

Sustaining Innovation on Aba Made Shoes: The Role of Government

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Abstract: *This study examined the role of innovation and packaging on made in Aba shoes in the recent time following state government political intervention in the Aba shoe industry. The study has three specific objectives centering on innovation on made in Aba shoes, government commitment in made in Aba shoes and the core challenges confronting Aba made shoes. A cross sectional survey design, as well as a quantitative methodology where data is generated using structured questionnaire copies was adopted and administered to the accessible population of 150 shoe artisans in Ariaria Aba, Abia state. The study used descriptive analysis to analyze data. Arising from the results, it was found that innovation and creativity of Aba shoe artisans also help in improving the quality and brand of their product. It was also found that 43.3% those that are fore-front of innovation in Aba made shoes are SSCE holder artisans and that the immediate past state government played a vital tool in the promotion of made in Aba shoes. Following the finding, the study recommends for more state government commitment in the training of Aba shoe artisans especially in abroad, so as to improve their skills, innovation.*

Keywords: innovation, Aba made shoes, Schumpeter's CD, government involvement, packaging

INTRODUCTION

A variety of factors can cause changes in an economy and one of the most important is innovation. This involves the introduction of new products, productive techniques, or technology. Today's competitive landscape heavily relies on innovation. Innovation is the systematic practice of developing and marketing breakthrough products and services for adoption by customers, Drucker, (1998). Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services. Schumpeter (1950) argues that innovation-originated market power could provide more effective results than pure price competition. Business leaders must constantly look for new ways to innovate because you can't solve many problems with old solutions. This could be linked to made in Aba shoes, as product of creativity and innovation.

The history of Made in Aba shoes dates back to the early 1960s, when Aba-based local businesses began to copy and create and innovate shoes that were comparable to those from abroad. The administrations of the Dr. Okezie Ikpeazu deserves praise for its commitment to maximizing the economic potentials of Aba made products such as shoes and textiles, (Afulike, Ihechu, Ndukwe, 2019). One of the initiatives of Aba government under Dr. Okezie Ikpeazu was the administration's entry into Aba, the Enyimba City, with the aim of elevating the items created in Aba into the international market. There are several accounts that Aba shoes and clothing are rapidly gaining popularity in both domestic and foreign markets, as evidenced by the fact that Aba dealers are starting to export their goods. Additionally, it is known that entrepreneurship has seen great success before this current tough patch. In Aba, leather from domestic or foreign sources is used to make shoes, slippers, and sandals by more than 100,000 shoemakers. As such, more than 60% of new shoes worn in Nigeria are produced in Aba, Abia state, (Eneke, Nwanosike, Onwuka, Ekpendu, Nzelu & Ukangwa, 2022).

The majority of these shoemakers labor out of their houses or in the streets and market booths surrounding Ariaria Market, which is home to three major shoe manufacturing hubs: Bakassi, Shoe Plaza, and Power Line. Shops are arranged in groups at the Bakassi and Shoe Plaza hubs based on the cooperative societies or unions they belong to. With an average of 5 employees per shop, Bakassi has over 1,400 businesses making women's shoes, slippers, and sandals. An average of 4 people work in each of the 1,290 shops that make men's shoes, slippers, and sandals at Shoe Plaza, (Ebere, 2017). But in Power Line, each store is privately owned, employing roughly 4 people to make and sell women's shoes, robes, and sandals. At an average cost of N2,500, 48 million pairs of shoes are produced annually. A quarter of these are shipped to China, North America, and nearby African nations including Cameroon, Ghana, Togo, and Liberia as well as European nations like the UK, Italy, Greece, and Ireland. The Aba shoe business is expanding quickly, with exports worth \$17 million, but there is still space for major expansion, (Levenus, 2017).

Despite the level of production going on in Aba shoe factories, the potentials are under harness due to poor technology and political will to bring innovation in Aba made shoes. Though, the government has launched a number of campaigns to promote SME participation and promote the purchase of shoes made in Aba. Some of the campaign's goals involve promoting made-in-Aba shoes around the world and boosting the state's economy. There is growing fear that the campaign may not have much of an impact because despite the promotion, awareness and purchase of these shoes are still extremely low in Nigeria. Also the cost of marketing activities in Nigeria has also cost of raw material has been great issues to growth of Aba mad shoes. Fear of the unknown as per the level of patronage is also constrained which stands to be a threat to made in Aba shoes and it sustainability.

Hence this study is geared at ascertaining the role of innovation and packaging in improving made in Aba shoes. To unveil the role of government in made in Aba shoes. This study will also identify the core challenges confronting Aba made shoes. The study will be of great benefit to several stakeholders and business owners in Aba and beyond. This study centered on Ariaria Aba shoes markers with emphasis on innovations of Aba made shoes, government involvement and challenge facing Aba made shoes. This study believed that if innovation process in shoe making in Aba and its diffusion continues to be characteristic by genuine political will, there will be a sustainable growth in the state economy and technologically driven global economy with relative full employment.

LITERATURE REVIEW

A good number of theories have been propounded to support the efficacy of the influence of innovation on organizational performance. One of such theories is Schumpeter's Innovation and Creative destruction Theory. This was developed by Joseph A. Schumpeter in 1950. Schumpeter was of the opinion that the emergence of innovation in the production process is a key to economic growth and development. In his explanation of the process of economic growth, According to the Schumpeter's theory, profit and growth can be made only by introducing innovations in manufacturing technique, as well as in the methods of supplying the goods. According to Heertje (2006), the Sources of innovation include:

1. Introduction of new commodity or a better quality good;
2. Introduction of new method of production;
3. Opening of a new market;
4. Discovery of new sources of raw material; and,
5. Organizing the industry in an innovative manner with the new techniques.

Schumpeter identified innovation as the critical dimension of economic change. He argued that economic change revolves around innovation, entrepreneurial activities, and market power. He sought to prove that innovation-originated market power can provide better results than the invisible hand and price competition. He argued that technological innovation often creates

temporary monopolies, allowing abnormal profits that would soon be competed away by rivals and imitators. These temporary monopolies were necessary to provide the incentive for firms to develop new products and processes. The model further argued that the innovation will lead to creative destruction (CD) and disruptive innovation. Creative destruction is the overall process of change and adaptation of actual industries to novelties, (Conway, 2005). Creative destruction, as defined by Schumpeter as the "process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one," According to the theory, many traditional business models are driven out of the market processes by new technology, new forms of production, new marketing and new business models. This innovation changes the whole character of market processes in which it is exchanged, (Eneke, Nwanosike, Onwuka, Ekpendu, Nzelu & Ukangwa, 2022).

On the other hand, Political System Theory of Entrepreneurial Growth argues that for innovative business growth, Political system can create adequate infrastructure, favourable laws, favourable taxation system and procedures, provide incentives and subsidies, security to entrepreneurs, create promoting policies and can encourage people towards entrepreneurship, (Coulter, 2003). Government can also build supporting system for potential entrepreneurs. Thus, the commitment of political system can contribute significantly towards entrepreneurial development. According to Nwanosike, Ugbor, Ogbuabor, Uzoechina & Ebenyi, (2016) an infant firm can flourish if their political system is able to properly integrate with various sectors such as the industrial and agricultural, large, small and handicraft industries, labour intensive and capital intensive technology, traditional and modern social structure.

Furthermore, Dynamic Capability Innovation Theory is also relevant to this study. This theory was propounded by Teece, Pisano & Shuen (1997); it states that the essential basis for innovation is the firm itself. It brought to the fore how competitive advantages within the firms are achieved and how that advantage is sustained over time. Furthermore, they revealed that firms are conceptualizing as having multitude of resources that are distributed within various departments of the firm, especially where there are shortfalls in the resource allocations. More so, when firms have resources that are valuable rare, difficult to imitate and non-sustainable, they intend to put forward strategies that are valued and can resist duplication by other firms to enhance competitive advantage through product innovation, Omede and Aghanenu (2021).

However, attempts had been made to trace the role of innovation as firm's resources especially in domestic production (shoe making) by a wide range of scholars. Omede and Aghanenu (2021) examined how innovation affected entrepreneurship's performance in Aba, Abia State, Nigeria. To determine whether there is a meaningful relationship between the two intervening factors, innovation and entrepreneurial performance in Aba, Abia State, three hypotheses were developed. Data were collected using a standardized questionnaire, and Pearson's product-moment coefficient of correlation was used to analyze the results. The analysis's findings

indicated that there is now a connection between entrepreneurial performance and innovation. The study's findings led to the conclusion that, in order for entrepreneurship to flourish in the face of rising competition in developing nations like Nigeria, a high priority must be given to creating an innovative workplace culture that encourages staff members to contribute fresh concepts and methods for offering customers new products and services that are valued and satisfying. This will improve performance. In light of this, the report made several recommendations, including that entrepreneurship laws and programs be created in a way that tackles horizontal issues and creates more effective and sustainable incentives for innovation activities.

Furthermore, Eneke, Nwanosike, Onwuka, Ekpendu, Nzelu & Ukangwa, (2022) provided an insight on made in Aba shoes as a tool for the development of the state economy. The study noted the state government effort in improving made in Aba product especially shoes in the recent time. The study also investigated on the training and retraining of Aba shoe artisans on their products as well as the role of innovation and creativity in repackaging of Aba made product after the analysis. The study found that training as well as retraining helps in improving the quality as well as quantity in made in Aba shoes. The study also discovered that Aba artisans pay a lot of different forms of taxes to government agencies following the findings of the research, the study recommends; on the issues of multiple taxations of shoe artisans, government need to harmonize taxes levied on Aba shoe artisans so as to encourage the infant shoe industry. The study recommends on the challenges facing the Aba shoe industry. The study recommends immediate provision of constant light by the government, reduction in level of taxes, provision of quality machines, good roads.

Nnamani, Onyia and Nnamani (2021) investigates the impact of economic factors on the growth of entrepreneurship in Nigeria. A survey of small and medium-sized businesses in the three most industrialized regions of south-eastern Nigeria was conducted, with participants coming from Enugu East in Enugu State, Nnewi in Anambra State, and Aba in Abia State. The key instrument for data collection was a questionnaire designed. The Data were analysis using Linear Regression Analyzed, SPSS version 21. The result revealed that, absence of inflationary rate is significantly positive (the regression coefficient of inflation rate is 0.076 while the significant value is 0.755) on the entrepreneurship development and it has strong significantly positive effect on the development. According to the report, the government should support efforts to reduce inflation in order to boost economic growth and entrepreneurship, as well as to eradicate poverty by giving young people more opportunities to do both.

On the area of product characteristics, Ajibade and Osho, (2016) investigated the impact of country of origin on sales of shoe products in Nigeria. Specifically, it examines the aspect of product characteristics that Nigerians use in assessing foreign and locally made shoes in Nigerian market. It also finds out if the choice of shoe by Nigerians is a function of social class, occupation and income of buyers. To achieve the objectives of the study, the resar

ch instrument (questionnaire) was administered on a total of two hundred (200) randomly selected shoe customers in Ado-Ekiti, the capital of Ekiti State, Nigeria. Data obtained were analyzed using descriptive and inferential statistics such as the frequency counts, mean and T-test. All the tests were carried out at 5% level of significance. The findings of the study reveal that Nigerian consumers prefer foreign shoes to locally made shoes. It also shows that consumers' preference for foreign shoes is not a function of occupation and income level. The paper is optimistic that with better value embedded in locally manufactured goods, the country will not only develop a substitute for foreign goods but in addition will mitigate youth unemployment and equally promote sustainability of Nigeria development.

In the opinion of Lambert, (2016) innovation by an organization is targeted at improving customer satisfaction and reduction in cost of production. For the organization to enjoy the benefit of innovation and improved performance efforts should be geared towards eliminating unnecessary bureaucratic bottlenecks, tapping into the gains of technology and a well-defined organizational policies and programs for enhanced efficiency and effectiveness (Lambert, 2016), customers can enjoy more value added through excellent customer satisfaction. This reality is attained by development of innovative strategies such as reducing the perceived inconveniences and engendering customer friendly operations. Furthermore, to add more value to the organizational offerings, market performance can be enhanced by providing products or services with unique selling proposition by adding extra values to the organizational products or services at the same selling price. Baba and Onuoha (2018) examined the relationship between entrepreneurial orientation and the innovativeness of Small and Medium-scale Enterprises (SMEs) in Aba, Abia state in Nigeria. A cross sectional survey design, as well as a quantitative methodology where data is generated using structured questionnaire copies was adopted and administered to the accessible population of 124 proprietors of shoe making enterprises in Aba. The result indicates that there is a significant relationship between the dimensions of entrepreneurial orientation (Pro-activeness and risk taking) on the innovativeness of the enterprises and thus we conclude that entrepreneurial orientation through its pro-activeness and risk taking significantly influences the innovativeness of the organization.

In analyzing the innovation types and the effect on the performance of the leather based manufacturing enterprise in Abia state, Onwumere and Eleodinmuo (2015) examined the various types and strategies of innovation, the effect of innovation on the performance of the enterprise as well as the determinant of innovation and performance. The study used random samples of 120 leather based manufacturing firms and the data were collected using a well-structured questionnaire. The tools used for data analysis were tables, frequencies and percentages, correlation analysis, probit regression and multiple regression analyses. It was observed that the innovations used to enhance performance among leather based agro-industries were product, market and technological innovations. Specifically, innovation has a positive significant effect on the performance (profit) of the enterprise. The significant determinants of innovation were enterprise size, competitors, output level, and credit availability for the venture and education

status of firm operators. Also, while innovation was one of the significant determinants of enterprise performance, it is therefore recommended that the enterprise should embark on a continuous innovation to enhance their performance. To date, most studies in Nigeria focus mainly on innovation in entrepreneurships in Nigeria, with little or no emphasis on innovation in Aba made shoes, See Baba and Onuoha (2018), Omede and Aghanenu (2021) and Eneke et al (2022). Therefore, using information collected from well-structured questionnaire, this study differed from previous works by emphasizing on the role of innovation and packaging in improving made in Aba shoes. The study also unveils the role of government of Abia state in made in Aba shoes well as identify the core challenges confronting Aba made shoes.

RESEARCH METHODOLOGY

Research Design: The research design adopted for this study is the cross sectional survey design, as well as a quantitative methodology, where data is generated using structured questionnaire copies. Both the content and face validity of the instrument were determined. The data collection process is reliable owing to the fact that it was collected from respondents that can be accessed, verified and used at any time.

Population: It will be a very difficult task to deal with the entire shoe producers in Aba, Abia state in because of the large population, hence, an accessible portion of the population was selected that are basically into shoe making. The sample frame of this study was drawn from 1400 women producing shoes and 12,900 men producing shoes, with an average number of 5 apprentice per shop. The accessible population of 150 shoemakers in Ariria Aba were selected for the analysis of the study. Taro Yamane was applied in the selection of the sample size.

Instrument: The structured questionnaire (comprising of two sections: demographic and construct sections) was adapted to facilitate the generation of data for the variables (creativity, innovation, government roles and challenges. Each variable comprised of at least 3 item instruments. Some indicators are scaled on the five point type Likert scale ranked from “Very High, High, Moderate, Low, Very Low” implies 5, 4, 3, 2 and 1 respectively. While some ranked as “Yes, No and Not Sure”.

Reliability: The evidence for the tests for reliability indicates that all variables are substantially reliable given the Cronbach alpha coefficient for each of the indicators. See table 1 below;

Table 1: Reliability test result

Indicators	Cronbach's Alpha (%)
Innovation and creativity	0.972
government roles	0.724
challenges	0.862

Source: The Researcher computation with SPSS 20.0

Reliability analysis is accepted if the Cronbach's alpha coefficient range is between 0.6 and 1.0. The evidence for the tests for reliability indicates that all indicators are significantly reliable given the Cronbach alpha coefficient for each of the indicators as shown in the table 1 above. This implies that the statements in the questionnaire are all consistent and have captured the information about the variables. Therefore, we accept the information in the survey and its analysis to be reliable.

Socio-Demographic characteristics of the respondents

Table 2: Sex of the respondents:

Gender	Frequency	Percentage
Male	120	80%
Female	30	20%
Total	150	100%

Source: The Researcher's Field Survey, 2023

Table 4.2 above shows the total sex distribution of the respondents sampled. The survey revealed that 120 out of 150 of the respondents were men showing 80% as against 30 who were female, which is 20%. This implies that men dominate shoe production in Aba compared to that of female counterparts that are only 20% out of this number that were engaged in shoe production.

Table 3: Age Distribution of the respondents

Age	Frequency	Percentage
20-30	51	34%
31-40	67	45%
41-50	20	13%
Above	11	7%
Total	149	99%

Source: The Researcher's Field Survey, 2023

Table 4.3 shows the age distribution of the respondents who are engaged in shoe production in Aba. The survey shows that artisans within the age of 31-40 years had the highest number of shoe artisans in Aba with 67 respondents showing 45%, followed by those within the age of 20-30 years with respondent 51 showing 34%. While those between the ages of 41- 50 were 20

responses showing 13%, and the least were those above 50 with 11 responses showing 7%. This implies younger age brackets of 20 - 40 years dominate the shoe making industry in Aba. This number include both apprentice and the chairman, masters while those within the age of 41 and above are mainly the masters (boss) of the younger generation of shoe producers in Aba.

Table 4: Educational Qualification of Respondents

Qualifications	Frequency	Percentage
FSLC	15	10%
SSCE	65	43.3%
OND/NCE	45	30%
HND/B.Sc	25	16.7%
TOTAL	150	100

Researcher’s field survey 2023

The table shows that respondents with FSLC qualifications is 15 (10%), SSCE is 65 (43.3%), OND/NCE is 45 (30%) and HND/B.Sc is 25 (16.7%). It therefore shows that respondents with SSCE qualification are more in number among Ariria Aba shoe makers, followed by OND/NCE holders. However, in a general note, there is a significant mixed educational qualification among producers of Aba made shoes which is a great advantage. This partly explains why innovation and technology diffusion in Aba made shoes is possible.

Data presentation

Table 5: To ascertain the role of innovation and packaging in improving made in Aba brand.

	VH	H	M	L	VL
How to rate the innovation and creativity due to trainings in made in Aba shoes.	66 44%	50 33.33%	34 22.67%	0 0	1 0.67%

Source: The Researcher’s Field Survey, 2023

Table 4.9 above shows the role of innovation and packaging in improving made in Aba shoe. From the table, 44% of the respondents rated very high on the rate of innovation and creativity due to trainings in made in Aba shoes while 0.67% of those sampled responded very low on the

rate of innovation and creativity due to trainings in made in Aba shoes. This implies that innovation and creativity help in packaging and improving made in Aba shoes.

Table 6: To examine the significance difference from made in Aba shoes and other shoes.

	YES	NO	NOT SURE
Noticeable difference from Aba made shoes and other shoes	45 30%	74 49.33%	33 22%

Source: The Researcher’s Field Survey, 2023

The table 4.14, further above showed the significance difference from made in Aba shoes and other shoes. From the results 30% of the respondents answered yes on difference from Aba made shoes and other shoes. While 49.33% of the respondents answered No on the difference from Aba made shoes and other shoes. This implies that there is a significant difference between made in Aba shoes and other shoes in the market.

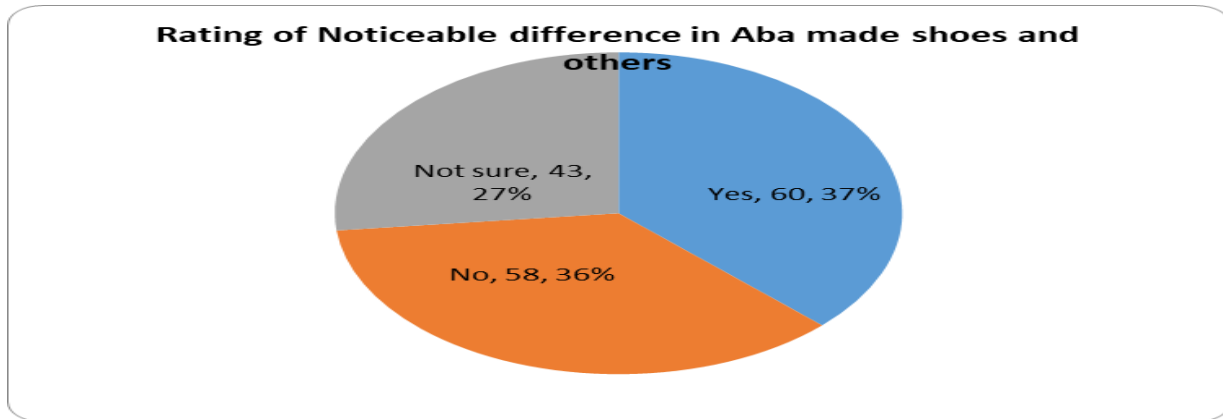
Table 7: To rate the observable difference from Aba made shoes and other shoes.

	VH	H	M	L	VL
Rate the observable difference from Aba made shoes and other shoes?	15 10%	67 44.67%	59 39.33%	8 5.33%	3 2%

Source: The Researcher’s Field Survey, 2023

The table 4.15 shows the observable difference from Aba made shoes and other shoes. The results show that 10% of the responds noted very high on the observable difference from Aba made shoes and other shoes. While 39.33% of the respondents noted moderate on the observable difference from Aba made shoes and other shoes.

Chart 1: Graphical demonstration of noticeable difference between made in Aba and others



Source: Researcher’s field survey 2023

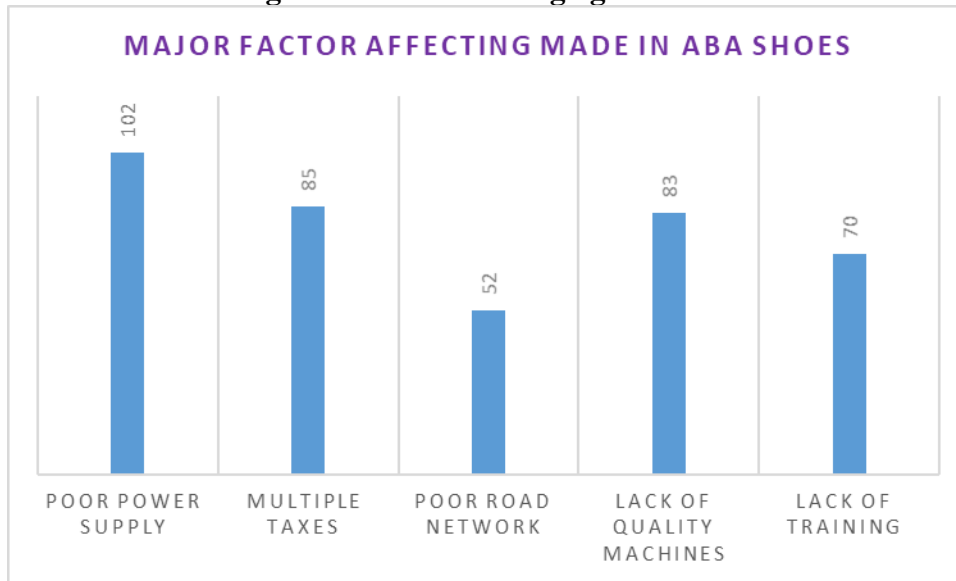
The chart 5 above indicates the rate of noticeable difference in Aba made shoes and others. This shows that 60 respondents showing 37% rated that there is a noticeable difference between made in Aba shoes and other shoes.

Table 8: to ascertain the level of Government commitment on Aba made shoe

	VH	H	M	L	VL
How does the training on shoe making affect your product?	6 4%	59(52) 74%	70 46.67%	8 5.33%	9 6%

Source: The Researcher’s Field Survey, 2022

The table 4.8 above shows the level of government commitment on shoe making in Aba, Abia state and how it can affect their products/brand. From the table, 74% of the respondents indicated that government commitment affect their shoe making business significantly, as against only 5.3% that does not feel significantly on the effect of government commitment in their shoe business. It was revealed that the administration of Dr Okezie Ikpeazu has shown a significant commitment in training and retraining of Aba shoe Artisans especially aside the country in comparison to previous administration. This has gone a long way in sustaining the creativity and innovative skills of Aba shoe Artisans. It wasn’t until this administration led by Governor Okezie Ikpeazu stepped in eight years ago, that key priorities began to be outlined and put into perspective. This implies that the leadership of Dr. Ikpeazu has been quietly revolutionary, making rapid investments in trade and commerce and boosting Small and Medium scale Enterprises (SME) by waging in those areas the state does better than others.

Chart 2: To investigate factors militating against made in Aba shoes

Source: The Researcher's Field Survey, 2023

The chart 2 above shows the factors militating against made in Aba shoes. From the chart, 102 of the respondents rated on the challenges of poor power supply in shoe making process as one of the major setback. This issue of poor power supply affects shoe production in the sense that some machines cannot operate without the use of power supply and this slows down production process. Also, 85 of the respondents emphasized on the challenges of multiple taxes and levies been imposed on them. A lot of taxes are been issued on artisans whether they make sells or not. Based on the poor road network, 52 of the respondents noted that in most cases during rainy season artisans find it difficult to go to work cause of bad roads and the sales are poor when it rains due to poor roads. People find it difficult to go to market. Furthermore, 83 of the respondents identified lack of quality machines as a major challenge. This implies that without good machines, production of shoes will be slow and cannot be able to meet up to the demand of people. Using of only one machines tends to wear out easily. Finally, 70 of the respondents decried of lack of periodic training to improve their product as a core challenge to Aba made shoes.

Test of Hypotheses

H_{01} : There is no significant effect of innovation, creativity and packaging in improving made in Aba brand.

Decision: Following the result of the analysis in table 4, where (44%, 33.33%, and 22.67%) revealed that innovation and creativity due to training of artisans help in improving made in Aba shoes. Therefore, following this evidence, this study rejects the null hypothesis and accepts the alternative.

Conclusion: The study concludes that there is a significant positive effect of innovation, creativity and packaging toward improving the brand of Aba made shoes.

H₀₂: There is no significant government commitment on made in Aba shoes.

Decision: From the results in table 8, total of 85% of the Aba shoe artisans indicated to have undergone one form of training/retraining in then recent time, courtesy of Governor Okezie Ikpeazu's administration, as against 15% that stated otherwise. Furthermore, 74% of the respondents agreed that their training/retraining (regular, seasonal, and occasional) help to improve their products. No less than 50 shoemakers were sent to China to improve their crafts with the use of foreign mechanization. Based on the above evidence, we reject the null hypothesis and accept the alternative hypothesis.

Conclusion: The study concludes that government commitment on training and retraining of artisans significantly help in improving made in Aba shoes.

H₀₃: Factors militating against made in Aba shoes are not known.

Decision: based on the chart 2, the study identified Poor power supply, multiple taxes from government agencies, Lack of quality machines, poor road network, and inadequate support from government as well as inadequate retraining of the shoe artisans as core challenges of made in Aba shoe producers. Based on the above evidence, we reject the null hypothesis and accept the alternative hypothesis. The study concludes that factors militating against made in Aba shoes are known.

SUMMARY OF RESEARCH FINDING

The following findings were deducted after the analysis;

1. The study unveiled that innovation and creativity of Aba shoe artisans also help in improving the quality and brand of their product.
2. The study discovered that made in Aba shoes differ significantly from foreign made shoes due to insufficient equipment, machines available to Aba shoe artisans and poor packaging.

3. The study found that the administration of Dr Okezie Ikpeazu as the governor of Abia state played a vital tools in the promotion of made in Aba shoes as well as its visibility beyond the shores of the state.
4. The study also revealed that state government recently trained Aba shoe artisans, which helps to improve their product and engender innovation. This was not the case in the past administration of the state.
5. The study unveiled the challenges facing Aba made shoes which includes; poor power supply, multiple taxes and levies, poor road network, lack of quality machines, lack of training and poor support from government.

Policy Recommendation

From the research findings on the study on innovation in made in Aba shoes and its sustainability and government involvement. ‘The following research policy recommendations were suggested in line with our research findings.

1. The state government need to invest more in the training of Aba shoe artisans especially in abroad, so as to improve their skills, innovation and their outputs. A call on the current administration to invest in Aba made shoe industry to improve on it innovation and outputs.
2. The study recommends the need to introduce standard in Aba made shoes. This will help in packaging of made in Aba shoes for effective competitiveness with its counterpart’s products.
3. With the regards to the challenges facing the Aba shoe industry. The study recommends immediate provision of constant light by the government, reduction in level of taxes, provision of quality machines so as to improve and increase the output of the Aba shoe industry.
4. With regards to patronage, the study recommends that Aba made shoes should be made a national product so as to encourage indigenous creativity and innovation. In other words, the study suggests placing tariff on foreign made shoes.

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