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RESEARCH ARTICLE

**EXPORT-PRENEURIAL BEHAVIOURS AND PROFITABILITY OF SELECTED NON-OIL
 ENTERPRISES IN SOUTH-WESTERN NIGERIA.**

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Abstract

Export-preneurial Behaviours constitute strategy options deployed to expand cross-border demand and improve profitability of enterprises due to perceived saturated domestic markets. This paper examined the effect of export-preneurial behaviours on profitability of selected non-oil enterprises in South-Western Nigeria. Data were collected through validated questionnaire administered to two hundred and forty-five respondents after establishing the reliability test. Linear multiple regression analysis was conducted to depict profitability as a function of export-preneurial behaviours. The results indicated that export-preneurial behaviours significantly affected profitability along entrepreneurial orientation, distribution logistics and trust, entrepreneurial mindset, and packaging. Social network was otherwise not significant among the surveyed firms profitability. Recommendation was pillared on social capital as this enables interconnectivity, interdependency, required orientation, mindset and trust to improve relationships which invariably influence profitability.

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Introduction:-

Profit-oriented behaviours have been the engine driving capitalism, wealth maximization and largely embraced by entrepreneurs that seek to demonstrate agility in responding to competition in the domestic and global markets. Evidence from firms originating from newly industrialized countries such as South Korea, Taiwan, and Singapore have seen this trend to be based on an inclination to embrace outward-oriented export-led growth targeted at enjoying new market opportunities and improving profitability. Yet, Nigeria export-preneurs are continuously lacking in the demonstration of behaviours capable of engendering agility towards incremental profitability as reported by the Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA)/Nigerian Association of Women Organized Group (NAWORG), (2018) especially in the non-oil sector.

The continued neglect and decline of the non-oil export sector has caused a hollow in the profitability of Nigeria's real sector (Igwe, Edeh, & Ukpere, 2015). For example, the agricultural sector output have consistently recorded low yields as a result of lack of orientation by the farmers on innovative methods of pesticide application, mechanization of farming, preservation of seasonal foods and quality of seedlings. This has been further heightened by the destruction of farms by herds of cattle and floods, making it impossible for these farmers to meet home demand, or even consider cross-border opportunities (Boso, Adeola, Danso, & Assadina, 2017). The continuous

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unattractiveness of the home-made products has reduced export competitiveness in foreign markets as packages have fallen below acceptable world-standards (Ajayi, 2016; NACCIMA/NAWORG Export Conference report, 2018). Also, the distribution and logistics infrastructural issues such as availability of commodity boards which have become extinct, have caused scarcity and price fluctuations, resulting in the erosion of profitability indices (Igwe, et. al., 2015; NACCIMA/NAWORG Export Conference, 2018).

Reports in *TheGUARDIAN* by Salau (2017) indicated that owing to the congestion challenges in the Lagos seaports, cargo-laden containers worth over N5trn were seen stranded within the vicinity. The *Nation* newspaper further revealed that the congestion situation provides no hope of resolution in the near future, as reported by Jibueze and Ehikoya (2018), as trucks laden with containers transiting in and out of the ports are seen causing more obstruction around. The APM sustainability report (2018) indicated that significant drops in the Naira value against the dollar since 2015 and the breakdown of Lagos road infrastructure, has caused Nigerian manufactured import and export to lose almost USD 30 billion in value (65%-70%), which is associated with around 7.0-8.9 million lost jobs and reductions in GDP of around USD 35.0-54.3 billion out of a total GDP of around USD 400 billion.

Post-independence in Nigeria has seen various governments enacting policies ranging from protectionism policy (1960) (Okere & Iheanacho, 2016); trade liberalization policy (1986) (Okoye, Nwakoby, Modebe, & Okorie, 2016); export expansion grant (EEG) in 2013, suspended (Ezeudu, 2014) and reintroduced in 2017 (Nigerian Export Promotion Council, NEPC Circular, 2017) and even the abolition of export duty and establishment of Export Development Fund (EDF), targeted at promoting non-oil export, yet all these have yielded very little (Monogbe & Okah, 2017; Okwu, Dada, & Owolabu, 2013). Evidence from National Bureau of Statistics (NBS, 2018) has confirmed that the export trade performance fulcrum has continuously tilted towards oil exports, showing a nose dive of non-oil export contribution to the nation's GDP from USD\$7,243.5m (2013) to USD\$ 1,749.8m (2017).

Although, Dhliwayo (2016); Mbaegbu, (2016); Opara and Adiele (2014); and Ibrahim and Elumah (2016) have surveyed various classes on enterprises ranging from the micro to the large enterprises in Nigeria, and found positive significant effects of export-preneurial behaviours on profitability, the study of Adisa, Adeoye and Okunbanjo (2016) presented a divergence with no significant effect from investigations carried out in the southern region of Nigeria. Also, it was observed that all these scholars (Adisa, Adeoye, & Okunbanjo, 2016; Dhliwayo, 2016; Ibrahim & Elumah, 2016; Mbaegbu, 2016; and Opara & Adiele, 2014) only considered export-preneurial behaviours from contextual measures such as (orientation, distinctive product features and distributor choices, business trust and experience). This study sought to provide more conclusive results on the relationship between export-preneurial behaviours and profitability, with the introduction of entrepreneurial mindset and social networks viewed as institutional support to give a more robust assessment. Based on the empirical and non-empirical observations, the study examined the effect of export-preneurial behaviours on profitability of selected non-oil export enterprises in South-Western Nigeria. This paper consists of five sections: introduction, brief review of related literature, methodology and model specifications, results and discussion of findings, and then the conclusion and recommendations.

Export-preneurial Behaviours

Export-preneurial behaviours are the practices displayed by export-preneurs targeted towards export entry, expansion, and performance (Reid, 1981; Michael & Araujo, 1985). Some authors (Boso, Cadogan, & Story, 2012; Cadogan, Morgan & Story, 2006; Miocevic & Crnjak-Karanovic, 2011) declassified these behaviours to be the export-based orientation, distribution, mind-set and alertness towards foreign market information. Hamilton (2015) and Nuseir (2016) considered export-preneurial behaviours as the actions and strategies which entrepreneurs desiring to leverage on foreign market opportunities adopt and exhibit towards overcoming saturated home-based markets in engendering performance growth. There are two explained typologies of export-preneurial behaviours: entrepreneurial-oriented behaviour and export-market behaviours. Entrepreneurial-oriented behaviours are the owner-manager specific resources, capabilities, attitudes which an export-preneur exhibit to distinctively differentiate its firm from export competitors (Abiodun & Rosli, 2014; Bouazza, Ardjouman, & Abada, 2015). For this paper, they will be considered as entrepreneurial orientation, entrepreneurial mindset, trust, and social networks. The export market behaviours, on the other hand, are the adaptive behaviours that enable firms respond to foreign market customers' needs and preferences (Boso, et. al., 2012). This study will consider these behaviours from the lenses of packaging and distribution logistics. Despite the aforementioned definitions, this paper defines export-preneurial behaviours as the unique firms' specific soft and hard capabilities exhibit to gain incremental profitability from cross-border locations.

Profitability

Profitability is a blend of two words, “profit” and “ability”, and is literally explained as, the ability to make profit. Profitability is the ability to get returns from all the business activities of an enterprise or firm (Tulsian, 2014). Earlier scholars (Gazely & Lambert, 2006; Sivathaasan, Tharanika, Sinthuja, & Hanitha, 2013) defined profitability as the capacity of an enterprise to generate returns as a result of input costs falling lower than generated income. Nishanthini and Nimalathasan (2013) explained that profitability shows how efficiently the management of firms can enhance performance with its unique and heterogeneous resources available in the market. Joachim (2014) sees profitability as a determinant of a firm’s survival and eventual overall success. Profitability is measured from the financial results and firms ratios such as profits, return on investment (ROI), return on equity (ROE), return on assets (ROA), return on sales (ROS), return on capital employed (ROCE), earnings before interest and tax (EBIT), gross profit ratios (GPR); operating profit ratio (OPR), net profit ratio (NPR) as identified by Masa’deh, Tayeh, Al-Jarrah, and Tarhini, (2015); Nishanthini and Nimalathasan, (2013); and Sivathaasan et al. (2013). Profitability within this paper is defined as organic financial gain as a result of investment of resources in a business.

Export-Preneurial Behaviours and Profitability

Export-preneurial behaviours and profitability relationship depicts a rare combination of unique heterogeneous capabilities utilized efficiently by export firms within a foreign market environment, to gain comparative advantage, and earn above returns in terms of financially (Penrose, 1959). Established literature (Ahimbisibwe & Abaho, 2013; Boso, Oghazi, Cadogan, & Story, 2016; Jalali, 2012; Samson & Mahmood, 2015) demonstrated positive significant effects of entrepreneurial orientation on profitability with indicators of proactiveness, innovativeness and risk-taking propensity of export-preneurs in their respective studies.

Other scholars that sought to investigate packaging and distribution logistics (Erdil & Özdemir, 2016; Karibo 2017; Koksall & Kettaneh, 2011; Ling-ye, 2001b; Somuyiwa, 2010) as indicators of export-preneurial behaviours also, found positive significant influence on profitability. Furthermore, trust and social networks from the context of institutional support, and public relations with government agencies has been seen to engender positive significance on export profitability in various studies (Ajayi, 2016; Chang & Fang, 2015; Enad, 2017). Social network and cooperation were also seen to influence a company’s export activities and corresponding profitability returns (Borgersen, 2006). Yazeed (2017) found that entrepreneurial mind-set contextualized as self-efficacy, risk-taking and locus of control, revealed positive significant results on the profitability.

Ho and Svien (2013) failed to find any significant impact of product packaging, distribution and logistics, as measures of export-preneurial behaviours on export performance from the profitability context. Similarly, export-preneurial behaviours with indicators of trust and social networks were found to be unsupportive of profitability in studies of Burlina (2017) and Ling-ye and Ogunmokin (2001). The aforementioned studies reveal divided conclusions among academic scholars on the export-preneurial behaviours and profitability relationship. This lack of consensus could be attributable to differences in indicators of export-preneurial behaviours which have been seen to be measured from the individual-specific (entrepreneurial orientation, entrepreneurial mind-set), firm specific (trust, social networks) and market-specific behaviours (packaging and distribution logistics). It could also be as a result of the divergence of geographical locations which could have interfered in the areas where the researches were carried out, leaving future scholars in a dilemma on clarity of position on the relationship.

The work of Penrose (1959) theoretically positions firms’ as unique soft and hard capabilities or behaviours stimulate financial returns. This presupposes that when firms’ efficiently combine these different behaviours which are entrepreneurial orientation, social networks, distribution logistics, entrepreneurial mindset, trust and packaging, they are able to achieve above average returns. These capabilities which are rare, valuable, inimitable and non-substitutable though different, must be combined uniquely in engendering incremental gains/profits, in form of foreign export inflows (Barney, 1991; Dess, Lumpkin, Eisner, McNamara & Kim, 2012). The Resource Base View is relevant to this study because it emphatically advocates for a mix of tangible (packaging, distribution logistics) and intangible (social networks, trust entrepreneurial orientation and mindset) resource capabilities.

Supporters of the theory extended the discourse with emphasis on capability development, enhancement and renewal to cover for changes in the business environment, as highlighted by the dynamic capabilities proponents (Hitt, Xu & Carnes, 2016; Teece, Pisano, & Shuen, 1997). Another supporter, Grant (1966) expanded further with emphasis on mainly the intangible and dynamic context, and permitting for idiosyncratic knowledge development which remains the core for gaining incremental competitive advantage over rivals in creating wealth in the process. The seminal

study of structure-strategy link carried out by Chandler (1962) further supported the RBV theory but suggests organization design is capable of influencing firm performance. Other supporters of the theory are Mata, Fuerst and Barney (1995) and Peteraf (1993).

Methodology:-

This study utilized cross-sectional survey research design. The choice of the aforementioned approach is pillared on the prognostic robustness in determining the effect of one predictive variable on another variable, at a categorical time. This approach was utilized by Ajayi (2016); Navarro-Garci'a, (2016) and Prim, Amal, and Carvalho, (2016) as they dived into an understanding of human behaviours. The unit of analysis of the sample for the study were the owner/managers of performing and registered non-oil export firms in South-Western Nigeria largely because they wield the power to make export decisions on behalf of the firms they represent. Concentration on South-Western Nigeria is based on the fact that the region houses the highest number of export firms in the country (NEPC, 2017).

A total population of three hundred and ninety-five (395) export firms within the South-Western region was further filtered to reflect only duly registered exporters with proven record of five years uninterrupted trade between 2013 and 2017. Based on these event exclusion criteria, the population was further filtered to arrive at a finite population of size of two hundred and forty-five (245) and also adopted as the sample size of the study using the partial enumeration method, due to the small population size. A structured questionnaire was adapted from previous studies (Arokodare, 2018; Cates, 2018; Hoang, 2015; Holtgrave & Onay, 2017; Ogunnaike & Kehinde, 2013; Sabah, Abbas, Tanwir, Ahmed, Arsalan, Arif, Ali, Adnan, Haroon, & Rizvi, 2014; Covin & Wales, 2011; Zhou, 2002) along the constructs with sections capturing demographic information, export-preneurial behaviour sub-variables and profitability using a likert scale ranging from very high (6) to very low (1). Export-preneurial behaviours construct was measured using entrepreneurial orientation, social networks, distribution logistics, trust, packaging and entrepreneurial mind-set as indicators while Profitability construct was measured on a year-on-year comparative review from industry context.

Pilot testing was carried out to test the content of the research instrument and validation and reliability was confirmed through Kaiser-Meyer Olkin (KMO) > 0.6, Bartlett's test < 0.05, Composite reliability > 0.7 and Average Variance Extracted > 0.5 and scores from Cronbach's Alpha Coefficients > 0.7 respectively. This pilot testing was conducted in the South-south region of Nigeria largely because it has close resemblance with the study location. Afterwards, primary data for the study which was retrieved by well-trained research assistants from the field was treated to conform to the assumptions of regression as well minimize errors in data collected and provide for better results. The researchers developed a structured model for the study using the main constructs, and the data was analysed using multiple linear regression analysis.

Econometric Model Specification of the study

PR = f (EO, SN, DL, TR, EM, PA) ----- Functional relationship

EB = (EO, SN, DL, TR, EM, PA)

PR = $\alpha_0 + \beta_1EO + \beta_2SN + \beta_3DL + \beta_4TR + \beta_5EM + \beta_6PA + \mu_i$ ----- Regression Eqn. I

Where

PR:	Profitability	EB:	Export-preneurial Behaviours
EO:	Entrepreneurial Orientation	SN:	Social Networks
DL:	Distribution Logistics	TR:	Trust
EM:	Entrepreneurial Mind-set	PA:	Packaging

μ_i = Capturing other variables not explicitly stated in the model (Error term)

β_0 = Intercept of the regression equation

β_1 - β_6 = The coefficients to be estimated which reveal the effect of Export-preneurial Behaviours (EB) on the explanatory variable, Profitability (PR).

From the theoretical underpinning, the RBV presupposes that profitability (PR) arises from the combination of entrepreneurial orientation (EO), social networks (SN), distribution logistics (DL), entrepreneurial mindset (EM), trust (TR) and packaging (PG) which constitute export-preneurial behaviours. The aforementioned constructs (x.....x)ⁿ relate and interact in this study to explain export-preneurial behaviours which engender profitability, and as such challenges existing knowledge and expands the assumptions of this study to depict (PR = $\alpha_0 + \beta_1EO + \beta_2SN + \beta_3DL + \beta_4TR + \beta_5EM + \beta_6PA + \mu_i$). The RBV invariably aligns and depicts export-preneurial behaviours as

influencers of profitability of non-oil export firms. Hence, this study utilized structured models prescribed in regression analytical forms due to its ability to determine cause and effects as well as the strength of relationships of the interacting variables. Also, the theory has confirmed the rudimentary assumptions of regression analysis (normality, linearity, homoscedasticity, and multi-collinearity) in arriving at the econometric equations. As such, the apriori expectation is that if results reveal a $p \leq 0.05$ and $\beta_1 \neq 0$ (where β_1 represents $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5,$ and β_6); a rejection of the hypothesis would be favoured. This study adopted high ethical considerations hinged on the exercise of confidentiality and anonymity during the questionnaire design, to encourage voluntary responses. Also, respondents' benefits were outlined, while efforts to avert plagiarism issues made to provide for originality of the research work.

Results and Discussions of Findings:-

Demographic presentations of data findings from the questionnaire survey revealed only 208 responses were useable for analysis confirming an 85% response rate. Of the 208 respondents, 138 respondents (66.3%) were owners of the firm while 70 respondents (33.7%) were export managers of the firms investigated. In terms of staff strength, over 84.1% of the respondents have less than 50 staff, while staff strength of between of firm with 50-199 were 30 (14.4%) and more than 200 were only 3 (1.4%) of the total respondents responses received. However, the main hypothesis of the study was subjected to a multiple regression analysis and the results are presented in Tables I and II.

Table I:-Model Summary and ANOVA

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	76.305	6	12.717	16.835	0.000 ^b
Residual	151.842	201	0.755		
Total	228.147	207			

R = 0.578; R square = 0.334; Adjusted R square = 0.315

Predictors are (Constant), Entrepreneurial Orientation (EO), Social Networks (SN), Distribution Logistics (DL), Entrepreneurial Mind-set (EM), Trust (TR), and Packaging (PG)

Dependent Variable is PR = Profitability

Source: Author's Field Study Computation, 2019

Table I revealed the results of the effect of export-preneurial behaviours on profitability of the selected enterprises in South-Western Nigeria. With values showing significance ($F = 16.835$; p - value = 0.000), it depicts that export-preneurial behaviours (EB) is a significant influencer of profitability (PR). Also, the $R = 0.578$ revealed a moderate positive significant relationship exists between the study export-preneurial behaviours and profitability at $p < 0.05$. Furthermore, the adjusted R^2 of 31.5% explains the measure of how much the variability in profitability is accounted for by export-preneurial behaviours indicators, while the balance of 68.5% were accounted for by other factors not surveyed in this study. Based on these results in Table I, the model fitness was confirmed good and robust.

Table II:-Regression Coefficients: Export-preneurial Behaviours and Profitability

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.514	0.666		-0.772	0.441		
EO	0.322	0.144	0.147	2.237	0.026	0.772	1.296
SN	0.168	0.110	0.108	1.532	0.127	0.669	1.496
DL	0.633	0.119	0.378	5.327	0.000	0.657	1.521
EM	-0.465	0.136	-0.274	-3.432	0.001	0.521	1.919
TR	0.696	0.150	0.385	4.629	0.000	0.479	2.088
PG	-0.272	0.110	-0.171	-2.480	0.014	0.697	1.435

Note: Predictors are (Constant), Entrepreneurial Orientation (EO), Social Networks (SN), Distribution Logistics (DL), Entrepreneurial Mind-set (EM), Trust (TR), and Packaging (PG)

Dependent Variable is PR = Profitability

Source: Author's Field Study Computation, 2019

Table II unveiled the multiple regression analysis output of export-preneurial behaviours (EB) (entrepreneurial orientation, social networks, distribution logistics, entrepreneurial mindset, trust, packaging) on profitability (PR). Entrepreneurial orientation (EO) with ($\beta = 0.322$, $p = 0.026 < 0.05$); distribution logistics (DL) with ($\beta = 0.633$; $p = 0.000 < 0.05$); trust (TR) with ($\beta = 0.696$; $p = 0.000 < 0.05$) provided positive and significant associations with profitability (PR) at 5% significance level while entrepreneurial mind-set (EM) with ($\beta = -0.465$; $p = 0.001 < 0.05$) and packaging (PG) with ($\beta = -0.272$, $p = 0.014 < 0.05$) revealed negative significance with profitability. This implies that EO, DL, EM, TR and PG are the major drivers of profitability (PR) with EO, DL, and TR revealing incremental tendencies, while EM and PG provided declining propensity, as at the time of the study of the enterprises in South-Western Nigeria.

The β value of Social network (SN) with ($\beta = 0.168$, $p = 0.127 > 0.05$); revealed no significance on profitability. This implied that social networks (SN), was not a major contributing factor of profitability (PR) as at the time of this study. Hence, the final regression model, which would retain only significant variables of export-preneurial behaviours, and is represented with the unstandardized coefficient linear equation as:

$$PR = -0.514 + 0.322EO + 0.633DL - 0.465EM + 0.696TR - 0.272PG \dots\dots\dots \text{Eqn. II}$$

Where: PR = Profitability EO = Entrepreneurial Orientation
DL = Distribution Logistics EM = Entrepreneurial Mindset
TR = Trust PG = Packaging

From the model, when all dimensions of export-preneurial behaviours (entrepreneurial orientation, social networks, distribution logistics, entrepreneurial mindset, trust, packaging) were constant at zero, the profitability of the selected enterprises in South-Western Nigeria was in a profitability position of (-0.514). Also, the results reveal regression coefficients ($\beta_i \neq 0$) that were significantly different from zero and $p < 0.05$. Furthermore, the Collinearity Statistics as provided in Table II confirmed the multicollinearity status, in compliance with the assumptions of regression. The results clarified that the data were free from multicollinearity problems as it indicated VIF values that were less than 10 and corresponding tolerance values that were above 0.10 as evident in Table II. Despite the insignificance of some of the regression coefficients, the combined p-value of the model was significant at 0.000. Hence, the results depicted that export-preneurial behaviours have significant effect on profitability of the selected enterprises investigated in South-Western Nigeria.

The results demonstrated that export-preneurial behaviours predictors jointly exhibited positive significant relations with profitability of the surveyed selected enterprises in South-Western Nigeria. The results further showed that a unit increase in entrepreneurial orientation, distribution logistics, and trust increased profitability of selected enterprises by 0.322, 0.633, and 0.696 respectively. It also revealed that a unit increase in entrepreneurial mindset and packaging provided a corresponding decrease in profitability. However, the export-preneurial behaviours predictors had statistically significant combined effect on profitability of the selected enterprises investigated at $p = 0.000$ as visible from Table I, and as such confirmed the objective of the study and provided a rejection of the hypothesis stated in the null form from the objective.

The findings of this study were supported by the outcomes of various authors (Ahimbisibwe & Abaho, 2013; Akinwale, Adepoju & Olomu, 2017; Boso et al., 2016; Cadogan et al., 2016; Erdil & Özdemir, 2016; Karibo, 2017; Koksai & Kettaneh, 2011; Kongmanila & Takahashi, 2009; Ling-yee & Ogunmokun, 2001b; Skender, Host, & Nuhanovic, 2016; and Somuyiwa, 2010). In corroboration of entrepreneurial orientation influencing profitability, Ahimbisibwe and Abaho (2013) confirmed this after an investigation of SMEs in Uganda, while the findings of Kongmanila and Takahashi (2009) and Akinwale et al. (2017) also followed suit. Cadogan et al. (2016) gave credence to the results of this study largely because their study found entrepreneurial orientation to be instrumental to profitability changes after investigating of Ghanaian small and medium enterprises. Also, Yazeed (2017) provided support to the findings of this study as entrepreneurial mindset was observed to affect profitability after an investigation of small and medium enterprises in Kaduna State but the direction of influence was divergent with a positive tendency revealed. Empirical investigations (Erdil & Özdemir, 2016; Karibo 2017; Koksai & Kettaneh, 2011; Ling-yee & Ogunmokun, 2001b; Somuyiwa, 2010) on packaging and distribution logistics as indicators of export-preneurial marketing behaviours observed positive significance on profitability, and provided a great support to this study's findings from the distribution logistics context and a slight variation in direction for packaging which provided negative direction of the significance on profitability.

Ho and Svien (2013) contributed to the debate as their study failed to find any significant impact of product packaging, distribution and logistics on export performance, as it found packaging and distribution logistics as insignificant to profitability, thereby providing a divergence from this study's findings. Although, Ajayi (2016) found entrepreneurial orientation, trust and social networks to have significant effect on profitability, he provided mixed implications for this stud. In terms of entrepreneurial orientation and trust, this study's argument was upheld, but a variation was found in terms of social networks in comparison to the findings of this study. A survey of Sudanese firms carried out by Enad (2017) also found statistically significant relations as regards trust, commitment and entrepreneurial mind-set as export-preneurial behaviours that could influence profitability of the firms and these results are in tandem with the findings of this study.

Chan and Fang (2015) also found trust and social capital to be significant to profitability in their study and further gave credence to the findings from this study. While the works of Borgersen (2006) diverged from this study's results as it confirmed social networks to have significant influence on profitability, the works of Burlina (2017) and Ling-ye and Ogunmokun (2001b) provided support to the findings of this study as regards social networks, to be unsupportive in stimulating profitability but provided divergence as regards trust, which is seen to be significant in promoting incremental profitability. With reference to distribution logistics, the finding of Skender, Host and Nuhanovic (2016) is upheld with the position that distribution logistics has great influence on profitability for their sample studied. By implication, there is a tendency for profitability to grow only, when firms that have understood the needs and preferences of their clientele base and demonstrated agility towards it, gained high trust levels through ensuring swift distribution and transportation of buyers' products, and still ensuring that with the right mindset, packaging costs are dealt with lowest minimal levels.

When positive export-preneurial behaviours are adopted, agility in response to new market opportunities in the foreign locations influences incremental performance, which is observed in growth in revenue generating possibilities. Export-preneurs within the South-Western Nigeria have proven that profitability is indeed influenced when unique behaviours such as entrepreneurial orientation, social networks, distribution logistics, trust, entrepreneurial mindset and even packaging are adopted.

Conclusion and Recommendations:-

This paper examined export-preneurial behaviours (entrepreneurial orientation, social networks, distribution logistics, entrepreneurial mindset, trust, packaging) effect on profitability with focus on selected non-oil export enterprises within South-Western Nigeria. The results showed that the export-preneurial behaviours predictors jointly affect profitability positively. However, the individual effect differs in terms of statistical significance, direction and relative effect. While social networks revealed no significant effects on profitability, entrepreneurial orientation, distribution logistics and trust exhibited positive and significant effects on profitability, leaving only entrepreneurial mindset and packaging confirming negative significance on profitability.

Thus, the study concluded that owner/managers must ensure that export-preneurial behaviours which are relational-inclined such as trust, social relations with players within the value chain such as the supplier and the government support and the distribution logistics opportunities towards goods delivery should be capitalized upon for continuous increase in profitability to be confirmed. Export-preneurial behaviours become a necessity for export-preneurs to imbibe in their trade dealings in order to engender profitability and invariably improve performance.

The study recommends that intending buyers of Nigerian non-oil export products must make effort to clearly state specifications unique, not only to their firm's specification, but also specific to their country's own authorization bodies and standardization agencies. For example, Nigerian brown beans is currently banned from European Union (EU) countries, due to the type of pesticide used as preservative which is not fit for human consumption, as such ends up being returned if erroneously shipped. This will forestall possible rejection of exported goods from the Nigerian market, and would minimise losses to the intending buyers from the Nigerian export market.

Also, the study provides more empirical clarifications to the resource based view theory, on how the combined unique but heterogeneous capabilities such as trust, social networks, entrepreneurial orientation and mindset (managerial capabilities); and distribution logistics, packaging (market capabilities) are able to improve performance indices of profitability. Despite the managerial and empirical contributions of the paper, the research suggests that further studies that would investigate the role of payments methods on profitability with trust as a moderator.

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Competing Interests

Authors have declared that no competing interests exist.

Author's Biography

Johnson A. Egwakhe is Professor of Entrepreneurship with a doctoral degree in Commerce. With over fifteen years' experience in academic and public sector as a lecturer, consultant, and researcher, he is known for his expertise in corporate planning and financial projection, budget evaluation and analysis, strategic modelling and crisis management. He has authored a book, titled Self Efficacy and Entrepreneurship Tendency and many scholarly articles and has supervised many doctoral students. He is currently the Director, Babcock Centre for Executive Development.

Dr Adesoga Adefulu is an Associate Professor of Business Administration in the School of Management Sciences at Babcock University and a fellow of the National Institute of Marketing of Nigeria [NIMN]. He has held many leadership roles such as Director, Centre for Entrepreneurship of Babcock University, acting Head of Department. Currently, the Departmental Co-ordinator of Postgraduate programs, the editorial secretary of Babcock Journal of Management & Social Sciences (BJMASS) and Babcock Business and Marketing Review (BBMR). His work is widely published in accredited journals both locally and internationally and has won postdoctoral research fellowship award for two years at the University of South Africa and also won the research output award at the College of Economic and Management Sciences (CEMS) in 2016.

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