THE FUTURE OF AGRICULTURAL TRANSFORMATION AND POVERTY ALLEVIATION IN NIGERIA:
THE NEXUS OF CREATIVE THINKING, INNOVATION, IMAGINATION AND IDEATION

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ABSTRACT

The study sought to build a framework which would act as a blue-print for success in business organizations, especially in Agricultural sector to adopt to avoid failures which besiege many businesses in Nigeria. Variables of innovative characteristics, creative thinking ability, visualization of images in one's mind, perception, intelligence and memory which triggers innovation in entrepreneurs were selected for the study. Concentration of effort on images, focus on problems, abstract thinking, and lateral thinking was the variety selected from imagination. Variables of ideation include problem solving desire, concentration and meditative ability. Success on its own was measured by such variables as clear and specific methods, creativity and innovativeness, visionary ability, solid knowledge of business, credibility tract record and exceptional people-oriented skills. Survey design which was based on conversation, interaction and discourse analysis were adopted. The findings of the study showed that all the selected variables of innovation had a very significant positive relationship with success in entrepreneurial ventures. The variables of imagination were seen to have a moderate significant relationship with innovation and entrepreneurial success while the variables of ideation had low significant positive relationship with entrepreneurial success. The study recommended among others that entrepreneurial ventures, especially intending entrepreneurs at the start-up stage need to join creativity and innovation clubs so that they could be properly grounded in the skills of innovation, imagination and ideation for Success, Survival and Sustainability (SSS).

Keywords: Entrepreneurial Venture, Sustainable Development, Poverty, Africa. JEL Classification: L32, L53, P12, P36.