



Infopreneurship: A Solution to Unemployment among Library and Information Science Graduates in Nigeria

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Abstract

Graduate unemployment is a serious concern in Nigeria, especially among Library and Information Science (LIS) graduates, whose conventional occupations are increasingly challenged by automation and the altering nature of information management. This article analyzes the notion of infopreneurship which is an entrepreneurial venture focusing on the production, management, and marketing of information goods and services as a possible solution to the high rates of unemployment among LIS graduates. It digs into the fundamental competencies necessary for infopreneurs, and the possibilities available in infopreneurship in Nigeria's rising digital economy. Furthermore, this study outlines the obstacles LIS graduates experience in embracing infopreneurship and presents ideas for overcoming the highlighted issues. By adopting infopreneurship, LIS graduates might not only cut unemployment but also become key contributors to Nigeria's information-driven economy. The study therefore concludes that LIS graduates must pick up new competencies and acquire an entrepreneurial attitude, while the government should come up with policies that support innovation and entrepreneurship, offer access to funding, and build out the essential infrastructure. The study suggests that LIS graduates need to gain extra skills in areas such as digital marketing, site design, content development, and project management; the government and nonprofit groups should build an enabling environment for infopreneurship via laws that foster entrepreneurship and innovation and training and mentoring to assist infopreneurship among LIS graduates in Nigeria

Keywords: Infopreneur, Infopreneurship, Competencies, Opportunities, Challenges, LIS Graduate

Introduction

The unemployment rate among university graduates in Nigeria has emerged as a significant concern since several graduates from diverse fields have challenges in obtaining jobs post-graduation. Graduates in Library and Information Science (LIS) are notably impacted since the conventional functions of librarians and information managers are progressively being reduced by digital technologies and automation (Ike, et al., 2023). As the world shifts towards a knowledge economy, infopreneurship is a viable option for LIS graduates to use their information

management experience to generate self-employment prospects. Currently, the primary objective of Nigerian graduates is to get official work in either the private or public sector. Library and Information Science graduates are increasingly pursuing alternative work opportunities when they are unable to get official positions, seeking any profession that allows them to sustain themselves and their families (Moriri, 2020). Unemployment is a significant concern for Nigerians, especially for graduates in Library and Information Science. It has evolved into a pervasive issue that has deeply infiltrated the fabric of our society, characterized by the failure to integrate Library and Information Science graduates into the labor market as observed by the Organization for Economic Cooperation and Development (OECD) (OECD 2017).

In Nigeria, unemployment has had a severe influence on our economy, especially as it concerns the depreciation of human capital, a decline in economic well-being, and a rise in crime, insecurity, an increase in poverty level, and abduction among others. To mitigate this issue, several programmes have been implemented and embraced by both federal and state governments in Nigeria. Such schemes include: a graduate internship programme (Sure P, N power, and trader money) incorporating National Social Investments Schemes (NSIP) in 2016 projects targeting small, medium, and micro enterprises. Their primary purpose is to develop the economic potentials of young people, LIS graduates above all, to eliminate poverty, malnutrition, and other forms of social vices among young adults. This suggests that there is an urgent need for acknowledgment of infopreneurship as an alternate choice to employment for LIS graduates in Nigeria.

Infopreneurship, which encompasses the production, marketing, and selling of information goods and services, has gained importance as a viable professional option, particularly for individuals competent in organizing, analyzing, and repackaging information for varied audiences. Given the fast expansion of Nigeria's digital economy, LIS graduates are well-positioned to grasp the possibilities afforded by infopreneurship. Infopreneurship is not given sufficient attention it is desired in the country despite its importance because of the gap in the knowledge and awareness of the infopreneurship area in Nigeria and its potential for alternative job creation and employment options for LIS graduates (Ivwurie, 2015; Ivwurie & Ocholla, 2016). This article explores how infopreneurship can help mitigate the high levels of unemployment among LIS graduates in Nigeria, outlines the key required competencies, and discusses the opportunities in infopreneurship for LIS graduates, challenges faced by LIS graduates in infopreneurship and recommend valid solutions on the challenges faced by LIS graduates in becoming a successful infopreneurs.

Statement of the Problem

Unemployment among Library and Information Science (LIS) graduates in Nigeria has become a significant concern. Despite the growing need for information management in various sectors, many LIS graduates struggle to secure relevant employment. The traditional roles of librarianship are evolving, and the job market is increasingly competitive, requiring innovative approaches to career development. Infopreneurship, the practice of leveraging information skills to create and manage information-based businesses, presents a potential solution. However, many LIS graduates lack awareness, skills, or opportunities to engage in infopreneurship. This situation

underscores the need to explore how infopreneurship can be a viable pathway to reducing unemployment among LIS graduates in Nigeria.

Objective of the Study

1. **To identify the opportunities in infopreneurship for LIS graduates in Nigeria.**
2. To identify the key Competencies required of infopreneurs
3. To identify the challenges faced by LIS graduates in infopreneurship in Nigeria

Literature Review

Concept of Infopreneurship

Infopreneurship is a business that includes creating, collecting, acquiring, processing, sharing, and employing information as goods and services (David & Dube, 2014). The word "infopreneur" was invented by Harold Weitzen in the 1980s to characterize those who market knowledge in a manner that creates profit. Today, infopreneurship is intimately tied to digital entrepreneurship owing to the rising use of technology in offering information services (Adeoye, 2021). The phrase, infopreneur is used interchangeably with entrepreneurship, information consultant, and information broker as envisioned by Iwurie and Ocholla (2016). In confirmation of this position, Ramugondo (2021) concludes, that, infopreneurship is entrepreneurship, information consulting, and information brokering, and its business is the manufacture, sale, and supply of information products and services for a charge. The authors further highlighted that they are individuals who gradually refine data into information and knowledge for relevant patrons, for a fee. According to Anyanwu, et al. (2011), an entrepreneur is seen as an individual who takes a calculated risk by investing in business opportunities and gets compensation from the risk by enjoying high profits as the reward of risk-taking in the business. Individuals who (via the integration of old methods of information entrepreneurship and new methods occasioned by information and communication technologies (ICT) sell information products and services to patrons who need their services (Lahm & Stowe, 2010).

An information consultant is a person who delivers his/her skills for a charge (Friedman, 2007). In business terms, he/she is a person with an expert understanding of analytical abilities, research, data analysis competence, and information searching and retrieval skills, among others to assist consumers in finding solutions to real-world challenges (Oduwole & Onatola, 2016,). In two independent studies, Oduwole and Onatola (2016); and Onaade (2012) identified an information broker as a middleman who either buys and sells information goods or operates as a middleman between the information consumer and the information itself. An information broker is responsible for gathering information from many sources, rearranging it to fit a client, and then selling it to the patrons; bridging the gap between what is available and what the end-user demands and lastly engaging in market surveying (Friedman, 2007).

Information and communication technology's (ICT) introduction led to the emergence of the infopreneur. "Infopreneurship entails taking advantage of business opportunities in the production of information products and services as well as information management," according to Nweze (2018). Data are costly, dynamic, and always being reorganized, packed, and altered for usage. This suggests that a large number of LIS students and alumni have taken advantage of the

chance to transform information into a profitable commercial endeavour to enhance their financial circumstances. Creating, marketing, and retailing information goods and services is a common activity that will boost the economic growth of graduates and students studying Library and Information Science. It would also end poverty, insecurity, cultism, restlessness among young people, abduction, and other social vices in Nigeria.

In the recent past, chasing after self-employment notably in the information industry was a challenging chore. With the rapid advancement of online technologies, access to information has become universal, allowing individuals from all walks of life to not only retrieve information but also add value to it. As Igbeka (2018) notes, this vast array of technological tools enables users to transform raw data into meaningful knowledge, facilitating more informed decision-making and fostering innovation. Today, digital platforms provide immediate access to diverse resources, democratizing knowledge and enabling anyone with internet access to engage in value-creation processes across various fields. Information, which is a crucial part of today's changing world and knowledge-based economy, is a critical resource for the survival of both LIS graduates. Information has become an uttermost resource in every area of production, such as land, labour, capital, and entrepreneurs. Waweru, (2014) explained that Infopreneurs are individuals that give these forms of knowledge for sustainability and productive outcomes.

An infopreneur will build a blueprint by generating new goods and services for the benefit of LIS graduates as each person's infopreneurial abilities are being developed and enhanced in many facets of life. Having the mind of creativity and innovation in ideas, infopreneurship would create a stronger influence on the national Economy (Osakede, et al, 2017). The word is new to many individuals. Infopreneur is an entrepreneur who starts up a company based on a product or a service that demands more information. In simple words, the entrepreneur will offer knowledge that already is recognized by him to the needy who are ready to acquire it online. The trend has moved from entrepreneurship to Infopreneurship. They have provided a new meaning where there is no demand for more staff/more investment which incorporates more technology with fewer financial risks for a tech-aware individual. With each page review, remarks of the visitors will make infopreneur stronger to enter the business sector better. Infopreneurship has become a key resource that brings national development to both LIS graduates in Nigeria.

There are now more possibilities and competition for information specialists due to the pandemic growth in the availability of information resources and services in all spheres of human endeavor. To completely expand the job that has been established, these evolutions continue to provide graduates in the Library and Information Sciences comfortable chances to evaluate and re-examine their duties interchangeably (Ayegba, et al., 2016). At a time when unemployment and underemployment are a result of the economic crisis, the government is finding it increasingly difficult to provide employment opportunities for all graduates in the nation, including library and information science graduates. As a result, graduates and students in the field are now being challenged to think beyond their field of study and to come up with creative ways to turn the five management of information resources into money-making progress (Adeyi, et al., 2016).

A survey on LIS practitioners' understanding of infopreneurship was conducted by Wisdom (2016), it revealed that web design, online book sales, online event hosting, consulting, online publishing, and other e-services are among the many fields where information may be made money. The research has determined the obstacles that infopreneurship faces, including the need for high levels of literacy, problems with internet access, rising maintenance costs, a lack of knowledge among the public, and information management abilities. The significance of infopreneurship among graduates has been mentioned in the study, as it may boost the nation's performance. Therefore, curricula that teach information management-related abilities should be developed.

Key Competencies Required of Infopreneurs

Infopreneurs, who specialize in creating and monetizing information products and services, must possess a variety of competencies to succeed in the competitive digital marketplace. These competencies encompass a blend of information management, entrepreneurial acumen, digital literacy, and communication skills. Below are the key competencies required of successful infopreneurs:

1. **Information Management Skills:** Infopreneurs thrive on their ability to handle vast amounts of data and transform them into useful products, which requires a deep understanding of information management principles. Key competencies include research skills to efficiently find, evaluate, and use information from various sources, along with the ability to discern credible sources from unreliable ones, ensuring the production of high-quality information products. Additionally, strong data organization and presentation skills are essential for structuring and organizing information in a clear and accessible way. Infopreneurs must be adept at organizing content to fit different formats, such as e-books, reports, or digital courses, making it easy for users to consume (Ademola, 2020; Smith, 2019).
2. **Technical and Digital Literacy:** Infopreneurs operate in a digital environment that requires proficiency in various tools and platforms for content creation, marketing, and distribution. According to Johnson (2021), knowledge of content creation tools such as WordPress, Adobe Creative Suite, and Content Management Systems (CMS) is essential for managing digital products, while skills in video editing, podcasting, and graphic design enhance their ability to produce diverse content. Additionally, infopreneurs need expertise in Search Engine Optimization (SEO) to increase visibility by optimizing content for search engines, which drives traffic to their websites (Henderson, 2021). Digital marketing skills, including social media marketing, email campaigns, and pay-per-click advertising, are equally important for promoting their products and services (Chandler, 2020).
3. **Entrepreneurial and Business Management Skills:** Infopreneurship is essentially a business that requires a strong foundation in entrepreneurial principles and management, including an understanding of finance, strategy, and risk management. Infopreneurs must manage budgets, pricing strategies, revenue streams, cash flow, and operational costs to thrive in their ventures (Baumol, 2019). Basic knowledge of accounting and financial tracking is also necessary to maintain profitability. Strategic planning, which involves developing clear business strategies,

product development, market analysis, and customer engagement, is crucial for long-term success (Baumol, 2019). Additionally, infopreneurs face risks such as competition, changes in market demand, and technological disruptions, so the ability to anticipate and mitigate these risks is a valuable skill

4. **Communication and Networking Skills:** Effective communication is a critical competency for infopreneurs, as it enables them to convey complex information in a simple, engaging, and relatable manner while fostering strong online relationships with their audience. Whether communicating through blog posts, instructional videos, webinars, or other mediums, the ability to articulate ideas clearly and persuasively is paramount for building credibility and maintaining audience engagement (Adams, 2020). According to Smith (2020), strong communication skills not only enhance customer retention but also play a key role in networking and relationship building, which are essential for infopreneurs looking to expand their influence. Developing a network of collaborators, partners, and clients helps infopreneurs to access new opportunities, strengthen their brand presence, and create valuable connections that can enhance their business growth. Building and maintaining these relationships requires both interpersonal skills and a strategic approach to communication, ensuring that infopreneurs can thrive in a competitive digital environment.

5. **Creativity and Innovation:** Infopreneurs must demonstrate a high degree of creativity in identifying information gaps and developing solutions that stand out in an increasingly competitive market. Their ability to think innovatively and craft unique products is especially crucial in a crowded digital marketplace. According to Smith (2020), creative problem-solving is essential for infopreneurs, particularly those catering to niche markets, as it enables them to present solutions to specific challenges in fresh, engaging, and often groundbreaking ways. Creativity drives differentiation, whether through innovative content formats or novel methods of information delivery. Given the constantly evolving digital landscape, infopreneurs also need to remain flexible and adaptable, continuously updating their knowledge of emerging technologies, platforms, and market trends. This adaptability allows them to adjust their strategies to maintain relevance and stay ahead of the competition. As new digital tools and consumer behaviors emerge, the ability to harness creativity and innovation becomes even more critical for long-term success in infopreneurship.

6. **Self-Motivation and Time-Management:** Infopreneurs, as self-employed individuals, must possess a high degree of self-motivation and discipline to effectively manage the diverse aspects of their business operations. Time management is particularly crucial for infopreneurs, as they need to juggle tasks such as content creation, marketing, and customer service (Johnson, 2021). Developing the ability to prioritize tasks and allocate time efficiently ensures that deadlines are met, and productivity remains high. Without the structure of a traditional workplace, infopreneurs must take on the responsibility of setting their own goals, maintaining motivation, and consistently driving their ventures forward (Brown, 2020). According to Covey (2013), proactive behaviour such as seeking out new opportunities and continuously improving one's products or services is essential for sustaining long-term growth. Infopreneurs thrive on their capacity to innovate, adapt,

and self-manage in an increasingly competitive digital economy, as these competencies are key to their entrepreneurial success (Morris, 2020).

Opportunities in Infopreneurship for Library and Information Sciences Graduates in Nigeria

The rapidly evolving digital landscape and the increasing value placed on information have created numerous opportunities for Library and Information Science (LIS) graduates to explore infopreneurship. Given their specialized training in information management, research, and digital literacy, LIS graduates are well-positioned to leverage their skills in the world of infopreneurship. They can create, package, and sell information products and services, catering to a variety of industries and market demands. These are some of the infopreneurship opportunities available for LIS graduates:

1. **Research and Information Brokerage:** LIS graduates are trained in conducting high-quality research and synthesizing information from various sources. This skill can be harnessed in information brokerage, where infopreneurs provide tailored research services to businesses, organizations, or individuals who require specific data or insights. Information brokers identify and compile relevant information for their clients, saving them time and resources. For example, LIS graduates can offer research services to legal firms, businesses, or academic institutions that require specialized reports or in-depth analyses of specific topics (Ademola, 2020). They can also serve as freelance fact-checkers for media outlets or publishing houses, ensuring the accuracy of published content (Brown, 2021).
2. **Digital Content Creation and Curation:** With the rise of digital content consumption, LIS graduates can capitalize on their ability to create, organize, and curate content. This involves gathering relevant content from various sources, organizing it, and presenting it in a user-friendly format. This can be applied in several industries, including education, health, technology, and entertainment. In the words of Johnson (2021), LIS graduates can curate specialized content for online platforms such as blogs, podcasts, and YouTube channels, providing audiences with valuable and reliable information on topics such as research methodologies, digital archiving, or emerging technology trends. Additionally, they can create e-learning materials for online education platforms like Udemy, Coursera, or LinkedIn Learning, focusing on topics related to information literacy, library sciences, data management, and more (Henderson, 2020).
3. **Knowledge Management Consulting:** LIS graduates are well-versed in knowledge management, which involves the process of capturing, organizing, distributing, and effectively using knowledge within an organization. Many businesses and organizations face challenges in managing their internal knowledge systems and databases, making this a lucrative area for infopreneurs. Consulting in knowledge management as stated by Chandler (2021), allows LIS graduates to assist companies in optimizing their data storage, retrieval, and knowledge-sharing processes. They can implement systems that ensure efficient access to organizational knowledge, improving productivity and decision-making. Similarly, they can also help organizations set up digital libraries and information repositories, ensuring that knowledge assets are preserved and accessible (Ademola, 2020).

4. **Data Analysis and Visualization:** The explosion of big data across industries has increased the demand for professionals skilled in data analysis and visualization. LIS graduates, with their strong data management background, can venture into this area of infopreneurship by offering services that help businesses and researchers make sense of large datasets. LIS graduates can specialize in data cleaning, organization, and interpretation, providing insights and trends to guide business decisions or research efforts (Smith, 2021). They can also create data visualization products, turning complex datasets into clear and understandable charts, graphs, and infographics, which are valuable tools for corporate and academic audiences (Brown, 2021).

5. **Archiving and Digital Preservation Services:** LIS graduates possess expertise in archiving and digital preservation, making them ideal candidates to offer services in the preservation of digital content, especially in industries such as publishing, media, and education. Digital preservation is critical as more institutions seek to protect their digital assets, ensuring their long-term accessibility and usability. LIS graduates can offer their services to help organisations archive digital content, such as reports, documents, media files, and historical records, using advanced digital preservation techniques (Johnson, 2021). Freelance digital Archivists can build digital archives with museums, libraries, or corporations to ensure that information is not lost over time and remains accessible to future generations (Chandler, 2021).

6. **Information Literacy Training:** With the rise of misinformation and the need for critical thinking, information literacy training is an area of great importance. LIS graduates can use their expertise to teach individuals and organizations how to find, evaluate, and use information effectively. LIS graduates can create online courses, webinars, or workshops focused on improving information literacy, targeting students, educators, or business professionals. This is particularly relevant in today's information age, where access to accurate information is more critical than ever (Smith, 2020). They can also offer corporate training programmes that teach employees how to conduct effective research, manage digital information, and improve information organization within the workplace (Brown, 2021).

7. **Metadata Consulting and Taxonomy Development:** LIS graduates have a deep understanding of metadata and taxonomy development, which are essential for organizing and retrieving information in both digital and physical environments. Businesses, educational institutions, and government agencies often require the expertise of infopreneurs to help structure their information systems. LIS graduates can provide metadata consulting services aimed at helping organizations tag and categorize their digital content for easy retrieval and searchability (Johnson, 2021). This service is crucial for companies with large amounts of data, such as e-commerce websites, where accurate metadata ensures that products can be easily found by customers. Additionally, they can assist in developing taxonomies for websites, databases, and content management systems, ensuring that information is organized logically and intuitively for users (Henderson, 2020).

Challenges faced by LIS graduates in Infopreneurship in Nigeria

Infopreneurship, the business of creating and selling information-based products or services, presents significant opportunities for individuals, including Library and Information

Science (LIS) graduates. However, in Nigeria, infopreneurs face unique challenges due to economic, infrastructural, and societal factors. Despite the growing digital economy, several barriers can hinder the success of infopreneurs in the country. Prominent among these barriers are:

1. **Poor Internet and other basic physical infrastructure:** One of the primary challenges facing infopreneurs in Nigeria is poor Internet infrastructure. Reliable, high-speed internet is crucial for infopreneurs, as their work typically involves online research, content creation, digital marketing, and client communication. Unfortunately, many regions in Nigeria suffer from limited access to affordable, high-speed internet, especially in rural areas. According to Adeoye (2021), internet penetration in Nigeria is uneven, with urban areas having more access compared to rural areas. This affects infopreneurs who rely on a consistent internet connection for their business operations. The high cost of data also hinders online activities, making it difficult for infopreneurs to maintain their websites, upload content, and interact with clients across digital platforms (Obasi, 2020). Another challenge encountered by infopreneurs, in Nigeria, is the lack basic of physical infrastructure (SEDA 2016). Lack of transportation, inadequate power supply, and poor telecommunications infrastructure inhibit business growth. Studies by Ivwurie and Ocholla (2016); and Legas (2015), among others, have found that the basic physical infrastructure required for economic development, such as good roads, ample power, good rail and river transportation facilities, and information and communication technology (ICT) infrastructure, are in a very poor shape in most African countries.

2. **Lack of Access to Capital:** Like any entrepreneurial venture, infopreneurship requires some level of investment, whether it's for purchasing digital tools, paying for online marketing, or developing digital content. In Nigeria, lack of access to capital is a significant barrier to setting up of infopreneurship. Many infopreneurs face difficulties in securing loans or funding from financial institutions due to stringent loan conditions, high interest rates, or lack of collateral (Uche, 2021). This leaves many aspiring infopreneurs without the necessary funds, to grow their businesses. Additionally, there is limited availability of venture capital and government funding for infopreneurial ventures, particularly those in the early stages, according to Adedokun, (2020) affects infopreneur adversely. Lack of capital impedes proper functioning and stifles the growth of a business, turning a dream into a complicated 'nightmare' (Legas 2015). The lack of finance or access to finance is considered "the most effective obstacle" to developing an infopreneurship

3. **Low Digital Literacy among the Population:** A significant portion of the Nigerian population lacks digital literacy, which limits the market for infopreneurs. While the demand for information is high, many Nigerians are not familiar with accessing or using digital products like e-books, online courses, or webinars (Oloyede, 2020). For example, infopreneurs offering e-learning platforms may struggle to reach their target audience due to a lack of awareness and digital skills among potential users. This gap in digital literacy in the words of Adeoye 2021), also affects marketing efforts, as a significant portion of the population does not fully understand or trust online transactions, reducing the chances of infopreneurs making sales online.

4. **Intellectual Property Concerns:** In Nigeria, the enforcement of intellectual property (IP) rights is weak, which is a significant concern for infopreneurs who rely on selling original content. The

absence of strict IP laws and enforcement mechanisms makes it easy for digital content to be copied or pirated (Ajibade, 2021). Many infopreneurs face the challenge of content piracy, where their digital products, such as e-books or online courses, are illegally shared or resold without their permission. This can severely undermine their profits and discourage the creation of new content. The lack of adequate copyright protection also makes it difficult for infopreneurs to claim ownership of their work, further limiting their ability to commercialize information products (Uche, 2021).

5. Unstable Power Supply: The issue of unstable electricity in Nigeria significantly affects infopreneurial activities, especially for those who work from home or small offices. Frequent power outages disrupt the ability to work consistently, especially when using digital tools that require a stable power source. Many infopreneurs are forced to rely on alternative power sources, such as generators, which add to operational costs and can reduce the profitability of their ventures (Obasi, 2020). The lack of reliable electricity also limits the ability to meet deadlines and keep up with the demands of a global market that expects prompt service delivery (Ajibade, 2021).

6. Limited Access to Mentorship and Business Support: Many Nigerian infopreneurs, particularly those at the starting stage, struggle with limited access to mentorship and business development support. While infopreneurship is gaining recognition, there are few formal structures in place to support aspiring infopreneurs with the knowledge, skills, and networks they need to succeed. Unlike traditional entrepreneurs, infopreneurs often work in isolation and may lack the business acumen to effectively grow their ventures (Adedokun, 2020). The absence of robust business incubators or dedicated programmes for infopreneurs means that many fail to receive the support they need to scale their operations (Uche, 2021).

7. Poor Management Skills: As a requisite skill for a business to thrive, the lack of this skill is detrimental. For one to be an infopreneur, one needs some of these skills (Ivwurie & Ocholla 2016). Agbenyegah (2013) explained that poor management skills hurt most infopreneurs starting up a business venture. David and Dube (2013) noted that the lack of management skills hinders LIS graduates from taking infopreneurship as a module the study conducted by Dewah and Mutula (2016) indicated the need for a management module to be included in the students' curriculum. On this note, it is important to state that inadequate management skills can lead to the end of the business. As a result of this, a proactive measure must be put in place to prevent the death of the business. This could be by learning management skills, or by hiring a specialist with managerial skills and abilities for training, and retraining of staff to be perfect in the day to day running of the business.

8. Competition from free Online Resources: The proliferation of free online information presents another challenge for Nigerian infopreneurs. With the availability of vast amounts of free content on platforms like YouTube, Wikipedia, and blogs, it can be difficult for infopreneurs to convince potential customers to pay for their information products. Many infopreneurs struggle to differentiate their content from freely available alternatives, making it harder to generate revenue (Oloyede, 2020). To compete in this environment, infopreneurs need to focus on creating high-quality, specialized content that provides value beyond what is freely accessible (Adeoye, 2021).

Conclusion

In conclusion, infopreneurship affords LIS graduates in Nigeria a practical career option. Infopreneurs can produce and promote a range of informational products, commodities and services, offering up work prospects for both themselves and others. However, to thrive, LIS graduates must pick up new competencies and acquire an entrepreneurial attitude, through policies that support innovation and entrepreneurship, offer access to funding, and build out the essential infrastructure, the government and other stakeholders may aid infopreneurship in this area.

Suggestions

To solve the identified issues militating against successful infopreneurs, first, LIS graduates need to gain extra skills in areas such as digital marketing, site design, content development, and project management. They also need to be able to identify and target particular markets for their goods and services. This demands a change in attitude from conventional Library and Information Science positions to entrepreneurial responsibilities. Secondly, the government and nonprofit groups may build an enabling environment for infopreneurship via laws that foster entrepreneurship and innovation, access to finance, and the provision of critical infrastructure such as dependable internet connection. The government may offer money and tax incentives to infopreneurs, as well as provide a supportive legal and regulatory environment for infopreneurs to strive effectively.

Lastly, there is a need for training and mentoring to assist infopreneurship among LIS graduates in Nigeria, there is a need for training programmes and mentorship schemes that give practical skills and direction on how to establish and maintain a successful infopreneurship firm. These modules may also be implemented into the LIS curriculum by academic institutions and regulatory organizations.

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