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Analysing the Drivers of Elite Interest in Hybrid Entrepreneurship in West Africa

Kingsley Anfom

Lecturer, Department of Accounting and Finance, Business School, Takoradi Technical University, Takoradi Ghana

Samuel Ebi Yamike Brew

Lecturer, Business Department, Radford University College, East Legon, Ghana

Abstract:

Hybrid Entrepreneurship (HE) is growing in developing and developed countries due to the failure of start-ups. The article investigates the current surge of interest in hybrid entrepreneurship in five Anglophone West African countries by examining the effects of entrepreneurial intention, entrepreneur self-efficacy, job insecurity, and job satisfaction on hybrid entrepreneurship in the agricultural sector using quantitative techniques for data collection and analysis. Data validation was done using a structural equation model, while a linear hierarchical regression model was used to check relationships between the constructs. The results show that entrepreneurial intention, entrepreneur self-efficacy, and job satisfaction positively affect hybrid entrepreneurship. Though job insecurity positively affects hybrid entrepreneurship, its effects are statistically insignificant. The results also show that job satisfaction, job insecurity, and entrepreneur self-efficacy positively influence the entrepreneurial intentions of hybrid entrepreneurs. The researchers recommend that the ministries, agencies and authorities in these countries should help change the perception of agriculture as an occupation for the less educated and illiterate and make it attractive to the elite by helping them acquire current technologies and agro-equipment.

Keywords: Hybrid entrepreneurship, entrepreneurs' intention, entrepreneur self-efficacy, job insecurity, job satisfaction

1. Introduction

The agricultural sector continues to be the highest employer in several West African countries. Even so, there has been nominal growth in the commercialization of farming, especially in smallholder farms. The industry holds enormous potential for growth as there is a vast domestic and export market for produce (Plantwise et al., 2020). The recent surge in foreign investment in agriculture has been driven mainly by expatriate farmers on specific crops solely for markets outside the continent, with locals importing massive amounts of food for domestic consumption (Dias, Rodrigues & Ferreira, 2019b).

Over the years, as the percentage of the West African population working in agriculture keeps dwindling, food production has seen some growth, indicating the application of improved farming methods, equipment, and other farming materials (Dias et al., 2019b). Though studies have established an overall increase in food production due to the increased commercialization, most researchers are silent on the growth of professionals in paid jobs engaged in farming alongside their high-paid employment (Kangogo, Dentoni, and Bijman 2021).

There is a research gap in factors driving elites into agriculture, which was once recognized as a profession for the illiterate, less educated, and vulnerable village dwellers, as many professionals have become hybrid entrepreneurs in the agricultural sectors in West Africa (Gyapong, 2020). Most of these elite professionals venturing into agriculture may contribute hugely to the changing face of agriculture in Africa (Dias, Rodrigues & Ferreira, 2019a). These elite farmers demonstrate the most traits of hybrid entrepreneurs in the technological sector (Schulz, Urbig & Procher, 2017).

The elite hybrid entrepreneurs in agriculture are more educated and younger than the traditional farmer. They eject more resources into the sector, apply better technology, improve farming methods than conventional farmers (Umeh, 2017), and are gradually changing the perception of farming in West Africa (Asante et al., 2022). However, the involvement of these elite hybrid entrepreneurs is strengthening the sector, and there is a research gap as to what is driving gainfully employed professionals into agriculture. In addition, why are they not engaging fully in farming but instead investing colossal capital into the venture yet holding on to their positions in other firms?

To discover the growth of elite interest in agriculture in Anglophone West Africa, the researchers explore the effects of critical drivers of hybrid entrepreneurship (HE) concerning the surge of elite professionals adopting agriculture as a hybrid enterprise (Brändle & Kuckertz, 2021). The constructs of Entrepreneurs' Intention (EI), Entrepreneur Self-Efficacy (ESE), Job Insecurity (JI), and Job Satisfaction (JS) were explored. The above constructs have been studied as

drivers of HE in mainly technological industries (Viljamaa, Varamäki, Joensuu-Salo, 2017; Asante et al., 2022) but not in the field of agriculture. Again, fewer studies have paid attention to the surge in HE in agriculture in developing countries.

The interplay of JS and JI in influencing HE remains a debated issue. In several studies, the perception that satisfied employees can become hybrid entrepreneurs remains indecisive (Aloisio, Coughlin & Squires, 2021), and establishing the effects of these two variables on HE in the agriculture sector is key to policy making (Jermsittiparsert & Urairak, 2019).

1.1. Hybrid Entrepreneurship

The concept of hybrid entrepreneurship is not new to developing countries, as many professionals have operated businesses alongside their gainfully employed jobs (Schulz, Urbig & Procher, 2017). Civil servants, especially those working in rural areas, engage in subsistent farming to feed their families along with their paid jobs (Urbig et al., 2021). The new phenomenon of HE occurs when gainfully employed professionals in the cities are involved in commercial agriculture by investing technological capital and adopting business models to protect their agricultural investments (Asante et al., 2022).

Hybrid entrepreneurship defines the situation where an individual holds on to their paid jobs while running their enterprises (Manyise & Dentoni, 2021). Studies exploring the growth of HE point to the fear of start-up failure as influencing professionals with entrepreneurship desires to use the concept of HE to examine the efficacy of their entrepreneurial success (Viljamaa et al., 2017). Globally, less than 10% of start-ups survive; hence HE is growing among potential entrepreneurs due to such fear (Ardianti, Obschonka & Davidsson, 2022).

Earlier studies classified HE as transitioning from paid job to becoming one's boss, but this assertion is not entirely accurate (Asante et al., 2022). Many people hold on to their jobs while operating their businesses, which brought the concept of perpetual hybrid entrepreneurs (Maehle et al., 2021). There is evidence of the effects of HE on several industries (Brändle and Kuckertz, 2021 and Maehle et al., 2021). Hybrid entrepreneurs were found to be highly educated and younger and bring more technological innovations to industries than traditional entrepreneurs (Gänser-Stickler, Schulz & Schwens, 2022).

Again, while most evidence of the success of HE is in the technological industry, less is known in the agriculture sector (Brändle & Kuckertz, 2021). Largely, hybrid entrepreneurs venture into businesses they know much about or in similar firms (Schulz et al., 2017). Hence, entrepreneurial efficacy is a significant component driving HE as they primarily invest their resources in what they can control (Hahn, Spieth & Ince, 2018).

Job satisfaction and insecurity tend to drive HE in different directions (Ardianti et al., 2022). Studies have established that JS negatively impacts hybrid entrepreneurship, while JI promotes HE (Gänser-Stickler et al., 2022). The longstanding position influencing these concepts is that professionals who are satisfied with their paid jobs have less interest in additional jobs (Viljamaa, Varamäki & Joensuu-Salo, 2017). However, some current studies have provided adverse findings to this statement (Galindo-Martín, Castaño-Martínez & Méndez-Picazo, 2021).

Evidence is emerging that globally known entrepreneurs who are satisfied with their paid jobs are still interested in establishing their businesses since they may have business ideas and goals that would not be explored should they remain paid employees (Kraus et al., 2017; Dias et al., 2019a).

Based on the above literature, the following hypotheses were established:

- H1: EIs have positive effects on Hybrid Entrepreneurs in agriculture.
- H2: JI has a negative effect on Hybrid Entrepreneurs in agriculture.
- H3: JS has positive effects on Hybrid Entrepreneurs in agriculture.
- H4: ESE has a positive effect on Hybrid Entrepreneurs in agriculture

1.2. Entrepreneurial Self-efficacy and Entrepreneur Intention

Entrepreneurial self-efficacy defines the competencies or confidence the entrepreneur possesses in their abilities to operate their businesses (Urbig et al., 2021). Most hybrid entrepreneurs have demonstrated a can-do spirit in their paid jobs. The successes they have achieved are transferred to their established firms, resulting in hybrid entrepreneurs being game-changers (Viljamaa et al., 2017). They possess exceptional skills that their peers do not have and show different qualities of their skills when they move to do their jobs (Hahn et al., 2018). Though much is not known about HE in agriculture, limited studies have demonstrated that professionals who ventured into agro-business alongside their paid jobs organize their farming practices differently than mainstream farmers (Kangogo et al., 2021). They were found to keep records, use more modern technology and implement business models to get better returns for their produce (Ardianti et al., 2022). Most of the attributes exhibited by hybrid entrepreneurs in agriculture depict their efficacies at their paid jobs (Ratner, Åsgård & Allison, 2014).

This self-efficacy is likely to drive their intention to venture into the business besides their paid jobs (McGee & Peterson, 2019). In addition, most of these hybrid entrepreneurs may have inherited plots of farmlands from their families. While others have experienced farming in the early parts of their age; hence these may have been drivers of their intentions to venture into agriculture alongside their paid jobs (Hahn et al., 2018).

Entrepreneurial intentions measure the reasons people attempt a particular business or become a hybrid entrepreneur (Asante et al., 2022). Studies have drawn a solid link between ESE, EIs, and HE (Hahn, Spieth & Ince, 2018). Several studies emphasize that the self-efficacy of hybrid entrepreneurs mainly drives their intention to showcase their abilities by starting their businesses (Brändle & Kuckertz, 2021).

Again, JI and JS also drive the EIs of hybrid entrepreneurs (Urbig et al., 2021). JI promotes gainfully employed professionals to develop backup plans by building their firms alongside their employment. JS may positively or negatively

influence hybrid entrepreneurs' intentions, as satisfied employees may look for higher tasks that are more challenging than their routine tasks (Ardianti et al., 2022). Evidence has shown that JI and JS can affect the EI of hybrid entrepreneurs (Mcgee et al., 2009; Urbig et al., 2021). The following hypotheses are developed based on the above literature:

- H5: ESE positively affects EI of hybrid entrepreneurs in agriculture.
- H: 6 JI has a positive effect on EI of hybrid entrepreneurs in agriculture.
- H7: JS has a positive effect on EI of hybrid entrepreneurs in agriculture.

2. Materials and Methodology

A quantitative cross-sectional study has been applied using a questionnaire for data collection.

2.1. Measures

The five constructs used in the study are: Entrepreneurial Intention, Entrepreneur Self-efficacy, Job Insecurity, Job Satisfaction, and Hybrid Entrepreneurship in Agriculture.

The researchers adopted Lina and Chen's (2009) developed variables for measuring EI. These variables, validated by Baba et al. (2021), are:

- "I am determined to create a business in the future."
- "I am ready to do anything to be an entrepreneur."
- "I have very seriously thought of starting a full-time business."
- "I will make every effort to start and run my own full-time business."
- "I have the strong intention to start a full-time business someday" and
- "My professional goal is to quit my job and become a full-time entrepreneur."

These variables were presented using the Likert scale of 1 to 7 (1 = strongly disagree, 7 = strongly agree).

Eleven (11) measurement variables used by Mcgee et al. (2009) and Asante et al. (2022) were adapted to measure ESE. These are the ability to:

- Identify the need for my products and services,
- Design a product or service to meet customer demand,
- Get others to buy into my vision,
- Make contact with and exchange information with others,
- Estimate customer demand,
- Estimate the amount of working capital needed to run my business,
- Organize and maintain financial records,
- Read and interpret financial statements,
- Manage the financial assets of my business,
- Supervise employees, and
- Train employees.

JI was measured with three items developed by Hellgren et al. (1999). These items were validated by Yu et al. (2021). The items are:

- "I am worried I will be fired in the future."
- "I feel uneasy that I may lose my job in the future" and
- "I think the organization will make my work more challenging in the future."

Spector's (1985) job satisfaction items (pay, promotion, supervision, benefits, and nature of work) validated by Li and Huang (2017) and currently by Wang and Ahoto (2022) were used to measure job satisfaction.

The proxy "I am an entrepreneur" (Kangogo et al., 2021) was adapted to measure hybrid entrepreneurship. These items are:

- I am a paid employee and own a personal farm,
- I earn a salary and income from my farm,
- I am responsible for my employer and my farm's success, and
- I am responsible for financing my farm.

2.2. Sampling and Data Collection

A stratified sampling technique was used to select respondents from eight farmer-based organizations from Nigeria, Ghana, Sierra Leone, Liberia and the Gambia. All the organizations from which respondents were selected are registered commercial farmer-based organizations - three from Nigeria, two from Ghana, and one from the rest of the countries. The researchers communicated with agriculture development agencies from these countries, who then provided the contacts of the appropriate organizations. Respondents, registered commercial farmers, who work as paid employees, were selected from each farming group.

Leaders of these organizations were contacted; out of ten organizations, two declined participation, while the rest provided us with details of their members based on the selection criteria provided. A total of 1255 questionnaires were distributed to respondents through online platforms, out of which 963 were returned, while 952 were used for the analysis. The respondents from Nigeria were the highest, followed by Ghana, Liberia, Sierra Leone, and the Gambia.

2.3. Data Analysis

SPSS version 21 and AMOS version 21 were used to analyse data. Correlation analysis was used to check relationships between the constructs, while hierarchical modelling was used to test the hypotheses.

3. Results

3.1. Demography of Respondents

Most of the respondents (76.3%) were aged between 35 and 45, 17.8% were between 46 and 55, and the remaining were below 35. Males made up 95.7% of the respondents, with 4.3% females. In terms of education, the majority (73.5%) holds a master's degree, and the rest (26.5%) have either a first degree or a diploma certificate. Most respondents (79.8%) hold managerial positions in their firms, while the remaining occupy other top positions. The majority (73.4%) of respondents were cocoa farmers, and the rest (26.6%) were into seasonal crop farming (cassava, yam, pineapple, poultry, and cattle rearing).

3.2. Reliability and Validity Test Results of Variables

EFA was conducted on the variables through principal component analysis (PCA) with Varimax rotation (eigenvalue > one as cut-off). Sampling adequacy measure was conducted using Kaiser–Meyer–Olkin (KMO) and generated sample adequacy of .934, Bartlett's Test of Sphericity, Approx. Chi-Square 7199.549 and df of 253 at Sig. 0.000. This signified that data was free from Common Method Variance (Martins & Proença, 2014). Variables of factor loadings below 0.6 were eliminated from the analysis. The Cronbach alpha for constructs ranging from 0.84 to 0.93 was above the threshold of 0.7, indicating the data met the internal consistency level. Composite Reliability (CR) ranges from 0.834 to 0.932, and Average Variance Extracted (AVE) from 0.791 to 0.914. All these measures above 0.5 thresholds (Han, Han & Kim, 2018; Byrne, 2001) are indications of convergent validity. Additional examination of the model fitness yielded the following results:

- CMIN = 506.561
- DF = 225
- CMIN/DF = 3.248
- CFI = 0.961
- SRMR = 0.052
- RMSEA = 0.064 (all rated as excellent).

Construct	Items	Factor Loading	Composite Reliability	Cronbach Alpha	AVE
Entrepreneurs' Intention	EI1	0.802	0.89	0.93	0.561
	EI2	0.793			
	EI3	0.923			
	EI4	0.892			
	EI5	0.894			
Entrepreneur Self-Efficacy	ES1	0.835	0.83	0.87	0.669
	ES2	0.765			
	ES3	0.893			
	ES4	0.884			
	ES5	0.776			
Job Insecurity	JI1	0.712	0.93	0.84	0.677
	JI2	0.947			
	JI3	0.910			
Job Satisfaction	JS1	0.867	0.94	0.93	0.765
	JS2	0.944			
	JS3	0.899			
	JS4	0.904			
Hybrid Entrepreneurship	HE1	0.891	0.86	0.89	0.678
	HE2	0.953			
	HE3	0.742			

Table 1: Reliability and Validity Test Results of Variables
AVE=Average Variance Extracted, VT= Validation of Tools

3.3. Initial Analysis

Table 2 shows correlations, mean and standard deviation (SD) of research variables. The means and SDs for the research variables were; 4.152 and 0.554 for EI, 4.56 and 0.452 for ESE, 4.30 and 0.60 for JI, 4.44 and 0.481 for JS, and 4.31 and 0.602 for hybrid entrepreneurship. The results imply that there are significant relationships between all the research variables.

Variables	Mean	SD	1	2	3	4	5	6	7	8
Age	3.24	1.041								
Education	2.01	1.113	.458**	.281**						
Position	2.92	1.068	.661**	.091*	.461**					
EI	4.15	0.552	.320**	.665**	.333**	.140**				
ESE	4.56	0.451	.326**	.015	.254**	.247**	.123**			
JI	4.30	0.602	.259**	.021	.150**	.201**	.122**	.543**		
JS	4.44	0.481	.265**	.021	.166**	.214**	.108**	.625**	.842**	
HE	4.31	0.602	.043	-.106**	.067	.020	.086*	.302**	.193**	.1

Table 2: Means, Standard Deviations and Correlation Matrix
 * = $p < 0.05$, ** = $p < 0.01$, *** = $p < 0.001$, HE = Hybrid Entrepreneur

3.4. Hypotheses Testing

3.4.1. Testing for Hypotheses 1, 2, 3 and 4

Seven hypotheses were tested in tables 3 & 4 using hierarchical linear modeling on SPSS. Hypotheses 1, 2, 3 and 4 were tested in table 3. The background variables of the respondents were used as controlled variables. Table 3, model 2, shows that EI positively affects HE in the agriculture sector with $\beta = .161$, $t = 2.504$, $p > 0.01$, indicating hypothesis 1 is supported. As shown in table 3, model 3, though JI has a positive effect on hybrid entrepreneurship, the result is statistically insignificant ($\beta = .060$, $t = 1.497$), meaning hypothesis 2 is not supported. From table 3, model 4, JS, on the other hand, has a positive effect on HE ($\beta = .681$, $t = 6.665$, $p > 0.001$), indicating that hypothesis 3 is supported. From table 3, model 5, ESE has positive effects on HE in the sector ($\beta = .338$, $t = 4.048$, $p > 0.001$). Thus, hypothesis 4 is supported.

Variables					
	Model 1	EI Model 2	JI Model 3	JS Model 4	ESE Model 5
	β (t)	β (t)	β (t)	β (t)	β (t)
(Constant)	2.434(10.096)***	2.071(7.411)***	2.566(10.013)**	1.781(6.674)***	.338(4.048)***
Age	.105(1.908)*	.095(1.738)*	.110(1.999)*	.096(1.864)*	.021(1.260)*
Gender	.069(1.043)	.040(.600)	.084(1.258)	.046(.737)	.040(1.890)
Edu	.017(.467)	.013(.364)	.020(.552)	.021(.623)	-.020(-1.744)
Position	-.079(-1.593)	-.079(-1.604)	-.076(-1.527)	-.056(-1.205)	-.016(-1.049)
KA	.118(1.420)	.083(.989)	.134(1.604)	.076(.966)	.025(.978)
TC	.073(2.155)*	.071(2.101)*	.074(2.172)*	.066(2.079)*	.021(1.979)
HE		.161(2.504)**	.060(1.497)	.681(6.665)***	.338(4.048)***
R^2	.204*	.061**	.049*	.150***	.906***
F	2.181*	2.798**	2.197*	7.755***	420.709***

Table 3: Testing Hypotheses 1, 2, 3 and 4
 β = unstandardized coefficient, t = value in parenthesis, * = $p < 0.05$, ** = $p < 0.01$,
 *** = $p < 0.001$, TC = Type of Crop, HE = Hybrid Entrepreneur

3.4.2. Testing for Hypotheses 5, 6 and 7

Hypotheses 5, 6 and 7 were tested in table 4 using the same hierarchical linear modelling. The result from model 1 in table 4 indicates that ESE has positive effects on EI ($\beta = .376$, $t = 9.243$, $p > 0.001$), meaning hypothesis 5 is supported. From table 4, model 2, JI has a positive effect on EI ($\beta = .542$, $t = 29.922$, $p > 0.001$), indicating hypothesis 6 is supported and hypothesis 7 in table 4, model 3, is supported as JS has a positive effect on EI ($\beta = .982$, $t = 105.435$, $p > 0.001$).

Variables			
	ESE Model1	JI Model2	JS Model3
	β (t)	β (t)	β (t)
(Constant)	1.563(6.784)***	1.018(8.795)***	.091(2.022)*
Age	.051(1.070)	.018(.726)	.016(1.733)*
Gender	.066(1.102)	.068(2.154)*	.014(1.276)
Edu	.011(.327)	.018(1.064)	-.012(-1.982)*
Position	-.031(-.711)	.003(.124)	-.011(-1.397)
TC	.050(1.659)*	.003(.211)	.008(1.474)
EI	.376(9.243)***	.542(29.922)***	.982(105.435)***
R^2	.254***	.745***	.972***
Change in R^2	.254***	.745***	.975***
F	14.532***	142.066***	1659.211***

Table 4: Testing Hypotheses 5, 6 and 7
 β = Unstandardized Coefficient, t = Value in Parenthesis, * = $p < 0.05$, ** = $p < 0.01$, *** = $p < 0.001$

4. Discussion

The high unemployment rate in Africa is estimated to be a recipe for instability (Adu-baffour, Daum & Birner, 2021). In West Africa, youth unemployment stands above 12%, with many graduates searching for limited white-collar jobs (Gil-alana, Mudida & Zerbo, 2021). Though the desire for individuals to establish and manage their firms exist, the high rate of failure of several enterprises is a legit threat to potential entrepreneurs (Brändle & Kuckertz, 2021). Hence, several people in notable organizations are venturing into entrepreneurial activities alongside their paid jobs (Koehne, Woodward & Honig, 2022).

Though the population in agriculture in West Africa has reduced over the years, the industry has witnessed growth due to elite involvement (Kumi et al., 2021), which comes with capital and technological ejection into the sector (Asante et al., 2022 Brändle & Kuckertz, 2021). Per the findings of these studies, people holding high managerial positions in reputable organizations are engaging in farming and other related agro-businesses (Folta et al., 2010; Kumi et al., 2021).

The researchers examined the effects of EI, JI, JS, and ESE as drivers of HE in agriculture. All the above constructs were found to promote HE in the agricultural sector, except JI. Ironically, studies by Brändle and Kuckertz (2021) and Viljamaa et al. (2017) instead pinpoint JI as a significant driver of HE in other sectors.

The findings of JS promoting HE in Anglophone West Africa were also opposite that of Schulz et al. (2017), who stated that most employees who are satisfied with their jobs hardly venture into hybrid entrepreneurship. Nonetheless, the same finding of JS positively affecting one becoming a hybrid entrepreneur in agriculture is in line with the results of Hahn et al., who documented how successful employees in the technological industry ventured into HE (Hahn et al., 2018). According to many studies, ESE has consistently influenced the working class to enter HE (Mardon et al., 2018; Manyise & Dentoni, 2021). Workers with special skills are determined to demonstrate their special or extra ability by establishing their firms while working for bigger organizations (Schulz et al., 2017). Our finding is consistent with the above findings as ESE positively affects HE in agriculture among the elite professional in the five countries. EI, which explores the motives behind the working-class venturing into hybrid entrepreneurship, also positively affects HE in agriculture. It is vital to note that most hybrid entrepreneurs become mainstream entrepreneurs as they use HE to examine the actualization of their business models (Dias et al., 2019a). Studies by Brändle and Kuckertz (2021) and Mcgee et al. (2009) have equally established that EIs drive HE in different industries.

The last set of hypotheses examines the effects of ESE, JI, and JS on the intention behind the working class venturing into agriculture alongside their paid jobs. The results show that all three constructs positively affect EI to become hybrid agriculture entrepreneurs in West Africa. According to Viljamaa et al. (2017), employees with knowledge, skills and resource capabilities mostly have the intention of becoming their bosses and may begin by using HE to get their business running before becoming full-time entrepreneurs. Hence, ESE influences the EI of hybrid entrepreneurs (Brändle & Kuckertz, 2021).

The effects of JS and JI on EI remain fragile in studies (Granel et al., 2019 and Ardianti et al., 2022). Though the two variables are opposite, they sometimes have similar effects on EI (Viljamaa et al., 2017). Whereas the fear of losing one's job, poor salary and poor treatment of workers influence the intention of the worker to develop their businesses aside from their paid jobs (Folta et al., 2010 and Kumi et al., 2021), satisfied employees sometimes go into HE to become fully self-employed in the future (Brändle & Kuckertz, 2021).

JI drives workers to become hybrid entrepreneurs as that will help them generate more resources to cover their needs (Gänser-Stickler et al., 2022). Similarly, JS drives worker intention to become hybrid entrepreneurs by demonstrating their skills and knowledge that they cannot practice in their paid jobs (Mcgee et al., 2009).

5. Conclusions and Recommendations

Although HE may not be new to West Africans, the topic is yet to receive the needed research in agricultural development. The study's outcome shows that EI, JS and ESE positively affect agriculture's hybrid entrepreneurship. Again, ESE, JI and JS positively affect EI.

There is enough global evidence indicating the fast growth of hybrid entrepreneurship. It has become an antidote for professionals who desire to operate their firms but fear individual firms' high failure rates. With West Africans' high youth unemployment rate, HE will be instrumental in building entrepreneurial spirit among the youths. The availability of farmland, the market for food and commercial crops in Africa, the ministries and agencies in charge of food and agriculture, and other interested groups may perhaps study the drivers of HE listed above and develop policies to drive the working population's interest in agriculture as that will influence the educated youth to change their perceptions about agriculture since most of them hold the view that farming is for the less educated or the illiterate.

Finally, incentives and publicity must be given to the growth of elite interest in agriculture in these countries. The elite interest in agriculture should be a springboard to expand commercial farming in West Africa.

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