

New Role of Architects in Unbundling Smart Entrepreneurship Potentials in Nigerian Business Environment

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Abstract

Entrepreneurs are individuals who exploit market opportunity through technical and/or organizational innovation taking calculated risk. The history of the Nigerian entrepreneurial environment can be traced to creation of the Enterprise Promotions Act of 1972 with establishment of many government national programmes. Business environment enables entrepreneurial activity and performance in an economy with sustainable environmental, social, political and cultural benefits. Hence, entrepreneurship means building something of recognized value around perceived opportunities while architecture is the art, science and even the technology involved in the design, construction, supervision, maintenance and management of related facilities. As a result of the above, present concerns for the introduction of Entrepreneurship Education Development (EED) in the tertiary schools' curriculum have led to a revival on the rate of unemployed youths and also that of sustainable construction and related environmental practices connecting the school environment to the larger business environment full of challenges and opportunities. The objectives of this paper are to identify and determine strategies that can bring about more entrepreneurship in architecture services delivery processes. The Methodology entails qualitative method of using both compare and contrast method subjected to a thorough synthesis and analysis. The opportunities and the need for architects to participate in smart (Specific, Measurable, Achievable, Realistic and Timely) Entrepreneurship Development can never be under estimated in appropriate application of collaborative and partnership efforts by Government, stakeholders and non-Government organization in order to put into practice a transformed Nigerian business environment, using smart entrepreneurship skills as a veritable tool in bridging financial and economic gaps.

Keywords: Construction, Design, Economy, Maintenance and Management.

Introduction

Architecture has a very unique entity in its conceptual processes and procedures all over the world related to the art and science of designing and building structures for human habitation or use (ARCON Act, 1990). According to American Institute of Architects (AIA) Vermont (AIAVT), (2021) the typical and general services a licensed architects can do include: Building Design, Facility/Building Analysis/Existing Conditions Report, Code

Analysis, Energy-Efficiency Assessments, Feasibility Study with Cost Estimating, Space Planning, Site Planning, Permitting, Contractor Selection/Construction Administration Assistance, Creative, Artistic & Technological Design, etc. In Nigeria, the most commonly used and the most up-to-date architectural role and responsible is captured in the Standard Form of Building Contract (SFBC) is the one published by the Nigerian Institute of Architects (NIA) in February, 1990. Apart from providing stipulations as to how the work contracted for will be carried out, the form also seeks to regulate the relationship between the employer and the contractor and provides for the duties, rights and obligations of other various parties relevant to the contract agreement such as architects, engineers, quantity surveyors and subcontractors. The Nigerian Institute of Architects (NIA) Standard Form of Building Contract hereinafter called the 'standard Form' is designed in such a way that it could be executed under hand or under seal. In addition to the Standard Form, there is also the Conditions of Engagement and Consultancy Services Agreement. Entrepreneurship experience, according to Onuoha (2007), "is the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities." Bolton and Thompson (2000) have defined an entrepreneur as "a person who habitually creates and innovates to build something of recognized value around perceived opportunities. Unbundling refers to splitting or breaking up a business operation into several parts to increase productivity, better performance, raise capital, or market expansion. In addition, it helps create value for stakeholders by breaking down valuable services and offering them for various uses. While according to Thomas (2014) smart entrepreneurs create realistic schedules, they can actually achieve within a given period. They maximize their productivity by leveraging tools that can make them achieve more without necessarily working harder such as: Takes calculated steps toward their goals each day, Concentrates on what they do best, Sees every problem as an opportunity, Steps out of their comfort zones on regular basis, Open to learning more, Keeps track on long-term and short-term goals, Focuses on delivering great values every day, celebrate small wins and obsessed with getting work done smarter and faster, not harder. Nigeria is a country located in West Africa and has thirty six states. It is the eighth most populous country in the world and stands as the most populous country in Africa. As far as the economy and business of Nigeria is concerned, the country has the fastest growing economy and is an attractive business location. Nigeria has been one of the most prominent members of the SWOT Analysis of the Commonwealth Nations and is listed among the other countries considered the "Next Eleven" economies. The concept of "Next Eleven" or N-11 countries refers to the list of those eleven nations which possess a great potential and ability to become the world's largest economies in 21st century (Babalola and Tiamiyu, 2013). The professional practice of the construction team members in actualizing various current National Development issues can never be over emphasized. In response to many challenges of National Development in the government national programmes such as National Directorate of Employment (NDE), Technology Incubation Programme (TIP), New Partnership For African Development (NEPAD), National Poverty Eradication Programme

(NAPEP), Millennium Development Goals (MDG), Sustainable Development Goals (SDG) and Entrepreneurship Education Development (EED), etc. (Olaoti and Osunkunle). The complex construction industry is a building and transforming industry where different professionals including architects use different materials, equipment, tools and ideas, coming together at different stages to form a unit whole (Olaoti, Osunkunle, & Nasiru, 2011). Hence, transformation does not come accidentally, but requires deliberate effort. To change from a failure to a successful person calls for performance of some activities that will facilitate the actualization of such dreams and transformation into Archipreneurship.

Objectives

1. To identify strategies that can bring about more entrepreneurship in Architecture to perform optimally.
2. To reassess smart Archipreneurship potentials in the Nigerian business environment.
3. To achieve a resources management for ensuring the most effective, productive, compassionate, result-oriented and efficient use of money, men, materials and machinery.

Statement of the Problem

Presently in developing countries like Nigeria, entrepreneurship vis-a-vis Architecture is still a very big problematic issue that accounts for a high proportion of concerns; but if well harnessed, these will provide a lasting solution to epileptic construction labour supply chain and high dependence on oil that have polluted our environment and render our health conditions. In this study therefore, our focus is in the alternative use of Archipreneurship to achieve sustainable development solutions in presently and in the future towards ending and eradication of poverty and hunger in Nigeria. Architects aspiring to setup a practice should deploy analytical tools and environmental scanning instrument like SWOT analysis and PESTLE to ensure easy entry.

Literature Review

The global knowledge of Architectural entrepreneurship depends on the purposeful and sustainable exploitation of opportunities by enabling Nigerians to drive inclusive national development and growth by tapping into the benefits derivable from the exploitation and deployment of proper management practices. As a result, all our resources drive the development in all sectors by addressing needs that include poverty eradication, improved healthcare, wealth creation, job creation and education (Anger, 2010). If we harness the potentials of these entrepreneurship options, our world will be better to live in as more people will have access to employment; if we have such empowerment in one part of the country, the other job resources can be made available in another part which will complement each other and as a result reduce the dependency on oil. At national and regional levels, adequate modern energy leads to stable economic development,

promotion of trade, and enhancement of participation in global markets, besides the added benefits of better social and economic linkages (National Technical Working Group on Energy Sector (2009). By focusing on the development of entrepreneurship, Aliyu (2008) described the rate of unemployment, among school leavers and graduates as alarming! As part of measures to ameliorate the ugly situation, Governments at all levels (Federal, State and Local) are making frantic efforts to encourage self-reliance initiatives through Entrepreneurship Development. Subsequent to this, there has been a call to introduce entrepreneurship training into Nigerian Universities, Polytechnics and Colleges of Education. The interministerial coordination facilitated by World Bank (2016) did a right thing in facilitating a conducive business environment by embarking on an ambitious reform agenda aiming to improve the business environment to build a competitive economy, one of the three pillars of the Economic Recovery and Growth Plan (ERGP). To support its diversification agenda, the government is focusing on improving the ease of doing business with a goal to make it to the top 100 in the World Bank Doing Business ranking by 2020. The government set up the Presidential Business Enabling Environment Council in July 2016 to remove bureaucratic constraints to doing business in Nigeria and make the country a progressively easier place to start and grow a business. The council is an interministerial body. It is chaired by the vice president and comprises 10 ministers, the head of the civil service, the governor of the CBN, representatives of the Lagos and Kano state governments, the National Assembly, the judiciary, and the private sector. The council ministers include the minister of industry, trade, and investment, who is also the vice chairman of the council; the minister of budget and national planning; the minister of environment; the minister of finance; the minister of foreign affairs; the minister of information and culture; the minister of interior; the minister of justice and attorney-general of the federation; the minister of power, works, and housing; and the minister of transportation. The council's reform agenda was initially based on the 10 doing business indicators; however, in July 2017, the council added several homegrown indicators, including trading within Nigeria and selling to the government. The Enabling Business Environment Secretariat, which became operational in October 2016, works in tandem with ministries, departments, and agencies to implement the council's reform agenda. Each of the entities working on council reforms has nominated reform champions, who work closely with reform leaders in the secretariat to implement the reform agenda. As a result of the efforts of the council, Nigeria improved 24 positions in the Doing Business 2017 report, giving it a 145 ranking overall and a score 52.03 points. The country was also listed as one of the top 10 reformers in that report. Nigeria reformed five areas measured by Doing Business in 2017, including registering a business, obtaining a construction permit, registering property, getting credit and paying taxes. However, Nigeria still lags all its peers on access to electricity, registering property, paying taxes, trading across borders, and resolving insolvency (doingbusiness.org, 2016).

Theoretical Business Models Framework

As a definition, Amit and Zott (2001) have stated “a business model depicts the content, structure, and governance of transactions designed so as to create value through the exploitation of business opportunities”. This is based on theories in technology and innovation studies, industrial marketing, operations strategy, and evolutionary economics. Each element has multiple dimensions as depicted in Figure 1.

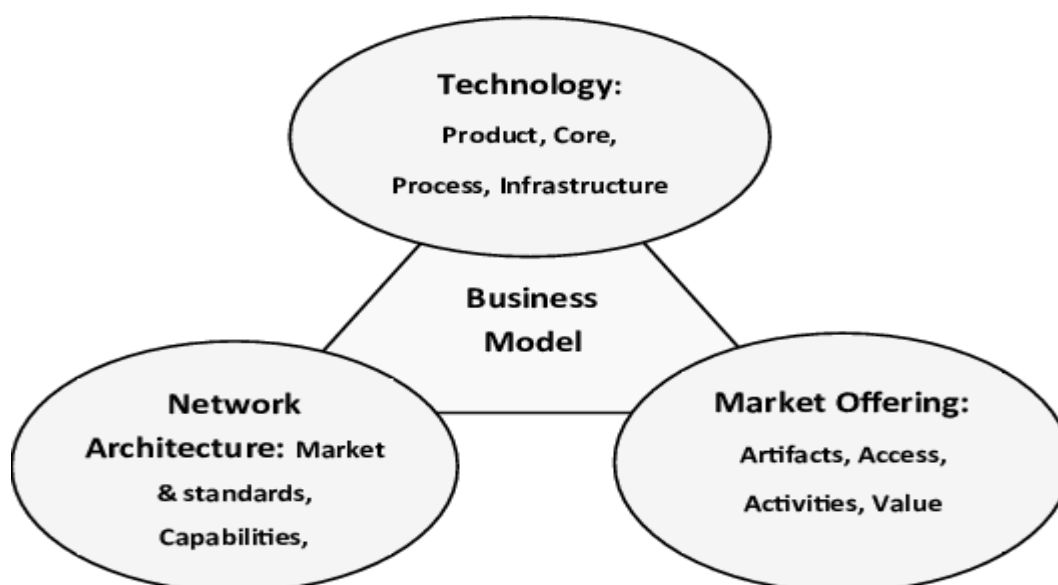


Figure 1. Business model framework by (Mason and Spring 2011)

Methodology

Information for this work shall be obtained by a combination of both the primary and secondary sources and analysis of old traditional Archipreneurship (disciplinary), new Archipreneurship (multidisciplinary) & future Archipreneurship (transdisciplinary) in Table 1 and Some globally and locally influenced Architects.

- I. **Primary sources** - interviews and case studies
- II. **Secondary sources** - books, journals, published and unpublished literatures, and also the internet.

TABLE 1: Analysis of Old Traditional Archipreneurship (Disciplinary), New Archipreneurship (Multidisciplinary) and Future Archipreneur (Transdisciplinary)

Issues	Old Traditional Archipreneurship (Disciplinary)	New Archipreneurship (Multidisciplinary)	Future Archipreneurship (transdisciplinary)
1.	Artist	Fashion Designer	Web Designer
2.	Photography	Music, writer,	Industrial, Vehicle, Architecture

3.	Graphic Designer	Real Estate and Developer	Hospitality and Tourism Architecture
4.	Architectural Designer	Planner and Land Economist	Video Game, Film and Animation
5.	Interior Designer	Furniture Designer	Product Designer
6.	Design and Build	Bio-Architecture and Agritecture Expert	Sustainable Development and Conservationist
7.	Modeller	Researcher, Teacher Professor	Space planner
8.	History of Architecture	Polymath (Architect, Lawyer, Diplomat)	Extreme and Smart Architect
9.	Other Construction Project Management	Political Architect	Artificial Intelligent Architect

Source: Author's Field work, 2023

Results and Discussion

The role of Architects in smart entrepreneurship shows some Old Traditional Archipreneurship (Disciplinary), New Archipreneurship (Multidisciplinary) and Future Archipreneurship (transdisciplinary) of both positive and negative implications and impacts to the existing professional practice of architecture but doing wonderfully well in smart entrepreneurship as itemized below:

- 1. Some Globally Influenced Architects:** Arc. Leonardo Davinci (Italian Polymath), Arc. Rem D. Koolhaas (Shoe maker), Arc. Peju Alatise (Multimedia Artist), Arc. Jonathan Seagal FAIA (Developer Architect), Arc. Michaelangelo di Lodovico Buonarroti Simoni (Multimedia Artist), Arc. Thomas Jefferson (Architect, Lawyer), Arc. Ray-Bernice Alexandrs Kaiser Eames (Graphic and Textile Designer), Arc. Bucknor Fuller (Futurist, Inventor, Author), Arc. Demas Nwoko (Industrial Designer, Artist at University of Ibadan), etc.
- 2. Some Opted Out After Architecture to Become Notable Figure:** Ice Cube (Hip Hop Artist), Bill Gaytten (Fashion Designer), Samuel L. Jackson (Film Actor), Seal (Musician), Tom Ford (Architecture and Fashion) and Courtney Cox (Fashion Modelling), etc.
- 3. Some Locally Influenced Architects:** Arc. 'Dapo Akintunde (IVIX), Arc. 'Kunle Adeyemi, Arc. Tosin Osinowo, Arc. Jailani Aliyu (Chevrolet), Arc. Stephen Ajadi (ACID), Arc. Papa Omotayo (MOE+AA), Arc. Chuka Ihonor (ARG Studio), Arc. Tony Aihie (Design Union), Arc. Nwakego Maduekwe (Alter-EGO Fashion) Arc. 'Jumoke Akinwunmi (Real Estates and Economics), etc. (Tuoyo, 2019).

Conclusion

The Nigerian business environment of today is characterized with emerging economy that is driven by youths who have discovered opportunities in new technologies that has given rise to entrepreneurial skills and enterprises. Architecture as a discipline and profession is technology driven and there is an urgent need to bridge the gap between architectural education and practice to make our young architects more relevant with this current trend. As a way forward, there must be great involvement in smart entrepreneurship of Architecture development that is needed to transform the youths would be greatly revamped in the recent future. The curriculum and programmes should fully equip the youths to meet up with the technological challenges in the area of entrepreneurship development and Architecture should focus on Creativity, risk – taking, problem solving, collaboration, influence the performance (growth, geographical spread, increased workforce and market share) of smart entrepreneurial architecture.

Policy Suggestions and Recommendations

1. There should be a serious commitment on the part of government, council, senators, and all others stakeholders of tertiary education in Nigeria to appropriately fund the educational sector to ensure production of quality graduates is in consonant with the curriculum and supply of basic supporting facilities for entrepreneurship in Architecture and Sustainable Development solutions in the eradication of poverty and hunger.
2. Another important area is that entrepreneurship in Architecture professionals in training and practice which are true mirror-reflection of the society should embark on researchable problem-solving projects that will cover the socio-cultural, political and technological projects so as to meet up with the new challenges of entrepreneurship globally and locally.
3. Lastly, mass awareness education programmes should be introduced at all levels and the media houses should support architects to achieve the smart architectural entrepreneurship in Nigeria for Sustainable Development solutions.

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