

Entrepreneurial Effectiveness and Organizational Success of Food and Beverage Firms in Rivers State

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Abstract: *The study examines entrepreneurial effectiveness and organizational success of food and beverage firms in Rivers State. A cross sectional survey design was applied to achieve the objectives of this study. 170 managers and supervisors of food and beverage firms in Rivers state were researched. The survey was a census study. A structured questionnaire was distributed to the sample elements. The questionnaire items were rated on a 4-point Likert scale and the Pearson Product Moment correlation was used in analyzing the hypotheses. The study results indicated that entrepreneurial effectiveness relates with organizational success of food and beverage firms in Rivers State. The study concludes that there is a strong and significant relationship between entrepreneurial effectiveness and organizational success of food and beverage firms in Rivers State. The study therefore recommends that effectiveness should play a vital role in achieving organisational success.*

Keywords: *Entrepreneurial Effectiveness, Innovativeness, Opportunity Recognition, Organizational Success, Growth, Competitiveness.*

Introduction

This quest for organisational success has made many firms to deploy strategies to enhance improved firm productivity and success. As organisation expand, there is a need to imbibe change, be innovative, recognize opportunities and be competitive in order to keep up with the trend of increased global competition, growth and develop competitive advantages through innovation given the fierce competition in business today. Hence, an organization's operations, structure, and leadership must be in line with the current but constantly changing environmental and technological change.

The qualities that contribute to an organization's success differs, but some of the important success factors are being resilience, productive, customer oriented, competitive, sustainable and possessing diverse organizational skills. Utilizing your resources effectively and efficiently requires organizational skills and in every decision-making process of an organization, effectiveness is critical to success. Having good time, energy, and workspace management enables you to

successfully complete all of your assigned tasks. Depending on your workplace and job title, organizational skills can take on different forms, but they typically involve keeping your workspace organized, meeting deadlines, and working well with your team (Herrity, 2022).

To be effective and successful, a business must produce desired results, work smarter, eliminate unnecessary effort, time and waste, as success cannot be achieved consistently when approached in a disorganized manner. The most effective entrepreneurs do not allow disorganization in their decision-making process, instead ensuring that they are detailed, organized, and fully prepared before executing on any goal or plan (Cambell,2017). Several research works have been undertaking on entrepreneurial effectiveness and organizational success respectively, yet, there seems to be very few emphases on the relationship between entrepreneurial effectiveness and organizational success of the food and beverage firms in Rivers State, Rivers State. Thus, the present study seeks to bridge these knowledge gap.

Statement of Problems

Starting a business is fraught with difficulties, and many businesses lack managerial effectiveness to manage this risk. Many beverage sectors face the challenge of raising sufficient start-up funds, developing a distinct sales strategy, maintaining a budget, sustaining revenue, staffing the organization, and managing employees, among other factors. Difficulties in Synthesizing systems, strategies, ideas and functions is also paramount in many organisation (Pomerantz, 2017). However, entrepreneurial effectiveness requires being an effective problem solver, having excellent time management skills, effective delegation skills, good reputation, good marketing skills and effective cashflow management, but this has become a critical emerging issue in entrepreneurship as many organisations lacks these characteristics. Hence the need for effective entrepreneurial skills for success in organisation's activities.

Aims and Objective

The study examines the relationship between entrepreneurial effectiveness and organizational success of food and beverages firms in Rivers State. Specifically, it examines the association between:

1. Innovativeness and Growth of food and beverages firms in Rivers State.
2. Innovativeness and competitiveness of food and beverages firms in Rivers State.
3. Opportunity recognition and Growth of food and beverages firms in Rivers State.

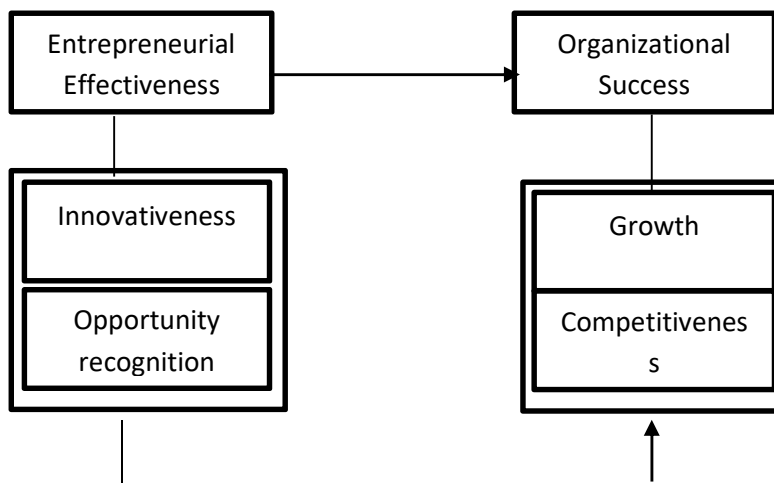
4. Opportunity recognition and competitiveness of food and beverages firms in Rivers State.

Research Questions

1. How does innovativeness relate to growth of food and beverages firms in Rivers State?
2. How does innovativeness relate to competitiveness of food and beverages firms in Rivers State?
3. How does opportunity recognition relate to growth of food and beverages firms in Rivers State?
4. How does opportunity recognition relate to competitiveness of food and beverages firms in Rivers State?

Research Hypotheses

- Ho₁: There is no significant relationship between innovativeness and growth of food and beverages firms in Rivers State.
- Ho₂: There is no significant relationship between innovativeness and competitiveness of food and beverages firms in Rivers State.
- Ho₃: There is no significant relationship between opportunity recognition and growth of food and beverages firms in Rivers State.
- Ho₄: There is no significant relationship between opportunity recognition and competitiveness of food and beverages firms in Rivers State.



Entrepreneurial Effectiveness

Entrepreneurship is an economic process in which an opportunity or an idea is created, developed, and implemented while being exposed to risk in order to profit through resource efficiency. “An entrepreneur is defined as someone who establishes a new company in the midst of hazards and unpredictability with the goal of generating revenue and expanding the business by spotting major opportunities and putting together the resources needed to take advantage of them” (Zimmerer & Scarborough, 2008, p. 5). It is the conception and realization of new ideas by people to turn ideas for starting a business unit into reality by establishing a business on the ground to meet the needs of society and the country and make money.

A business entity's effectiveness and efficiency are closely related. Every business strives to achieve its predetermined goals and objectives, with a particular emphasis on its ability to maintain constant survival and profitability. In doing so, effectiveness and efficiency are crucial. On the one hand, a business can significantly increase its level based on these two terms; on the other hand, it suffers losses if the results are not associated with effectiveness and efficiency. It is thus critical for a company to maintain its effectiveness and efficiency on a continuous basis (Siddiqui, 2014).

The entrepreneur requires individuals with distinct personality traits and abilities such as being creative, a risk-taker, locus of control, autonomous, perseverance, commitment and a vision, since effectiveness determines their success. Entrepreneurial skills, unlike personality traits and demographic information, can be learned and practiced. (Cote, 2020)., Entrepreneurship is about having ideas, creating something new, and solving problems uniquely. Miller (2020) suggests some of the characteristics an entrepreneur must possess as adaptability, Structured Experimentation, curiosity, team building, decisiveness, comfortable with failure, risk tolerance, persistence, innovation and long-term focus.

Entrepreneurship is risky in terms of losing initial investments due to business failure, and entrepreneurs frequently lose track of time because they are solely responsible for their enterprise, and entrepreneurs struggle to adjust to family and societal demands. Entrepreneurship is a multi-skilled, diverse field, which when done correctly, can lead to explosive growth, making one wealthy and famous, but it is not for those who cannot function without a regular income. As profits are not guaranteed. Entrepreneurs may not be innovators, but their ideas are worthy of consumer and capital investment (Rosen, 2014).

Effectiveness has a major impact in decision-making process. Effectiveness entails achieving intended outcomes to make profit. Effective planning brings positive outputs and involves making right decisions at the right time and it is

applicable to the employees and the management for decisions making. Both the stakeholders and employees are expected to work with effectiveness.

Innovativeness

Innovation is doing something new as an idea, product, service, market, or technology in a new or established organization. The Innovation can not only apply to new businesses, but something which older organizations and entrepreneur may undertake (Gartner, 1990:25). Innovation and innovativeness are frequently used interchangeably (Siguaw, Simpson, & Enz, 2006). However, some contend that innovation and inventiveness are distinct concepts that refer to a company's capacity for innovation (Hult, Hurley, & Knight, 2004). According to this line of thinking, innovation should be seen as the means by which a firm achieves a competitive advantage, while innovativeness should be seen as the business's strategic and competitive innovation orientation.

The ability to innovate, according to (Teece, Pisano, & Shuen, 1997), refers to the firm's ability to integrate, build, and reconfigure internal competencies in order to react to or bring about changes in the business environment. Firms should think about innovation in terms of business models, not just new products or new industrial processes. Innovation is regarded as a strategic factor for firm survival and growth, particularly in the face of intense competition (Pascucci, 2018). The speed and degree of alignment of a firm's resources, including its business model(s), to meet customer needs and aspirations is determined by its ability to innovate. To do so, businesses must be able to transform aspects of their structure and culture on a regular basis.

Lynch, Walsh, and Harrington (2010) observed that the term "innovativeness" appears to have differing interpretations and explanations across studies. According to the author, innovativeness consists of various basic dimensions such as intention to innovate, openness to new ideas, creativity, risk-taking, and technological ability to innovate. Organizations are increasingly turning to knowledge-based institutions, and their success and survival are dependent on their creativity, innovation, discoverability, and innovativeness (Martins & Terblanche, 2003).

A definite product specification no longer ensures a profit in the majority of consumer markets because retaining customer loyalty is getting harder to achieve (Wong and Chin, 2007), hence, businesses must demonstrate innovation to produce what consumers want. Organizational innovativeness is defined as being open to new ideas as part of an organization's culture and having the right kind of culture that promotes innovation (Lee & Tsai, 2005). Organizational innovativeness includes market innovativeness, process, product, strategic, and behavioural innovativeness, and it is an organization's overall innovative ability to

bring new products to market or open up new markets by integrating strategic orientation with innovative actions and procedures.

Opportunity Recognition

An opportunity is the potential to satisfy a market's need, interest, or desire by combining resources in a way that will provide customers with greater value. Opportunity is an undeveloped phenomenon that evolved into an established phenomenon and then into a new venture over time (Ardichvili, Cardozo, & Ray, 2003). Opportunities are new technologies or inventions without a defined market (Ardichvili et al., 2003). Opportunity recognition is a theory that explains how individuals, and thus business firms and organizations, come to identify previously unknown opportunities and profitable new business ventures based on prior knowledge, past experiences, and current market conditions.

According to Shane and Venkataraman (2000: 220), entrepreneurship opportunities are "scenarios in which novel products, services, inputs, and organisational techniques can be launched and sold for more than their manufacturing costs, "and an entrepreneur must take advantage of the opportunity they have identified in order to launch a new venture. This is true even though opportunity recognition is necessary to start the entrepreneurship process. Rosen (2014) suggest that the mindset requires repetition and the formation of habits and the ability to see opportunity is transformative, whether you are in high school and start to see your neighbourhood and future in a new way or you are in a C-suite corner office and can see your product in a new light. Even if it is only the first step toward developing an entrepreneurial mindset.

Some economists, such as Kirzner (1973), as well as recent management and organizational researchers, have recognized the theoretical significance of opportunity recognition in understanding the market process. Opportunities, which may or may not be stipulated to exist objectively, can be discovered, created, or imagined using these approaches. Entrepreneurs take on the risk of capitalizing on opportunities by locating resources, using them in the development of a product or service, marketing it through the target market, assembling the necessary human resources, and ensuring the satisfaction of all stakeholders (Gumen, 2018).

Organizational Success

Organizational success, like personal achievement success, manifests itself in various ways. One organization's definition of success may differ from another's, but it is ultimately up to the company's owners or shareholders to determine what organizational success entails (Sahota, 2022) and effectively communicate that to their employees. Strong interpersonal skills are required for success and critical in building and maintaining healthy relationships, communicating clearly, dealing with disagreement, avoiding peer pressure influence, and collaborating in all aspects

of human interaction. These skills are required for professional success and successful businesses require inspiring leaders and capable managers.

To achieve overall results, an organization relies on the accomplishments and results of numerous individuals and work groups. The success of each individual within an organization has a significant impact on the overall well-being of the organization. Of course, external factors may be important to a company's success, but in the end, it is the combined efforts of workers and teams that directly affect the overall results, which determine whether a firm will make a profit or even continue to exist in today's competitive business environment.

Organizations must implement strategies and motivate employees if they want to see improved and long-term results, as well as examine where the organization stands in relation to its objectives and mission for success to occur. Organizations may choose to view their difficulties as opportunities to advance toward their potential or as obstacles to be overcome, and they may consider their future and devise new strategies for success. Organizational outcomes are created by the people who work within the organization, whether they are based on financial profitability or creating extraordinary workplaces and high performance created by employee will enhance environment that supports success.

Growth

Every organization, regardless of size, strives for expansion. Growth gives organizations more power, a better ability to withstand market fluctuations, and greater economies of scale efficiencies. Organizational growth is the point at which a company can consider expanding and looking for new ways to generate revenue. Organizational growth is frequently influenced by industry growth trends, the business lifecycle, and the owners' desire to create equity value.

Joint ventures and other business alliances can provide partners with innovative ideas, new approaches, new markets, and access to new technologies, allowing them to grow. A joint venture alliance, which is an effective strategy for small and medium-sized businesses with limited resources, can help a company grow. Such collaborations can assist a small business in obtaining the resources required to keep up with the rapid changes in supply, demand, competition, and other factors. Building joint ventures or alliances can give organizations the flexibility to move on to different projects once the first is completed, or to restructure agreements to continue working together (Indeed Career Guide, 2023). Subcontracting is alliance arrangement that allows businesses to focus on the aspects of their business where they excel.

A company may desire to evolve and prosper by licencing its most cutting-edge product or technology. Because competitors may eventually replicate whatever a

company develops or manufactures, this strategy may be ideal for companies with proprietary products. One method that businesses can use to maximize the value of their technology is licensing. It is also a means of gaining access to the resources required to fund future research and development efforts. Gaining access to new markets allows some businesses to experience significant organizational growth. Increasing demand for a company's service or product, particularly in a market where competition is still developing, can result in significant growth for a small business.

Many businesses, particularly smaller ones, seek outside funding to expand. They seek capital from venture capital firms, government agencies, private investors, or banks to expand their business. Organizations employ growth strategies that complement their products or services in order to support growth and increase revenue. Product expansion is one such strategy in which an organization can expand or redesign its products or services to increase sales and profits.

Businesses can also use mergers and acquisitions to increase their profitability and growth. A forward acquisition growth strategy involves the acquisition of component companies that are essentially part of a company's distribution chain. For example, if you own a supermarket, you can use a forward acquisition to purchase additional properties to convert to your supermarket brand. This enables your company to stay ahead of the competition while also expanding into new markets.

Competitiveness

The comparative advantage in resources enables the company to outperform competitors in one or more market segments, allowing it to achieve superior performance and Competitors attempt to neutralize and/or outperform the advantageous firm in this environment through acquisition, imitation, substitution, or significant innovation (Hunt & Morgan, 1995). The new competitive paradigm is built on dynamics and innovation, with firms that innovate more outperforming others (Porter & Linde, 1995) and organizations all over the world are constantly on the lookout for new and innovative ways to boost their competitiveness (Rao & Holt, 2005). Hence, many people are interested in global competition, including employees, directors, government officials, and academics (Sledge, 2011).

The marketplace and rivalry have evolved dramatically, especially since the 1960s and 1970s (Porter & Linde, 1995). These changes resulted in the replacement of stability, in which firms remained competitive for long periods of time, with competition marked by short periods of advantage punctuated by frequent interruptions (D'aveni & Gunther, 1994). Since the 1990s, the rules of competition have changed dramatically, owing primarily to the influence of market

globalization, rapid technological evolution, shorter product life cycles, and increased competitiveness (Volberda, 1996).

According to (Håkansson & Snehota, 1989), firms are considered effective and competitive when they manage to accumulate resources throughout their existence through interaction with the environment in which they are inserted. In this sense, competitive advantage can be defined as a combination of value creation that outperforms competitors in terms of growth and profitability (Ghemawat & Rivkim, 2006). (Brito & Brito, 2014). A strong competitive position, in addition to being considered a key success factor for businesses, can indicate market power (Maertens, 2018).

Empirical Review

Acar, A. Z., & Acar, P. (2012) studied "The effects of organizational culture and innovativeness on business performance in healthcare industry". In this context, the aim of this study is to identify the effects of organizational culture and innovativeness on business performance. To reach this aim a questionnaire survey is performed among the 332 employees of the 65 private hospitals. The database analyzed by SPSS v.15 statistical program using multivariate data analyses techniques through developed hypothesis. According to the findings of this research supported the positive effects of innovation and organizational culture on the business performance in context of healthcare industry.

Appiah-Adu, Okpattah, and Amoako (2018) conducted research on "building Capability for Organizational Success: An Emerging Market Perspective" and concluded that in every aspect of business, most organisations must build the capacity for achievement in the marketplace. According to research on firm competitiveness, market orientation, outsourcing, and technology transfer provide the foundation for firms to build capability to succeed in the business environment. The findings of this study suggest that there are differences in the contributions of market orientation, outsourcing, and technology transfer to developing capability and impacting organizational success among foreign and Ghanaian businesses.

Soriano. (2021) sought information from respondents in management positions about the implementation of diversity in their workplace, its challenges, and the implications for organizational competitiveness. This study employed the descriptive method and a non-parametric test. The findings revealed that the majority of respondents agreed that their company has a high level of workplace diversity implementation, and the most common challenges in multicultural organizations are professional etiquette and working styles. The study also discovered a link between workplace diversity and organizational competitiveness because it can lead to a strong brand identity, collaboration, engagement, and

employees' problem-solving abilities and productivity may improve by having a diverse experience and working styles.

Iddris, Dogbe, and Kparl (2022) investigate how employee innovativeness, employee self-efficacy, and customer-centricity influence the relationship between transformational leadership and insurance firm organizational competitiveness. This was a survey study, with data collected via a structured questionnaire. The population consisted of Ghanaian insurance companies, and the target respondents were employees. The sample consists of 218 employees from 19 insurers. Structured equation modeling was used to analyze the data. This study concludes that transformational leadership had a direct effect on organizational competitiveness. Employee innovativeness partially mediated the relationship between transformational leadership and organizational competitiveness. Employee self-efficacy moderated the effect of transformational leadership on employee innovativeness. Finally, customer-centricity moderated the effect of employee innovativeness on the organizational competitiveness of insurance firms.

Research Methodology

A cross sectional survey design was applied to achieve the objectives of this study. 170 managers and supervisors of food and beverage firms in Rivers state were researched. The survey was a census study. A structured questionnaire was distributed to the sample elements. The independent variable (entrepreneurial effectiveness) was measured with innovativeness and opportunity recognition, while the dependent variable, organizational success was measured with growth and competitiveness. Each construct was measured with 5 items. The questionnaire items were rated on a 4-point Likert scale from 1-strongly disagreed, 2-disagree, 3-agree and 4-strongly agreed. The Pearson Product Moment correlation was used in analyzing the earlier state hypotheses.

Result

170 questionnaires were distributed, but only 154(90.59%) copies were returned. The hypotheses test is undertaken at a 95% confidence interval and the decision rule is stated below.

Where $P < 0.05$ = Reject the null hypotheses and $P > 0.05$ = Accept the null hypotheses

Table 1: Innovativeness and Growth of food and beverages firms

		Innovativene ss	Growth
Innovativeness	Pearson Correlation	1	.825**
	Sig. (2-tailed)		.000
	N	154	154
Growth	Pearson Correlation	.825**	1
	Sig. (2-tailed)	.000	
	N	154	154

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2023.

The result of the analysis in Table 1 shows a significant level $p < 0.05$ ($0.000 < 0.05$), this means that there is a significant relationship between innovativeness and growth. A correlation value of $r = 0.825$ imply that there is a strong relationship between innovativeness and growth of food and beverages firms. This entails that as one variable increases, the other increases; that is, a positive impact of innovativeness will lead to a corresponding increase in the level of growth. The study therefore observes that there is a strong and significant association between innovativeness and the growth of food and beverages firms. Considering this, the study therefore rejects the null hypothesis and accepts the alternate hypothesis that *there is a significant relationship between innovativeness and growth of food and beverages firms in Rivers State.*

Table 2: Innovativeness and Growth of food and beverages firms

		Innovativene ss	Competitivene ss
Innovativeness	Pearson Correlation	1	.815**
	Sig. (2-tailed)		.000
	N	154	154
Competitiveness	Pearson Correlation	.815**	1
	Sig. (2-tailed)	.000	
	N	154	154

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2023.

Table 2 result shows a significant level $p < 0.05$ ($0.000 < 0.05$), this means that there is a significant relationship between innovativeness and the competitiveness. A correlation value of $r = 0.815$ implying that there is a strong relationship between innovativeness and competitiveness. This entails that as one variable increases, the other increases, that is, a positive impact of innovativeness will lead to a corresponding increase in the level of competition. The study therefore observes that there is a strong and significant association between innovativeness and the competitiveness of food and beverages firms. In view of this, the study therefore rejects the null hypothesis and accepts the alternate hypothesis that *there is a significant relationship between innovativeness and the competitiveness of food and beverages firms in Rivers State.*

Table 3: Opportunity Recognition and Growth of food and beverages firms

		Correlations	
		Opportunity Recognitio n	Growth
Opportunity Recognition	Pearson Correlation	1	.795**
	Sig. (2-tailed)		.000
	N	154	154
Growth	Pearson Correlation	.795**	1
	Sig. (2-tailed)	.000	
	N	154	154

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2023.

The result of the analysis in Table 3 show a significant level $p < 0.05$ ($0.000 < 0.05$), this means that there is a significant relationship between opportunity recognition and the growth. A correlation value of $r = 0.795$ implies that there is a strong relationship between opportunity recognition and growth. This shows that as one variable increases, the other increases. A positive impact of opportunity recognition will lead to a corresponding increase in the level of growth. The study therefore observes that there is a strong and significant association between opportunity recognition and the growth of food and beverages firms in Rivers State. Considering this, the study therefore rejects the null hypothesis and accepts the alternate hypothesis that *a significant relationship exists between opportunity recognition and the growth of food and beverages firms in Rivers State.*

Table 4: Opportunity Recognition and Competitiveness of food and beverages firms

		Opportunity Recognitio n	Competitiven ess
Opportunity Recognition	Pearson Correlation	1	.805**
	Sig. (2-tailed)		.000
	N	154	154
Competitiveness	Pearson Correlation	.805**	1
	Sig. (2-tailed)	.000	
	N	154	154

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2023.

Table 4's analysis yielded a significant level of $p < 0.05$ ($0.000 < 0.05$), indicating a significant connection between opportunity recognition and competitiveness. A correlation coefficient of 0.805 shows a significant relationship between opportunity recognition and competitiveness. This demonstrates that as one variable increases, the other increases as well, i.e., a positive impact of opportunity recognition will result in an increase in the level of competitiveness. The study concludes that there is a strong and significant relationship between opportunity recognition and the competitiveness of food and beverages firms. In view of this, the study therefore rejects the null hypothesis and accepts the alternate hypothesis *that a significant relationship exists between opportunity recognition and competitiveness of food and beverages firms in Rivers State*.

Discussion of Findings

From the field survey, the study discovered the following.

Innovativeness and the Growth of Food and Beverages Firms in Rivers State.

Based on the bivariate analysis on the nexus between innovativeness and growth, it was observed that Innovativeness relate significantly with growth with P-value of 0.000 which was less than 0.05 level of significant ($p\text{-value} = 0.000 < 0.05$). Thus, the null hypothesis was rejected owing that innovativeness relates to growth

significantly. However, the outcome revealed a strong correlation between innovativeness and the growth of foods and beverage firms ($r = 0.825$). This indicates that when innovativeness increase, growth increases. The r -value of 0.825 shows that innovativeness, to a high extent, influences the growth of food and beverage firms in Rivers State. The coefficient of determination (r^2) of 0.681 shows that a unit change in the Innovativeness will account for up to 68.1% variation in growth rate. Thus, innovativeness is very vital for growth of the food and beverage firms. This finding agrees with that Iddris et al., (2022) that investigate how employee innovativeness, employee self-efficacy, and customer-centricity influence the relationship between transformational leadership and insurance firm organizational competitiveness and the findings shows a significant relationship between the examined variables.

Innovativeness and the Competitiveness of Food and Beverages Firms in Rivers State.

The outcome of the analysis on how innovativeness competitiveness revealed that there is a noteworthy relationship between innovativeness and competitiveness given the p -value of 0.000 which is less than the level of significance of 0.05 ($p=0.000 < 0.05$). The hypothesis which was given in null form was thus rejected and the alternate hypothesis was accepted. The correlation value (r) was 0.815. This indicate a strong positive relationship between innovativeness and competitiveness. The coefficient of determination (r^2) was 0.664. This denotes that a unit change in innovativeness will account for up to 66.4% total variation in competitiveness,. This finding concurred with that of Acar, A. Z., & Acar, P. (2012) studied "The effects of organizational culture and innovativeness on business performance in healthcare industry. The findings revealed a substantial relationship between innovation, culture and organisational performance,

Opportunity Recognitions and the Growth of Food and Beverages Firms in Rivers State.

The outcome of the third hypothesis analysis on how opportunity recognitions relate to growth showed that the p -value was 0.000 which was less than 0.05 level of significance ($p=.000 < 0.05$). This connotes that opportunity recognitions relate significantly with the growth of food and beverage firms. The null hypothesis, in accordance with the decision role, was rejected, and the alternate hypothesis was accepted. The correlational value (r) was 0.794. This is to say that; opportunity recognitions have a strong positive relationship with the Growth rate at the polytechnics in Rivers State. An increase in opportunity recognitions will thus result in a notable increase in the growth of food and beverage firms. Moreover, the coefficient of determination between opportunity recognitions and growth was 0.631. by implication, a unit change in producing opportunity recognitions will account for 63.1% total variation in the growth. Thus, one can assert that the

enhancement of opportunity recognitions' is a contributory factor to the growth of the food and beverage firms. This finding agrees with Appiah-Adu, Okpattah, and Amoako (2018) who conducted research on "building Capability for Organizational Success. The findings revealed that market orientation, outsourcing, and technology transfer impact organizational success.

Opportunity Recognition and the Competitiveness of Food and Beverages Firms in Rivers State.

Drawing from the result of the bivariate analysis on how opportunity recognition relates with growth, it was observed that there exists a substantial relationship between opportunity recognition and the competitiveness. This is because the p-value of 0.000 was less compared to the level of significance of 0.05 ($p = 0.000 < 0.05$). In alignment with the decision rule, the null hypothesis was rejected, and the alternate hypothesis was accepted. Thus, an increase in opportunity recognition will strengthen the competitiveness. The correlation value (r) of 0.805 shows that there is a strong significance relationship between opportunity recognition and competitiveness. The higher the opportunity recognition, the higher the competitiveness. The coefficient of determination was 0.648. This implies that a unit change in Opportunity Recognition, account for up to 64.8% total variation in the competitiveness of the food and beverage firms. This finding agrees with that of Soriano. (2021) studied implementation of diversity at workplace and organizational competitiveness and the findings revealed a significant relationship between workplace diversity and organizational competitiveness.

Conclusion

The study investigates entrepreneurial effectiveness and the growth of the food and beverage firms. Entrepreneurship is a multi-skilled, diverse field that, when done correctly, can lead to explosive growth, making one wealthy and famous; however, it requires being innovativeness and having ability to recognise opportunity to succeed in a competitive world and survive all threats. The findings show a strong significant relationship among all the variables examined, and hence the study concludes that a significant relationship exists between entrepreneurial effectiveness and the growth of the food and beverage firms in Rivers state.

Recommendations

From the conclusion reached, the following recommendations are proffered.

1. Effectiveness should play a vital role in organisation decision making processes.
2. The adopted business's strategy should be competitive innovation oriented.

3. The management should adopt effective changes that meet the global trends.
4. All decision-making process should be detailed, organized, and fully prepared before execution.
5. The management should develop the capability to succeed in all endeavours.
6. The management should coordinate across existing structures and imbibe change for success.
7. The organisation should determine what success entails and communicate it to all employees to achieve the desired goals.
8. The organisation should be innovative in the face of intense competition
9. The organisation should have the ability to recognise new opportunities and turn their strength to opportunities.

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