INFLUENCE OF ENVIRONMENT ON THE PERFORMANCE OF BUSINESS ENTERPRISES IN STATE OWNED TERTIARY INSTITUTIONS IN OSUN STATE, NIGERIA

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Abstract
The study investigated influence of environment on the performance of business enterprises owned by state tertiary institutions in Osun State, Nigeria. The study identified the prevalent business environment as major factors that determine the performance of business enterprises with respect to sales volume, asset acquisition and employee's satisfaction. Four research questions were raised and four hypotheses were formulated to guide the study at 0.05 level of significance. The study adopted descriptive research design of the survey type. The population of the study was 26 business enterprises in Osun state owned tertiary institutions. The sample for this study comprised of 145 respondents using proportional sampling technique. The instrument used was a self-structured questionnaire titled "Influence of Environment on the Performance of Business Enterprises (IEPBEQ)". The instrument was validated using face and content validity by experts from Business Education and Test and Measurement Departments, Faculty of Education, Ekiti State University, Ado Ekiti. The instrument was pilot tested in order to determine its reliability index which was 0.78 using Cronbach Alpha. The data collected were analyzed using correlation analysis to test the formulated null hypotheses at 0.05 level of significance. Findings of the study revealed that there is a positive relationship between economic factors, legal-political factors, socio-cultural factors and competition on the performance of business enterprises in state owned tertiary institutions in Osun State. The study concluded that prevailing factors like taxation, inflation, high lending rate, lack of credit facility, culture of outsourcing job to contractors, people's lifestyle, societal belief, competition among others affect the performance of business enterprises,. The study therefore recommended among others, that Government should revisit some of her policies that are unfriendly to business performance. Institution's management should also make fund available in form of grant or loan to business enterprises for expansion and purchase of necessary equipment, for an enhanced good performance.

Keywords: Environment, Business Enterprises, performance, State owned Institutions.

Introduction

The nation's educational sector is designed to produce entrepreneurial graduates for national development, especially at the tertiary institutions where there are academia's whose knowledge and skills transcend their national shores to produce quality manpower for sustainable development. Tertiary institutions are the educational institutions such as Universities, Colleges of Education, Polytechnics and other specialized institutions that produce responsible graduates for economic and human capital development. The performance of every higher institution seems to be a function of adequate funding. This portends that tertiary institutions need to renew their drive for internally generated revenue, as a supplement to government subvention. Internally generated revenue (IGR) are funds not constituting the proceeds of any loan, insurance recovery or indebtedness, nor funds that are borrowed or realized through any external means but the creation of either tangible or intangible resources within the confines of a given entity (Oyetakin & Yahaya, 2017).

It appeared that government subvention to these institutions has been inadequate leading to irregular payment of salaries and wages, poor infrastructural facilities, strike and industrial unrest among others. In a bid to proffer solution to this inadequacies on the part of Government, management of institutions have looked inward by establishing business enterprises that can be operated to generate more revenue to supplement Government subventions. Business enterprises are ventures that are owned and managed by state owned tertiary institutions which are purposely set up to make profit through the production of goods and services. The activities of these enterprises are expected to be regulated by a board as stated in the Article of Association. The formulation of the board according to the Articles of Association comprises of Governing Council Chairman, Vice chancellor, Provost or Rector as the case may apply as the chairman, Registrar as the Secretary, Bursar as the Director of Finance, Venture Managing Director as a member, and any other person or persons as may be stipulated in the Articles of Association. Preliminary study conducted by the researcher indicated that virtually all state owned tertiary institutions in Osun state, Nigeria have some forms of business enterprises through which they generate revenue to meet their expenditure. These business enterprises include block industries, printing press, water factory, crop production, animal production, poultry, fish pond, conference centers, petroleum filling station, guest house, bakery, securities services, financial services, establishment of primary and secondary schools, to mention but a few. Ukpong (2019), reported that revenue generated from these enterprises, though not satisfying, but are instrumental to successful operational activities of institutions. It then follows that the nitty-gritty of the performance level of these business enterprises should be accorded great importance. In recent times, the rate at which business enterprises owned by state tertiary institutions are folding up is alarming and those that are not yet folding up are either on rotational production or operating on a low output level which is worrisome to the stakeholders.

Observation of the researchers showed that customers often times complain of high price, low quality, low production and poor service delivery by these enterprises leading to low performance in area of sales volume, assets acquisition, employees' satisfaction, among others leading to rational production, collapse of some of the business enterprises. Thus, it appears that the business enterprise that was meant to support the institution internal generated revenue is dwindling. For any business enterprise to attain higher performance and remain relevant in the industry, Olakunle, Timothy and Yusau (2018) submitted that business enterprises must pay attention to the environment within which they operate. This is because business enterprise is an integral part of its environment on the ground that they are mutually interdependent and exclusive in dictating the success or failure of any enterprise (Babalola & Abel, 2013). This implies that business enterprises and the environment where they operate are inseparable duo.

Literature revealed that poor performance of these business enterprises could be attributed to various environmental factors. Performances of business enterprises depend on the policies of the government, institutions other competitors in the same industry. Aborade (2005), reported that all business decisions are found to be contingent upon a good analysis of the environment which is often the bane of all the constraints as this environment tends to create the opportunities and threats for the business enterprise. Azika (2001) was of the opinion that failure to proactively analyze the nature of business environment might deter the attainment of the expected performance in terms of sales volume, market share asset and employees satisfaction among others. Business environment may be described as the total surrounding factors which have a direct or indirect influence on the functionality of a business enterprise. Oginni and Adesanya (2013) described business environment as the combination of many factors both tangible and non tangible elements that provide support for the organizational success through provision of market for its product and services.

The environment of business can be likened to the pattern of all internal and external conditions or influences that affect the existence, growth and development of business enterprise. The internal factors of business environments are those factors that directly influence the regular operation of enterprise activities. Examples of internal factors are company vision, mission, management competence, financial strength, information among others (Ogunleye, 2016).External business environment which is the focus of this study include factors that are outside the business enterprise that a business typically has no control over. The success of the enterprise depends on its ability to adapt and to respond to them in a way that is appropriate to the business. Adeoye and Elegunde (2012) classified external business environment into two categories which are direct and indirect factors. Every business is confronted with a set of direct and indirect factors. Direct factors are usually regarded to as controllable factors because business enterprise has a fair amount of control over it such as employees, customers, suppliers, investors, marketing intermediaries, labour union, competition, raw materials, and public perception among others. On the other hand, indirect factors are beyond the control of a company's management, its success depend on the ability of business enterprise to purposely design and adjust internal variables to take advantage of the opportunities and combat the threat in the environment. These comprised of the interacting systems of physical, biological and cultural elements which are interlinked both individually and collectively.

Agbolade (2014) affirmed business environment as a set of factors, include as economic factors, socio-cultural factors, political factors, technological factors, and competition factors, which are overpowering and affecting the operational decisions of a firm. Economic environment as one of the external business environment is expected to be a great concern for a business enterprise whose aim is to remain in business. Adeoye and Elegunde (2012) observed that where a growing economy provides a plain ground for businesses to thrive, a period of recession may bring failures and probably liquidation of such businesses. This is in line with Nwekpa and Ewans (2015) who noted that high inflation rate, exchange rate, multiple tax, finances and interest rate as economic indices have a significant effect on the performance of small scale businesses in Nigeria. An upward review of tax policies and inflation have caused additional burden to the business enterprises leading to high cost of production which also affects sales volume

Another environmental factor that may influence business activities of business enterprise managed by state tertiary institutions is legal-political factor. Stemming from this, legal- political environment are laws, decree, regulations, government agencies, government policies and pressure groups that guide the operations of businesses within a definite jurisdiction. Arowomole (2018) opined that business activities are affected by the development in the legal-political environment. This is because in the appointment of governing council by the government and manager of the venture by the institution who are part of the management team is based on party loyalist, not minding the credibility and qualification of the appointees. Undue control and interference of the management of the institution in the running of the affairs of the enterprise especially on profit sharing formula may impede performance of the business enterprise owned by state tertiary institutions. The effect of internal crisis like strike, riot, government policies, institutional policies and financial indiscipline known as fraud among some members of the staff of the enterprise who are entrusted to hold one sensitive position tells on the overall performance of the business enterprises. Bassey and Faith (2018) also reported that the category of financial fraud committed in organization especially tertiary institutions are management and employees" fraud.

In addition, any business environment is a competitive one. Business enterprises owned by state tertiary institutions in Osun state are surrounded by a host of competitors with the same products and services aimed at the same target audience. Eniola and Entebang (2014) affirmed that rivalry arises when one or more business contenders are in a grasp or see an advantage to improve their position to satisfy the needs and want of the consumers. This was supported by Onikoyi (2017) who indicated that the impact of product innovation and pricing on organizational performance was higher in the company when consumers perceive product innovation as stronger, more favorable and more unique. The activities of the competitors to outsmart sale poses challenges to the performance level of the business enterprise. Apart, some policies of the association of competitors restricting sales of some product outside the campus also affects sales volume, room for expansion and workers satisfaction.

In the same vein, Abdullahi and Zainol, (2016) noted socio-cultural environment as one of external factor that deals with the way of life of the people in terms of the lifestyle, norms, belief, custom, attitude and religion among others that are exhibited in the society. It has been observed that the socio-cultural values of the society toward business enterprise determine their performance rate. Joseph, Peter and Charles (2014) in their study, noted that there is positive effect of socio-cultural factors on the performance of business enterprise. In a related work by Richie (2007) affirmed that cultural-orientated products have many contents that reflect users' lifestyles as well as providing them with symbolic personal, social and cultural values that facilitate business performance. The socio-cultural practices by the customers and institutional management seems to hinder performance of business enterprises in state owned tertiary institutions. For instance, if there is low patronage for a particular product due to belief, life style or norms, the lifespan of the enterprise offering such product or service may be easily short-lived. In view of the influence that the observed environmental factors may likely have on the business enterprises owned by state tertiary institutions in Osun State, The researcher noted that some of the managers seems not to accord great importance to the environment where they operate. It appeared that they are too confident of conquering the prevailing circumstances around the business that customers will always appreciate their product and services ahead of other competitors in the market. This unprofessional act might be the cause of their seemingly low sales, poor staff welfare and asset acquisition. Based on this premise, the study examined influence of business environment on the performance of business enterprises in state owned tertiary institutions in the Osun state, Nigeria.

Statement of the Problem

Business enterprises owned by state tertiary institutions in Osun state in the last one decade appeared to be experiencing unsatisfactory rate of progress cumulating into downward performance; retrenchment of employees, rotational production, low industrial output, due to low sales volume, poor patronage, loss of customers, low morale and poor motivation of staff leading to staggered and collapse of these business enterprises. This might be as a result of different factors, one of which may be unfavourable business environment.

The sustainability and growth of business enterprises has been observed to be a function of availability of certain elements within the environment, such as economic factors, legal-political factors, socio-cultural factors and competitive factors. Despite the effort of the managements of state owned tertiary institutions in Osun state to generate revenues from established business enterprises, it has been observed that these enterprises seem not to achieve desire goal of profit making. A pertinent question that arises is; Will environmental factors influence performance of business enterprises in state owned tertiary institutions in Osun state? It is on this background, the researchers is interested in carrying out this study in order to investigate the influence of business environment on the performance of business enterprises owned by state tertiary institutions in Osun state, Nigeria.

Purpose of the Study

The study examined the influence of business environment on the performance of business enterprises owned by state tertiary institutions in Osun state. Specifically the study:

1. investigated the influence of economic factors on the performance of business enterprises owned by state tertiary institutions in Osun state;
2. assessed the influence of legal political factors on the performance of business enterprises owned by state tertiary institutions in Osun state;
3. determined the influence of socio-cultural factors on the performance of business enterprises owned by state tertiary institutions in Osun state;
4. examined the influence of competition factors on the performance of business enterprises owned by state tertiary institutions in Osun state.

Research Questions

The following research questions were raised to pilot this study:

1. What is the influence of economic environment on the performance of business enterprises owned by state tertiary institutions?
2. What is the influence of legal-political environment on the performance of business enterprises owned by state tertiary institutions?
3. What is the influence of socio-cultural environment on the performance of business enterprises owned by state tertiary institutions?
4. What is the influence of competition environment on the performance of business enterprises owned by state tertiary institutions?

Research Hypotheses

The following hypotheses were formulated for the study and tested at 0.05 level of significance:

1. There is no significant influence of economic factors on the performance of business enterprises owned by state tertiary institutions ;
2. There is no significant influence of legal-political factors on the performance of business enterprises owned by state tertiary institutions ;
3. There is no significant influence of socio-cultural factors on the performance of business enterprises owned by state tertiary institutions ;
4. There is no significant influence of competition factors on the performance of business enterprises owned by state tertiary institution.

Methodology

The study adopted descriptive research design of a survey type. This design was considered appropriate because this study describes situations concerning the influence of business environment on the performance of business enterprises owned by state tertiary institutions in their normal settings as they occur without any manipulation, while survey design allows every segment of the population to be represented through which inferences were drawn.

The population for this study comprises of 555 members of staff from 26 business enterprises owned and managed by state tertiary institutions in Osun State, Nigeria.

According to tertiary institutions' venture directorate as at the time of this study. The sample for this study consisted of 145 respondents. The selection process was through proportional sampling technique in all the five (5) state owned tertiary institutions in Osun State.

The research instrument used for this study was a set of questionnaire designed by the researcher titled "Influence of Environment on the Performance of Business Enterprises Owned by State Tertiary Institutions in Osun State (IEPBEOSTIO)'. The questionnaire was divided into two sections; section A and B. Section A was used to seek information on bio-data of the respondents on years of working experience while Section B was further broken down to 4 parts, made up of items that measured environmental factors (economic factors, political factors, socio-cultural factors and competition factor).The response scale of the instrument was rated on 4-point Likert scale of Strongly Agreed (4-points), Agreed (3-points), Disagree (2-points), and Strongly Disagree (1-point).

The instrument was subjected to face and content validity, which were carried out by two experts in Business Education, Tests and Measurement, Faculty of Education, Ekiti State University, Ado-Ekiti. The observations of these experts were considered and effected to ensure that the instrument measured what it purported to measure. The reliability of the instrument was conducted at Obafemi Awolowo University, Osun state that was not part of the sample. For the pilot study, a total number of 20 respondents were used. The data obtained from the pilot study were then subjected to Cronbach Alpha reliability. The reliability coefficient of 0.78 was obtained. This was considered high enough to be reliable for the study. The questionnaires were administered to the respondents by the researchers, collected and analyzed. Statistical Packages for Social Science were used to analyse data (SPSS). Descriptive statistics such as mean, percentage, frequency count and standard deviation were used to answer the research questions raised while correlation analysis was used to test the null hypotheses at 0.05 level of significance

Results

Testing of Hypotheses

Hypothesis 1: There is no significant influence of economics factors on the performance of business enterprises owned by state tertiary institutions in Osun state

Table 1: Correlation Analysis showing Influence of Economics Factors on Performance of Business Enterprises Owned by State Tertiary Institutions

Variables	N	Mean	S.D	r_{cal}	r_{tab}	decision
Business Performance	120	2.85	0.31	0.247*	0.178	Sig
Economics Factor	120	1.81	0.81			

Source; Field survey, 2023 $p > 0.05$

Table 1 revealed that r_{cal} (0.247*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted, this implies that there is a significant influence of economic factors on performance of business enterprises owned by public tertiary Institutions

Hypothesis 2: There is no significant influence of legal-political factors on the performance of business enterprises owned by state tertiary institutions in Osun state

Table 2: Correlation Analysis Showing influence of Legal-Political Factors on Performance of Business Enterprises Owned by Public Tertiary Institutions

Variables	N	Mean	S.D	r_{cal}	r_{tab}	decision
Business Performance	120	2.85	0.31	0.295*	0.178	Sig
Legal-Political Factors	120	1.66	0.81			

Source; Field survey, 2023 p> 0.05

Table 2 revealed that r_{cal} (0.295*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted, this implies that there is a significant influence of legal-political factors on performance of business enterprises owned by public tertiary institutions

Hypothesis 3: There is no significant influence of Socio-cultural factors on the performance of business enterprises owned by state tertiary institutions in Osun state

Table 3: Correlation Analysis on Influence of Socio-cultural Factors on Performance of Business Enterprises Owned by State Tertiary Institutions

Variables	N	Mean	S.D	r_{cal}	r_{tab}	decision
Business Performance	120	2.85	0.31	0.420*	0.178	Sig
Socio-cultural Factors	120	1.83	0.78			

Source; Field survey, 2023 p> 0.05

Table 3 revealed that r_{cal} (0.420*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted, this implies that there is a significant Influence of socio-cultural factors on Performance of Business Enterprises Owned by Public Tertiary Institutions

Hypothesis 4: There is no significant influence of competition factors on the performance of business enterprises owned by state tertiary institutions in Osun state

Table 4: Correlation Analysis Showing influence of on Competition Factors Performance of Business Enterprises Owned by State Tertiary Institutions

Variables	N	Mean	S.D	r_{cal}	r_{tab}	decision
Business Performance	120	2.85	0.31	0.283*	0.178	Sig
Competition Factors	120	1.94	0.72			

Source; Field survey, 2023 p> 0.05

Table 4 revealed that r_{cal} (0.283*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted, this implies that there is a significant influence of competition factors on performance of business enterprises owned by state tertiary institutions

Discussion of Findings

Table 1 revealed that r_{cal} (0.247*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted, this implies that there is a significant Influence of economic factors on Performance of Business Enterprises Owned by Public Tertiary Institutions. This is in line with the findings of Nwekpa and Ewans (2015) in their work on the effect of economic environmental factors on small scale business performance in Nigeria when they noted that high inflation rate, exchange rate, multiple tax, finances and interest rate as economic indices have a significant effect on the performance of small scale businesses in Nigeria.

Table 2 revealed that r_{cal} (0.295*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted, this implies that there is a significant Influence of legal-political factors on Performance of Business Enterprises Owned by Public Tertiary Institutions. This is in support of the findings of Mark and Nwaiwu (2015) research work which showed that political environment has a negative impact on business performance of multinational companies in Nigeria).

Table 3 revealed that r_{cal} (0.420*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted. This implies that there is a significant Influence of socio-cultural factors on Performance of Business Enterprises Owned by Public Tertiary Institutions. Joseph, Peter and Charles (2014) in their study, observed that there is positive effect of socio-cultural factors on the performance of business enterprise. Richie (2007) affirmed that cultural-orientated products have many contents that reflect users' lifestyles as well as providing them with symbolic personal, social and cultural values that facilitate business performance.

Table 4 revealed that r_{cal} (0.283*) is greater than r_{tab} (0.178) at 0.05 level of significance. The null hypothesis is not accepted. This implies that there is a significant Influence of Competition factors on Performance of Business Enterprises Owned by state Tertiary Institutions. This is in line with the submission of Onikoyi (2017) who indicated that, the impact of product innovation and pricing on organizational performance was higher in the company when consumers perceive product innovation as stronger, more favorable and more unique.

Conclusion

Based on the findings of the study, it has been established that all the identified environmental factors (Economic, Legal-political factor, Socio-cultural factor and competition have great influence on the performance of Business Enterprises Owned by State Tertiary Institutions in Osun state. It was also concluded that in order to sustain good performance of Business Enterprises Owned by State Tertiary Institutions in terms of sales volume, assets acquisition, employees' satisfaction among others, factors like financial indiscipline among staff, management interference, culture of outsourcing job to contractors, undue appointment of members to sensitive position and internal crisis are major factor influencing performance of the enterprises. It was further concluded that other prevailing environmental factors like inflation, high lending rate, border closure policy, culture, competition. The study also concluded that unavailability of credit facility were found to be challenges to the performance of business enterprise and where adequate attention are not paid to these factors, it would definitely impede the performance of the enterprise. Study further concluded that the performance of business enterprises is moderate.

Recommendations

In view of the findings from the study, the following recommendations were made:

- Institution's management should make fund available in form of grant and accord full support to the enterprise by awarding contract to these business enterprises for an enhanced good performance. Through this, they could make more money.
- Some of the government policies on tax that are unfriendly to business should be revisited and appointment of members of the ventures' management board to sensitive position should be based on credibility and qualification in order to avoid fraudulent practices..
- To beat the challenges of low sales during strike period, business enterprise should extend their market outside the campus area.
- The activities of the competitors to outsmart sales should be monitored regularly by the management of the enterprise so as to design appropriate mechanism to tackle them and Government should create an enabling flat legal requirement to all business enterprises to negate restriction impose by association of competitors

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