digital transformation and sustainable business models are reported in studies on Nigerian media entrepreneurship?
4. What key drivers, challenges, and opportunities influencing sustainability in media entrepreneurship are identified in the Nigerian context?
5. What gaps exist in the current literature, and what future research directions are recommended regarding media entrepreneurship and technological innovation in Nigeria?

## **METHODOLOGY**

### **Review Design**

This study employed systematic literature review (SLR) method to investigate the confluence of media entrepreneurship, technological innovation, and sustainable business model of media organisations in Nigeria. The choice of systematic literature review is based on the fact that it enables generalisation of existing knowledge via a transparent, replicable and organised method of recognising, assessing and organising scholarly evidence (Medina & Rodríguez, 2025; Okon et al., 2021). To achieve methodological rigour and be in tune with other scholars on SLR (Daramola & Etim, 2022; Dwivedi et al., 2021; Saur et al., 2025), the Preferred Reporting Items to Systematic Reviews (PRISMA) framework was used to identify, screen, and select the relevant studies.



### **Search strategy and sources of data.**

Search and discovery were done with Consensus, which combines records of large scholarly repositories such as Semantic Scholar, Crossref, Directory of African Journals (DOAJ), Scopus, Web of Science, Google Scholar, and other indexed sources. Search strings were constructed based on thematic clusters in line with the review questions. The search firstly determined 1,122 publications that were pertinent to entrepreneurship and digital innovation in emerging markets.

### **Inclusion and exclusion criteria**

Multi-stage screening procedure was adopted. It is the most fit procedure in line with PRISMA guidelines (Olanrewaju et al., 2020). First, there were duplicate records and studies that had no relevance at all. Then, 570 articles were identified, and their titles and abstracts were filtered to establish their relevance to the research goals. The studies were eliminated when they were on unrelated sectors, had no empirical or conceptual relevance, or did not deal with technological innovation and entrepreneurship.

During the eligibility phase, predefined inclusion criteria were used to select 186 articles to review in full text. The inclusion criteria were that the study must have focused on entrepreneurship, technological innovation, or business model in emerging economies; covered digital technologies like ICT, social media, or mobile financial services; and offered empirical or conceptual understanding in relation to media entrepreneurship or digital business models in Nigeria. After this process, 50 studies were held on to the final review (See Appendix I). These articles were the analytical foundation of the discovery of recurring themes, technological forces, and sustainability issues in the Nigerian media entrepreneurship ecosystem.

Non-scholarly reports, commentaries, and studies that were not related to entrepreneurship, innovation, or business models were filtered out though. In addition, the research that was not sufficiently transparent in its methods or contribution to the theory was not included. The flow chart below depicts the process.

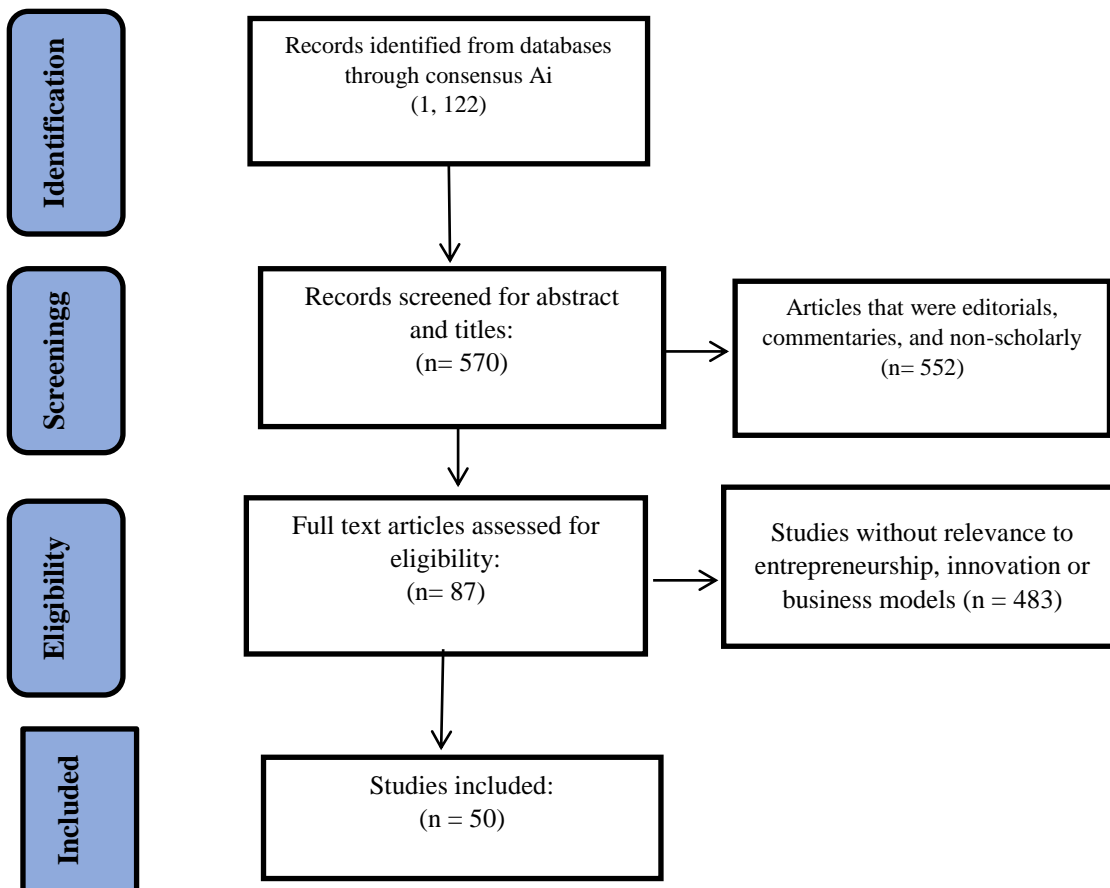


Figure 1: The PRISMA Flow Chart  
Adopted from Page et al., (2021)

## DATA ANALYSIS

The chosen articles were analysed using thematic synthesis and comparative literature. The methodological process included the detection of common themes of research, trends in technological innovation, and strategic entrepreneurship behaviours in the literature. The scope of the analysis was restricted to five key areas, which met the research questions.

## RESULTS

### State of the Literature

In the literature on emerging economies, the factors of creativity, innovation, and technological advancement are always placed as facilitating circumstances of entrepreneurship, but the results are dependent on the strategic orientation and environment (Juliana et al., 2021). The studies on ICT adoption, digital marketing, mobile finance, and platform utilisation seem to be the key channels of innovation that help companies to remain competitive and inclusive (David-West et al., 2020; Eze et al., 2020; Okundaye et al., 2019; Siano et al., 2020). Nevertheless, the enablers of ecology, e.g. university systems of entrepreneurship and innovation infrastructures, are not



evenly developed (Oyinlola et al., 2024). Nollywood can be regarded in media-specific scholarship as a flagship case with scalable informal innovation based on low-cost digital production and network-based distribution (Oguamanam, 2020).

### **Technologies that Inform Media Entrepreneurship in Nigeria**

The Nigerian evidence base is dominated by five technology classes, including:

1. ICT is the backbone of operations that enable coordination, efficiency, and access to the market (Okundaye et al., 2019).
2. Emerging Digital Communication Technologies (EDCTs) maintain relationships between customers and suppliers and allow quick adaptation in times of disruption (Ashiru et al., 2022; Ibidunni et al., 2021, 2022).
3. Digital marketing devices (DMDs) facilitate the use of low-cost reach, personalization, and development of micro-enterprises (Eze et al., 2020).
4. Mobile and digital financial services offer monetisation infrastructure and create an inclusive setting but can be vulnerable to business-model failure (David-West et al., 2020; Siano et al., 2020).
5. Complementor innovation and facilitates scalable start-ups are made possible by digital platforms and boundary resources (Abubakre et al., 2020; Ajah, 2025).

### **Digital transformation Sustainable Business Model Patterns**

In the literature, sustainability is developed in the main in terms of viability, resilience, and coherent value capture. There are four patterns of business model that reoccur:

<b>Model pattern</b>	<b>Core digital/innovation feature</b>	<b>Sustainability implication</b>	<b>Key sources</b>
Platform-enabled mobile money	Agent networks, mobile apps, telco/bank partnerships	Many early models unsustainable; redesign required	Siano et al. (2020); David-West et al. (2020)
Digitally resilient SMEs	EDCT + online channels + process diversification	Stronger continuity during disruption	Ashiru et al. (2022); Ibidunni et al. (2022)
Lean entrepreneurship	Resource-light experimentation and online pivots	Supports survival under shocks	Ufua et al., (2022); Ibidunni et al. (2022)
Nollywood informal-digital hybrid	Low-cost digital production + informal networks	Scalable and employment-generating but institutionally fragile	Oguamanam (2020)

### **Technological Innovation as Drivers, Challenges, and Opportunities**

The literature brought out a plethora of drivers, challenges and opportunities of incorporating technological innovation in media entrepreneurship and sustainability. The identified drivers were strategic orientation and technological advancement (Juliana et al., 2021); perceived usefulness/ease of use and social influence driving adoption (Okundaye et al., 2019; Eze



et al., 2020; Siano et al., 2020); IT culture and innovativeness as factors influencing the outcomes of digital entrepreneurship (Abubakre et al., 2020); social capital and cultural demand in Nollywood (Oguamanam, 2020).

The review identified some of the challenges as high ICT cost and lack of infrastructure (Okundaye et al., 2019; Eze et al., 2020; Ibidunni et al., 2022); weak or misaligned business models (David-West et al., 2020; Ibidunni et al., 2022); institutional weakness and exposure to shocks (Ufua et al., 2022; (Etim & Daramola, 2020); uneven innovation systems.

The review also established opportunities to take advantage of such as reaching underserved markets with digital finance and platform tools (Siano et al., 2020; David-West et al., 2020); EDCT-driven resilience and diversification (Ashiru et al., 2022; Ibidunni et al., 2022); capability-building by using education/hubs (Oyinlola et al., 2024; Ufua et al., 202).

### **Gaps in Literature and Opportunities for Research**

The SLR highlighted a consistent growth in research on entrepreneurship and digital innovation in Nigeria. But they focused more on small and medium enterprises and not specifically on media organisations, sustainability and institutional and platform contexts. Most of the studies focused on cross-sector analysis of SMEs but, media firms (Ashiru et al., 2022; Babajide et al., 2021; Chen et al., 2024; Ufua et al., 2022), which operate within unique environments; exploit intellectual property; create value from content; develop digital platforms and employ creative workers are scarcely studied. While the Nollywood industry has been studied, research is related to filmmaking including movie production, rather than comparative studies across segments such as media streaming, digital-native news and communicative practices, influencer economies, TV and radio services (Ebelebe, 2019; Oguamanam, 2020). Therefore, little is known about the viability of formats. Attention should be focused on develop media-specific research methods, compare traditional and digital-native media enterprises and develop platform-specific sustainability metrics.

Much of the literature also emphasised technology and information and communications technology (ICT) uptake rather than sustainability. Many studies were concerned with usage or digital transformation without explanation of how specific technologies support sustainable revenue streams, profitability and growth (Abubakre et al., 2020; Ajah, 2025; Casanova et al., 2021; Chen et al., 2024). Thus, longitudinal evidence of how social media marketing, mobile payment or platform membership led to sustainability in terms of revenue diversification, survival or stability is scarce. Similarly, there is little comparison of media business models: subscription, freemium, advertising hybrid, platform.

While the infrastructural gap and regulation are well covered, there is little understanding of the role of intellectual property (IP) regimes, narratives of platform governance, algorithmic transparency, and revenue distribution rules and practices in sustainability. Unlike other media economies, the link between platform economies and scaling is conflated with dependency risks such as algorithmic volatility, moderation rules, and data asymmetries. Similarly, poor enforcement of IP may enable diffusion, but hinder value appropriation. Researchers should explore the impact of institutional arrangements on technology sustainability; on platform



dependency risks, and how media entrepreneurs in Nigeria navigate the unevenness in platform governance.

## **DISCUSSION**

The findings indicate that technological innovation is gaining ground in entrepreneurship studies and could be a game changer for media entrepreneurship in Nigeria. The evidence converges around five dominant technology classes, ICT, emerging digital communication technologies (EDCTs), digital marketing devices (DMDs), mobile financial services, and digital platforms. Among these technological innovations, the one underpinning coordination and efficiency is ICT; adaptability and relational continuity is promoted through EDCTs; low-cost audience reach is achieved by DMDs. While mobile finance facilitates monetisation, platforms enable scaling through boundary resources. These technologies can recalibrate access, engagement, and revenue generation in Nigeria's media ecosystem.

The review revealed four frequent business model for sustainability. These models are platform-enabled mobile money, digitally resilient SMEs, lean entrepreneurship, and Nollywood's informal-digital hybrid. Sustainability in these models is expressed through viability, resilience, and coherent value capture. However, early mobile money models reveal that technological infrastructure without business-model fit leads to fragility (David-West et al., 2020). Digitally resilient and lean models show stronger continuity during disruption (Olusegun et al., 2025), while Nollywood demonstrates scalable innovation alongside institutional vulnerability.

The drivers of technology-enabled entrepreneurship identified include strategic orientation, perceived usefulness of digital tools, IT culture, social capital, and strong cultural demand. Yet persistent barriers such as high ICT costs, infrastructural deficits, misaligned revenue models, institutional weakness, and uneven innovation systems, are likely to limit consistent sustainability outcomes.

## **CONCLUSION**

This review demonstrates that technological innovation will be a defining feature of media entrepreneurship in Nigeria. The dominant technological innovations underpinning entrepreneurship and sustainability are ICT, emerging digital communication technologies, digital marketing tools, mobile financial services, and digital platforms. These innovations can foster coordination, engagement, monetisation, and scaling opportunities for media organisations. Business models emanating from these innovations are digitally resilient SMEs, lean entrepreneurship, and Nollywood's informal-digital hybrid.

Notwithstanding the persistent infrastructural deficits, high ICT costs, institutional weaknesses, sustainability depends on coherent revenue logic, capability development, and enabling ecosystem conditions. However, the scarcity of studies on media entrepreneurship, technological innovation and sustainability strategies of media organisations limits categorical conclusion on whether technological innovation can anchor the sustainability of media organisations in Nigeria. Therefore, research should prioritise longitudinal and case study designs, comparative media-sector studies, and development of sustainable business models for media institutions in Nigeria.



### **Ethical Clearance**

This study is a systematic literature review and did not involve human participants, animal subjects, or primary data collection. All data were obtained from publicly available scholarly sources. Therefore, ethical approval was not required in accordance with institutional and international research ethics guidelines.

### **Acknowledgements**

The authors acknowledge the use of academic databases and digital research tools particularly Consensus that facilitated systematic identification of the literature.

### **Sources of Funding**

This research was funded by TETFund National Research Fund grant, 2024 Cycle.

### **Conflict of Interest**

The author(s) declare that there are no conflicts of interest regarding the publication of this paper.

### **Authors' Contributions**

All the Authors comprise the team of the research grant. The review is part of the kick off of their research activities for empirical study. They contributed to literature search and addition into reference managers: Zotero and Mendeley; critical revisions, and manuscript refinement. All authors read and approved of the final manuscript.

### **Availability of Data and Materials**

All data analysed during this study are derived from publicly available published literature. The dataset generated during the review process (including the PRISMA flow documentation and study extraction tables) is available from the corresponding author upon reasonable request.

### **Citation**

Ugondo, P. I., Torwel, V., Apuke, D.O., Anweh, G.I. & Haruna, A.A. (2026). Systematic Literature Review of Technological Innovation as Driver of Media Entrepreneurship in Nigeria. *International Journal of Sub-Saharan African Research*, 4(1), 751-762.  
doi:10.5281/zenodo.18077527

### **REFERENCES**

- Abubakre, M., Zhou, Y., & Zhou, Z. (2020). The impact of information technology culture and personal innovativeness in information technology on digital entrepreneurship success. *Inf. Technol. People*, 35, 204–231. <https://doi.org/10.1108/itp-01-2020-0002>
- Achtenhagen, L. (2017). Media Entrepreneurship: Taking Stock and Moving Forward. *International Journal on Media Management*, 19(1), 1–10. <https://doi.org/10.1080/14241277.2017.1298941>



- Ajah, E. O. (2025). Digital Platforms Boundary Resource: A Third-Party Developers Strategy for Digital Start-Ups and Market Penetration in Nigeria. *The Electronic Journal of Information Systems in Developing Countries*, 91. <https://doi.org/10.1002/isd2.70001>
- Ashiru, F., Nakpodia, F., & You, J. (2022). Adapting emerging digital communication technologies for resilience: Evidence from Nigerian SMEs. *Annals of Operations Research*, 1–29. <https://doi.org/10.1007/s10479-022-05049-9>
- Babajide, A., Osabuohien, E. S., Tunji-Olayeni, P., Falola, H., Amodu, L., Olokoyo, F., Adegboye, F., & Ehikioya, B. (2021). Financial literacy, financial capabilities, and sustainable business model practice among small business owners in Nigeria. *Journal of Sustainable Finance & Investment*, 13, 1670–1692. <https://doi.org/10.1080/20430795.2021.1962663>
- Baden-Fuller, C., & Haefliger, S. (2013). Business Models and Technological Innovation. *Long Range Planning*, 46, 419–426. <https://doi.org/10.1016/j.lrp.2013.08.023>
- Brown, R. E. (2011). “New” Holistic Mass Media Business Model. *Journal of Broadcasting & Electronic Media*, 55(4), 490–509. <https://doi.org/10.1080/08838151.2011.620667>
- Casanova, L., Miroux, A., & Finchelstein, D. (2021). *Digital Companies Driving Business Model Innovation in Emerging Markets*. 122–149. <https://doi.org/10.1017/9781108764407.008>
- Chen, A., Li, L., & Shahid, W. (2024). Digital transformation as the driving force for sustainable business performance: A moderated mediation model of market-driven business model innovation and digital leadership capabilities. *Heliyon*, 10. <https://doi.org/10.1016/j.heliyon.2024.e29509>
- Daramola, O., & Etim, E. (2022). Affordances of digital platforms in sub-Saharan Africa: An analytical review. *The Electronic Journal of Information Systems in Developing Countries*, 88. <https://doi.org/10.1002/isd2.12213>
- David-West, O., Iheanachor, N., & Umukoro, I. (2020). Sustainable business models for the creation of mobile financial services in Nigeria. *Journal of Innovation & Knowledge*, 5, 105–116. <https://doi.org/10.1016/j.jik.2019.03.001>
- Dwivedi, Y., Ismagilova, E., Rana, N., & Raman, R. (2021). Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review. *Information Systems Frontiers*, 25, 971–993. <https://doi.org/10.1007/s10796-021-10106-y>
- Ebelebe, U. B. (2019). Reinventing Nollywood: The impact of online funding and distribution on Nigerian cinema. *Convergence: The International Journal of Research into New Media Technologies*, 25, 466–478. <https://doi.org/10.1177/1354856517735792>



- Etim, E., & Daramola, O. (2020). *The Informal Sector and Economic Growth of South Africa and Nigeria: A Comparative Systematic Review*. 6, 134. <https://doi.org/10.3390/joitmc6040134>
- Eze, S., Chinedu-Eze, V., Okike, C., & Bello, A. (2020). Critical factors influencing the adoption of digital marketing devices by service-oriented micro-businesses in Nigeria: A thematic analysis approach. *Humanities and Social Sciences Communications*, 7. <https://doi.org/10.1057/s41599-020-00580-1>
- Hoag, A. (2008). Measuring Media Entrepreneurship. *International Journal on Media Management*, 10(2), 74–80. <https://doi.org/10.1080/14241270802000496>
- Ibidunni, A., Ayeni, A., Ogundana, O., Otokiti, B., & Mohalajeng, L. (2022). Survival during Times of Disruptions: Rethinking Strategies for Enabling Business Viability in the Developing Economy. *Sustainability*. <https://doi.org/10.3390/su142013549>
- Ibidunni, A., Ufua, D., & Opute, A. (2021). Linking disruptive innovation to sustainable entrepreneurship within the context of small and medium firms: A focus on Nigeria. *African Journal of Science, Technology, Innovation and Development*, 14, 1591–1607. <https://doi.org/10.1080/20421338.2021.1975355>
- Juliana, N. O., Hui, H., Clement, M., Solomon, E. N., & Elvis, O. K. (2021). The Impact of Creativity and Innovation on Entrepreneurship Development: Evidence from Nigeria. *Open Journal of Business and Management*. <https://doi.org/10.4236/ojbm.2021.94095>
- Kolade, O., Atiase, V., Murithi, W., & Mwila, N. (2021). The business models of tech hubs in Africa: Implications for viability and sustainability. *Technology Analysis & Strategic Management*, 33, 1213–1225. <https://doi.org/10.1080/09537325.2021.1947492>
- Medina, M., & Rodríguez, V. (2025). What does sustainability have to say about recent research in media management? Systematic review of recent media management research. *Journal of Media Business Studies*, 22(1), 1–20. <https://doi.org/10.1080/16522354.2024.2352878>
- Oguamanam, C. (2020). Nollywood phenomenon: “The Nollywood phenomenon: Innovation, openness, and technological opportunism in the modeling of successful African entrepreneurship”. *The Journal of World Intellectual Property*, 23, 518–545. <https://doi.org/10.1111/jwip.12162>
- Okon, E., Falana, B., Solaja, S. O., Yakubu, S. O., Alabi, O., Okikiola, B. T., Awe, T., Adesina, B., Tokula, B. E., Kipchumba, A. K., & Edeme, A. B. (2021). Systematic review of climate change impact research in Nigeria: Implication for sustainable development. *Heliyon*, 7. <https://doi.org/10.1016/j.heliyon.2021.e07941>



- Okundaye, K., Fan, S., & Dwyer, R. (2019). Impact of Information and Communication Technology in Nigerian Small-To Medium-Sized Enterprises. *PSN: Communications (Topic)*. <https://doi.org/10.1108/jefas-08-2018-0086>
- Olanrewaju, A., Hossain, M., Whiteside, N., & Mercieca, P. (2020). Social media and entrepreneurship research: A literature review. *Int. J. Inf. Manag.*, 50, 90–110. <https://doi.org/10.1016/j.ijinfomgt.2019.05.011>
- Olusegun, J., Dangana, A., Gaddafi, M., Madu, M. B., & Publications, H. (2025). Strategic Entrepreneurship and Sustainable Growth of SMEs in Nigeria. *Journal of African Resilience and Advancement Research*. <https://doi.org/10.70382/hujarar.v9i2.021>
- Omenugha, N. (2020). *Media management and disruptive technology: The Nigerian newspaper industry today*. <https://doi.org/10.17638/03090800>
- Oyinlola, M., Kolade, O., Okoya, S. A., Ajala, O., Adefila, A., Adediji, A., Babaremu, K., Tijani, B., Adejuwon, J., Wambui, F., & Akinlabi, E. (2024). Entrepreneurship and innovation in Nigerian universities: Trends, challenges and opportunities. *Heliyon*, 10. <https://doi.org/10.1016/j.heliyon.2024.e29940>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S., ... Moher, D. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, n71. <https://doi.org/10.1136/bmj.n71>
- Saur, R., Fourel, E., Dos Santos, S., Kosinski, T., Tapia, G., Besche-Richard, C., Carré, A., Courtois, R., Bortolon, C., Baeyens, C., Marteau-Chasserieu, F., Romo, L., Morvan, Y., & Vancappel, A. (2025). Integrative models of psychopathology and psychotherapy: A PRISMA-based scoping review. *L'Encéphale*, 51(6), 668–676. <https://doi.org/10.1016/j.encep.2025.03.001>
- Siano, A., Raimi, L., Palazzo, M., & Panait, M. (2020). Mobile Banking: An Innovative Solution for Increasing Financial Inclusion in Sub-Saharan African Countries: Evidence from Nigeria. *Sustainability*. <https://doi.org/10.3390/su122310130>
- Ufua, D., Olujobi, O., Tahir, H., Al-Faryan, M. A. S., Matthew, O., & Osabuohien, E. S. (2022). Lean Entrepreneurship and SME Practice in a Post COVID-19 Pandemic Era: A Conceptual Discourse from Nigeria. *Global Journal of Flexible Systems Management*, 23, 331–344. <https://doi.org/10.1007/s40171-022-00304-1>