

Efficacy of Technological Entrepreneurship Development through the Instrumentality of 7Cs of Communication

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Abstract

The crux of this theoretical research is to ex-ray how ensuring the efficacy of technological entrepreneurship development through the instrumentality of 7Cs of communication can enhance the aptitude and skills of the entrepreneur. The researcher was also more concerned about making manifest and explicating some other key issues, theories and concepts pertaining to technological entrepreneurship, entrepreneur, entrepreneurship and communication. Among the core issues addressed was the establishment of the systematic or strategic nexus between technological entrepreneurship and communication (particularly 7Cs). The application of technology entrepreneurship for the promotion of effective customer service delivery among SMEs involves: the utilization of specialized human resources, the ability to harness the skills of these specialized human resources and the ability to collaboratively explore and exploit technological advancements and innovations in the contemporary business world. Entrepreneurship is a life skill with broad application in profit, non-profit organizations and public institutions. The researcher concluded that the application of 7Cs of communication in the daily operation of any technological entrepreneurship is a condition precedence for the successful actualization of the organizational objective. The researcher suggested that policy makers and curriculum designers of entrepreneurship education in Nigerian tertiary institutions should develop appropriate policy frameworks that will institutionalize and promote the teaching of technological entrepreneurship.

Key Words: Technology, Technological Entrepreneurship, Communication, 7Cs of Communication

Introduction

Technological entrepreneurship is a novel construct in the entrepreneurial world and its development is not so widely popularized in this part of the world. This is sequel to disparate reasons among which is the capital intensive nature and operational cost of modern technology utilization for business operations. Petti (2009) stated that technological entrepreneurship has to do with the converting or changing of an entrepreneur's research potential and capabilities in any scientific organization based on new product delivery into the market or industry. Technological entrepreneurship which focuses on implementing innovativeness and solution by ensuring all round strategic market growth has independence, opportunities, exploitation and value technology

as its most significant motivational factors and characteristics of (Aktar, 2021; Oakley in Aktar, 2021). That is why it could be seen as a useful vehicle that facilitates prosperity in individual entrepreneurs, firms, regions and nations. Thus the study of technological entrepreneurship becomes incredibly germane being that it serves as an important function beyond satisfying intellectual curiosity (Bailetti, 2012).

The application of technology entrepreneurship for the promotion of effective customer service delivery among SMEs involves: the utilization of specialized human resources, the ability to harness the skills of these specialized human resources and the ability to collaboratively explore and exploit technological advancements and innovations in the contemporary business world. The idea behind technological entrepreneurship is to promote a joint production phenomenon that draws from a team of socialized individuals with different techno-capacities who try to be deeply rooted in the specific aspect of technology in which they try to shape in real time. This further buttresses the fact that technology entrepreneurship is really not about a single individual or the innovations that accompanies it. It is rather about investing in and executing the firm's projects, and not just recognizing the role of technology in modern day business operations and customer service delivery. Thomas, Robert and Michael (2015) highlighted five pillars of technological entrepreneurship to include the following: value creation, the lean startup, customer discovery and validation, the business model canvas and the entrepreneurial method. Thomas, Robert and Michael (2015) implicitly used these pillars to provide a thorough understanding of how to deploy the as components of techno entrepreneurship to promote effective customer service delivery.

Specifically, value creation and customer discovery and validation as part of the four pillars or components of techno entrepreneurship (Thomas et al., 2015), are essential business practice that can engender effective customer service delivery among small and medium enterprises. Value creation could however, be described as the bedrock of every small and medium enterprises as it tends to distinguish the entrepreneur from other competitors, promote the acquisition of long term customers and brings distinct meaning to the products you offer to the customers. This implies that, if the entrepreneur fails to create value for his venture, through customer service delivery, the business offerings may be ignored in the market. Therefore, it is important to note that as a constituent of technology entrepreneurship, value creation remains indispensable in the creation of a profitable and lasting business venture (Pipedrive, 2022).

Entrepreneurship is a life skill with broad application in profit, non-profit organizations and public institutions. There are pluralities of definitions of entrepreneurship by the growing numbers of researchers. The concept of entrepreneurship has multi-dimensional and broad applicability. There are more than one hundred working definitions of entrepreneurship in operation (Akpomi et al., 2019). Entrepreneurship in the view of Afolabi (2015) emanated from the abilities of producers to concentrate on the production of certain goods and services with the intent of exchanging them with what they needed. Entrepreneurship has so many skills which an individual needs to acquire as to enable him generate employment for himself and other job seekers as well. It serves as a panacea to unemployment problems. Amesi (2015) opined that entrepreneurship is the willingness and ability of an individual to seek out investment opportunities, establish and run an enterprise successfully.

Entrepreneurship is not merely the process of founding a new venture, but also involves the process of value creation and appropriation led by entrepreneurs in an uncertain environment (Mishra et al., 2014). It involves the acquisition of skills, ideas and managerial abilities necessary for self-reliance. Although, most new ventures fail ultimately, entrepreneurship is still widely viewed as an engine of economic growth, competitiveness and innovation (Karlesky, 2015). From the sociological perspective, entrepreneurship has been described as a system governed by the core values and norms of the society. The economists on their part, sees Entrepreneurship as the fourth factor of production of land, labour and capital that coordinates, harmonizes and integrates the scarce resources for the production of goods and services for profit purposes among small and medium enterprises (Dangana, 2014).

The Concept of Technological Entrepreneurship

Technological entrepreneurship which could also be referred to as technology entrepreneurship, technical entrepreneurship, techno-entrepreneurship or technological entrepreneurial ecosystem, is a crucial source of socio-economic progress for entrepreneurs and small and medium enterprises. It refers to the introduction of recent firms via independent marketers and corporations to exploit technological discoveries. These SMEs create job opportunities, contribute to the development of the society and generate wealth for the entrepreneurs. These SMEs also serve as change makers in their various lines of businesses as they bring in new technological paradigms that alter the dynamics of competition and rules of rivalry (Zahra & Hayton in Aktar, 2021). It is pertinent to note that one of the goal of technological entrepreneurship is to serve as a mechanism that facilitates the production of goods and services and its subsequent delivery to the final consume through the distribution chain. Flaszewska et al. (2013) opined that technological entrepreneurship focuses on implementing innovative solutions, providing their market success, using their applications and distributing their effects in the business environment.

The field of technology entrepreneurship is in its infancy stage when compared to other fields such as economics, entrepreneurship and management. However, leveraging on the insights contributed by previous works, Bailetti (2012) created and proposed a general definition of technological entrepreneurship that identifies the distinctive characteristics of technological and describes its links with the fields of economics, entrepreneurship and management. Bailetti (2012) in his proposition, defined technology entrepreneurship as an investment in a project that assembles and deploys specialized individuals and heterogeneous assets that are intrinsically related to advances in scientific and technological knowledge for the purpose of creating and capturing value for a firm.

Taking a close look at this definition and that of other scholars, it could be said that technology entrepreneurship deals with those projects that search for problems or application for a particular technology, launching of new ventures, introducing of new applications and exploitation of opportunities that rely on scientific and technical knowledge with the ultimate goal of creating and capturing value for the entrepreneurship. The conceptualizations also illuminates the view that technological entrepreneurship is not all about the general management practices used to operate small businesses owned by small business that are greatly technologically oriented. It is also imperative to note that from the proposed definition of technology entrepreneurship by Bailetti

(2012) the following four elements are deducible: ultimate outcome, target of the ultimate outcome, mechanisms used to deliver the ultimate outcome and interdependence of this mechanism with scientific and technological advances.

Concept of Entrepreneur

The concept “entrepreneur” started with a French construct: “*entreprendre*” especially during the era of the French military in the 17th Century. The word entrepreneur is very much associated with the phrases: independent business activity, between-taker, go-between, organizer, innovative individuals, etc. Hence, an entrepreneur could be viewed as a person who divulges a business opportunity and takes lucrative advantage of the scarce resources to meet with unlimited opportunities profitably. The entrepreneur also ventures into the business of coordinating, planning, organizing controlling and directing human and material resources to achieve economic, social and financial aims of the business organization (Amesi, 2015; Amaewhule, 2014; Gangaiah, et al., 2014; Ohaka, 2018; Ohaka, et al., 2018).

The term entrepreneur has been defined in different ways by different scholars. For instance, Amesi (2015) simply perceived an entrepreneur to be an individual with entrepreneurial spirit which enables them to have the knowledge, skills, ability to create, an innovative requirement that are unique and different from others. Anikweze et al. (2016) stressed that the entrepreneur is the one who assumes the responsibility and the risk for a business operation with the expectation of making a profit. They also opined that the entrepreneur generally decides on the product, acquires the facilities, and brings together the labour force, capital, and production materials. Kettunen in Onyenagubo (2014) defined an entrepreneur as a person who does not work full-time in the service of another and who has economic responsibility for his or her work. The Longman dictionary of English language and culture defines an entrepreneur as a person who starts a company or arranges for piece of work to be done, and takes business risks in the hope of making profit. Entrepreneurs have also been seen as people who run and develop their own business.

The entrepreneur in the opinion of Shallenberger as cited in Ottih (2016) can also be described using the following synonyms: bold, venturesome, risk-taker, doer as opposed to other antonyms such as: conforming, conservative, routine, among others. The entrepreneur is someone driven by certain forces such as the drive for achievement, the desire for freedom and autonomy, or the desire for wealth. Generally, an entrepreneur can be seen as an individual who creates, organizes and bears the risk involved in the running of a business or an enterprise. It is also worthy of note that in a business organization the Chief Executive Officer in big business organizations are not the only ones that can be regarded as the entrepreneur in the business organization.

This is to affirm that, in large organizations, the General Manager or Managing Director and the Heads of Departments at one point or the other in the organization can be seen as an entrepreneur. Similarly, it is observed that individuals who bear the name entrepreneurs cut across both profit and non-profit making organizations. On the other hand, it is also emphasized that not all organizational managers can be seen as entrepreneurs. This is so because; some organizational managers have only the supervision of the day-to-day operation of a business with routine task as

their core role. They lack the capacity to innovate and take decisions of a strategic nature (Ottih, 2016).

Entrepreneurs are therefore, institutions or human beings who bring up new business organizations, bring innovation to the market, identify market opportunities through the application of professionalism and experience in the operation of the business as well as also provide the much needed leadership. Entrepreneur can be seen as an individual who utilizes the power of vision to create and build something from practically nothing to become successful enterprise. Entrepreneurs acts upon opportunities by transforming such business opportunities in other to create value for others through the creation of a product. Entrepreneurs could also be seen as founders of enterprises, companies and/or business organizations with one of its business objective being to create job opportunities for the unemployed in the society (Ikpesu, 2018: Kayii & Uranta, 2018).

Thus, entrepreneurs are seen as innovators and creative thinkers, who generate novel business ideas, identify business opportunities, initiate business processes and finally exploit the business idea through venture creation. Amaewhule (2014) also identified the characteristics of the entrepreneur to include the following: entrepreneurs are individuals who are known to have high drive to achieve; entrepreneurs tend to be more innovative than the average people; entrepreneurs feel personal responsibility for the outcome of business ventures in which they are adequately engaged in; they prefer more independent lifestyle and thrive best when they are in control of what they are doing; they have preference for moderate risk taking which is one of their important features; the entrepreneur is an individual who also believes so much in himself and he is a confirmed leader who exhibits confidence, high motivation and risk taking. He has the capacity to set goals for himself and work towards achieving such a goal. Entrepreneurs are business owners or enterprising individuals whose corporate functions as it relates to the overall management and growth of the business organization remains very germane. Some of these functions in the view of Ottih (2016) are highlighted and explained as follows:

1. *Venture Opportunity Identification*: This function has to with the process of identifying a product or idea that will constitute the entrepreneurship. The opportunity may also come in the form of a new product idea upon which an enterprise can be established from the scratch. The identification usually requires some form of foresight, creativity and innovation.
2. *Venture Feasibility Analysis*: This is also one of the core functions of an entrepreneur which has to do with proper analysis and evaluation of socio-economic variables, the product market, resource supply issues among others.
3. *Selection of Ownership Structure*: It is also in the place of the entrepreneur to decide what structure the business organization should adopt. Such structure could either be sole proprietorship, partnership, Limited Liability Company or public or public company.
4. *Determination of Objectives and Strategies*: this is another significant function of the entrepreneur. The entrepreneur performs the function of determining the objectives and the peculiar ways of managing their business ventures. These objectives that the entrepreneur

performs the function of identifying include; specific objectives to pursue, desired business size, growth strategies, how to serve customers and so on.

5. *Development of the Business Plan:* The entrepreneur performs the necessary and vital function of preparing the road map or blueprint for the business organization which is also called the business plan.
6. *Capital Mobilization:* Since most entrepreneurs do not usually have all the capital to create a business venture, entrepreneurs carry out the function of fund mobilization from banks, finance companies, venture capitalists, friends and relatives to complement their personal savings.
7. *Factory/Office Establishment:* it is also the corporate role of entrepreneurs to choose their own locations, build, buy or lease buildings or offices for their operations. The entrepreneurs as part of his function, sees to it that they discover a suitable site or location where they can attract customers.
8. *Resource Procurement:* the entrepreneur performs the function of acquiring raw materials and other consumables for the purpose of creating organizational products.
9. *Staffing and Organization:* the entrepreneur performs the function of procuring organizational staff and the streamlining of the organizational structure, authority and reporting system in order to ensure smooth operation of the business.

Concepts and Meaning of Entrepreneurship

Entrepreneurship is a life skill with broad application in profit, non-profit organizations and public institutions. There are pluralities of definitions of entrepreneurship by the growing numbers of researchers. The concept of entrepreneurship has multi-dimensional and broad applicability. There are more than one hundred working definitions of entrepreneurship in operation (Akpomi, et al., 2019). Entrepreneurship in the view of Afolabi (2015) emanated from the abilities of producers to concentrate on the production of certain goods and services with the intent of exchanging them with what they needed. Entrepreneurship has so many skills which an individual needs to acquire as to enable him generate employment for himself and other job seekers as well. It serves as a panacea to unemployment problems. Amesi (2015) opined that entrepreneurship is the willingness and ability of an individual to seek out investment opportunities, establish and run an enterprise successfully. Accordingly, entrepreneurship can also be viewed as a mission for self-employment and poverty alleviation, which is the hope of many Nigerians in entrepreneurship businesses. It has to do with the ability to create and build something from practically nothing (Amesi, 2014).

However, Mishra et al. (2014) posited that entrepreneurship is not merely the process of founding a new venture, but also involves the process of value creation and appropriation led by entrepreneurs in an uncertain environment. It involves the acquisition of skills, ideas and managerial abilities necessary for self-reliance. Entrepreneurship is still widely viewed as an engine of economic growth, competitiveness and innovation (Timmons & Spinelli in Karlesky, 2015). From the sociological perspective, entrepreneurship has been described as a system governed by the core values and norms of the society. The economists on their part, sees Entrepreneurship as the fourth factor of production of land, labour and capital that coordinates,

harmonizes and integrates the scarce resources for the production of goods and services for profit purposes (Dangana, 2014).

Also, political actors and economists shared a common view of the concept of entrepreneurship when they noted that entrepreneurship is the process of identifying and starting a business venture, sourcing and organizing the required resources for the containment of the anticipated business risks and as well as receive also the rewards associated with the venture. Thus in the opinion of Ikpesu (2020), Entrepreneurship can be regarded as the capability of individuals or group of individuals to exploit successfully innovative ideas in a commercial market or industry that is greatly competitive. He further affirmed that Entrepreneurship can be taken to be an employment strategy that brings about the economic self-sufficiency, self-employment, creation and management of businesses enterprises in such a way that we are taken as employers of labour other than employees or job-seekers.

However, the definition of Entrepreneurship can specifically be given as follows (Ikpesu, 2020): a theory of evolution of economic activities; a continuous process of economic development; an ingredient to economic development; an essential creative activity or an innovative function; a risk taking factor which is responsible for an end result; entrepreneurship is a name given to the factor of production, which performs the functions of enterprise; entrepreneurship is that which creates awareness among people about economic activity; entrepreneurship is a tool for the generation of self-employment and additional employment; entrepreneurship is a way of thinking, reasoning and acting that is opportunity driven, holistic in approach and leadership balanced and entrepreneurship is the process of becoming an entrepreneur.

Entrepreneurship in the view of Akpomi (2019) stimulates and promotes economy, while entrepreneurs are innovators and job creators. There is no clear cut demarcation on the linkage between entrepreneur and entrepreneurship. While entrepreneur is describing the person or the actor, entrepreneurship talks about the actions, efforts, abilities, risk, skills, efforts, process or sometimes the business unit itself. Based on this, entrepreneurship is the process by which individual entrepreneurs on their own or inside organizations pursue opportunities without regard to the resources they currently control.

Entrepreneurship is a source of innovation and a dynamic process of vision, change and creation that requires the application of energy and passion towards the creation and implementation of new ideas and creative solution. The main ingredients of entrepreneurship includes taking calculated risks such as time, equity and career; the formation of effective team, the creative skill to marshal needed resources and fundamental of building a solid business plan and recognize opportunity where others see chaos and contradiction (Ikpesu, 2018). Entrepreneurship is plainly a continuous process of combining resources to produce new goods or services. Suffice it to say that entrepreneurship is all about change which we see as one of the major characteristics of an entrepreneur who as well searches for change, responds to it and exploits its opportunity. The development of entrepreneurship has become a global phenomenon since it is perceived as one of the surest ways (solutions) out of poverty. Entrepreneurship activities provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings.

Entrepreneurship can be oriented towards different ways of realizing opportunities. Entrepreneurship is expanding due to the technological changes and societal needs. This expansion means creation of more jobs for which training must be provided. Entrepreneurship was also viewed by Amaewhule (2014) as a vital ingredient for economic development of any nation. Growth in any nation lies in entrepreneurship and in making sure that the youths are fully engaged, when young people are always busy, they tend to give much attention to violence and it always gives them the ability to attribute the right norms (Kire et al., 2018).

Identification of the 7Cs of Effective Communication

According to Cutlip, Center, and Broom (2013), the 7Cs, communication can be highlighted as follows: Clear, Concise, Concrete, Correct, Coherent, Complete and Courteous.

- 1. Clear:** When writing or speaking to someone, be clear about your goal or message. What is your purpose in communicating with this person? If you're not sure, then your audience would not be either. To be clear, try to minimize the number of ideas in each sentence. Make sure that it is easy for your reader to understand your meaning. People should not have to "read between the lines" and make assumptions on their own to understand what you're trying to say.
- 2. Concise:** When you are concise in your communication, you stick to the point and keep it brief. Your audience does not want to read six sentences when you could communicate your message in three. Ask yourself: are there any adjectives or "filler words" that you can delete? You can often eliminate words like "for instance," "you see," "definitely," "kind of," "literally," "basically," or "I mean." are there any unnecessary sentences? And have you repeated the point several times, in different ways.
- 3. Concrete:** When your message is concrete, your audience has a clear picture of what you are telling them. There are details (but not too many!) and vivid facts, and there is laser-like focus. Your message is solid.
- 4. Correct:** When your communication is correct, your audience will be able to understand it. And correct communication is also error-free communication. Make sure your message is correct by asking yourself the following questions: do the technical terms you use fit your audience's level of education or knowledge? Have you checked your writing for grammatical errors? (Remember, spell checkers will not catch everything). Are all names and titles spelled correctly?
- 5. Coherent:** When your communication is coherent, it's logical. All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.
- 6. Complete:** In a complete message, the audience has everything they need to be informed and, if applicable, take action. Does your message include a "call to action," so that your audience clearly knows what you want them to do? Have you included all relevant information – contact names, dates, times, locations, and so on?

7. **Courteous:** Courteous communication is friendly, open and honest. There are no hidden insults or passive-aggressive tones. You keep your reader's viewpoint in mind, and you are empathetic to their needs.

The Significant Place of Applying 7Cs of Communication in Technological Entrepreneurship

Effective communication is the backbone of any successful business, organization, or personal relationship. However, communication is not just about what you say; it is also about how you say it. That is where the 7Cs of communication come in. The 7Cs of communication are a set of principles that can help ensure that your messages are clear, concise, and effective (Digari, 2024). Clear and effective communication is a vital skill in life, and business. It helps the technological entrepreneurs not only to get what they desire, but also to build relationships and maintain a great reputation in the industrial sphere. While there are lots of different communication tools and techniques that help you to improve, the 7Cs offer an easy way to ensure that your communication is always as effective as possible (Cutlip et al., 2013). The 7Cs of communication plays important role in the advancement of the business objectives of a technological entrepreneur. Some of these roles are seen in the aspect of clarity, conciseness, completeness, correctness, courtesy, consideration, and concreteness.

The application of 7Cs of communication helps the technological entrepreneur to communicate with a clear sense of clarity. Clarity is the most critical aspect of business communication which every technological entrepreneur must take due cognizance of. Clarity instills in the technological entrepreneur the mindset that at all times, the messages they communicate must be easy to understand and free of ambiguity. When the technological entrepreneurs communicates clearly, they implicitly avert misunderstandings and ensure that their messages and thoughts are delivered accurately. Clarity is obviously essential in any business communication that the technological entrepreneur wants to carry out, whether it is a simple email, a presentation, or a conversation with your team.

1. **Conciseness:** Conciseness means that your message should be brief and to the point. It is important to get your message across quickly and efficiently, especially in today's fast-paced business environment. A concise message saves time and ensures that your audience stays engaged.
2. **Completeness:** Completeness means that your message should include all the relevant information. When you communicate, it is important to provide all the necessary details to avoid confusion or misinterpretation. A complete message ensures that your audience understands the context and can make informed decisions.
3. **Correctness:** Correctness means that your message should be free of errors, whether they are grammatical, factual, or spelling. A mistake in your message can undermine your credibility and damage your reputation. It is essential to take the time to proofread your messages and ensure that they are accurate.
4. **Courtesy:** Courtesy means that your message should be polite, respectful, and considerate. The way you communicate can affect how people perceive you, and being courteous can help you build positive relationships. Even when you are delivering bad news, it is important to do so with respect and empathy.

5. **Consideration:** Consideration means that you should think about your audience and tailor your message accordingly. It is important to consider factors such as their background, knowledge, and expectations when communicating. By doing so, you can ensure that your message resonates with your audience and achieves the desired result.
6. **Concreteness:** Concreteness means that your message should be specific and tangible. Instead of using vague or abstract terms, it is important to use concrete examples and facts to illustrate your point. This helps your audience understand your message better and makes it easier for them to remember.

Technological Entrepreneurship and 7Cs of Communication: The Strategic Nexus

Technological entrepreneurship and the 7Cs of communication relates significantly in plethora of ways ranging from the pertinent role of 7Cs of communication in promoting technological application in entrepreneurship to the sustainable development it engenders within the business enterprise. Although, there are lots of ways in which both concepts intermingles, there appears to be paucity of handy literature to buttress this obvious fact. Communication appears to be an essential element or ingredient in every modern day technological enterprise. Through the application of the 7Cs of communication in the day-to-day running of a technological business enterprise, ease of communication between entrepreneurs and clients are promoted, businesses are able to drive home their business ideas, employees and customers are able to maintain cordial relationship, organizational productivity can be maximized, more and better awareness is being created about the products of the technological business enterprise, among others. See figure 1 below:

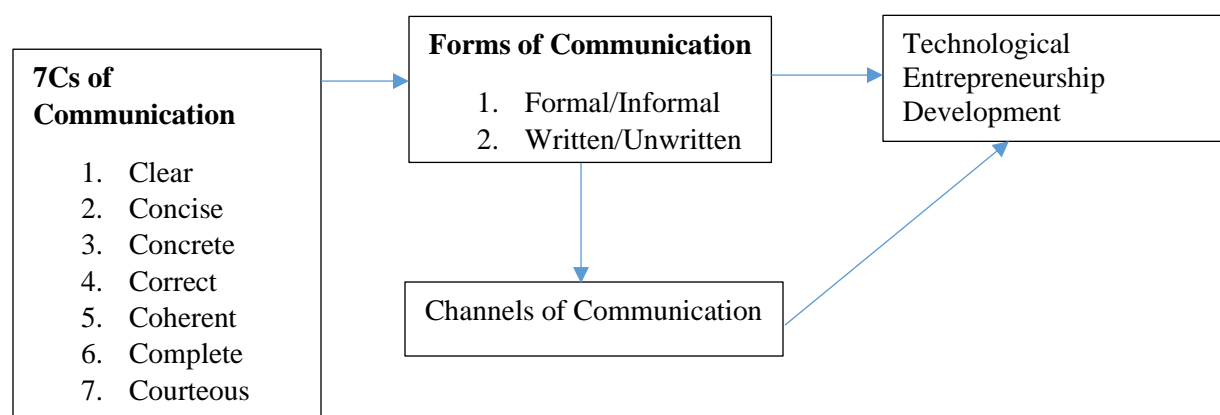


Figure 1: 7Cs of Communication and Technological Entrepreneurship Nexus

Source: Researcher's Conceptualization (2025)

In fact, it is imperative to categorically affirm here that no technological business ventures can strive without the systematic and deliberate application of the principles of communication which includes: conciseness, completeness, courtesy, concreteness, consideration, clarity and correctness. In every business organization especially those of the contemporary world, technology aids and promotes communication within the business enterprise and even external business environment. Communication in technological entrepreneurship helps to bring about adequacy and

efficiency in the flow of information, thoughts and ideas within the business organization. That is to say that the 7Cs of communication helps to ensure that all the business stakeholders are provided with adequate facts and figures during communication between the internal and external customers of the business enterprise.

Also, the 7Cs of business communication promotes and instills the spirit of conciseness in the mind of the organizational members during communication. Being concise as a technological entrepreneur when dealing with clients or customers helps to save time and expense for both sender and receiver, and it contributes to emphasis as it helps to eliminate unnecessary words. The use of concise messages as a technological entrepreneur to communicate with internal and external customers within the business seems to be inherently more interesting to recipients as it enables them to avoid unnecessary information. Through the instrumentality of the 7Cs of communication, clarity is can be promoted in every technological entrepreneurship. By clarity, it means that the technological entrepreneur is able to get the message across so the receiver (client) will understand what the entrepreneur is trying to convey. The client can also interpret the words with the same meaning the technological entrepreneur has in mind.

Strategies for Facilitating Technological Entrepreneurship through the Instrumentality of 7Cs of Communication

There are disparate strategies or approaches that can be used to facilitate technological entrepreneurship through the instrumentality of 7Cs of communication. Thus, some of the strategies for facilitating technological entrepreneurship through the 7Cs of communication are presented as follows (Gaskin, 2019; Adler & Elmhurst, 2019):

1. *Clear messaging*: Ensure that the entrepreneurial vision, mission, and goals are clearly communicated to stakeholders.
2. *Simple language*: Avoid using technical jargon that may confuse non-technical stakeholders.
3. *Concise communication*: Keep communication brief and to the point, focusing on key messages.
4. *Accurate information*: Ensure that all communication is accurate, reliable, and trustworthy.
5. *Fact-checking*: Verify facts and data before sharing them with stakeholders.
6. *Transparency*: Be open and transparent in communication, providing stakeholders with timely and relevant information.
7. *Comprehensive information*: Provide stakeholders with all relevant information, avoiding ambiguity and confusion.
8. *Contextualization*: Provide context for complex technical information, making it easier for non-technical stakeholders to understand.
9. *Regular updates*: Keep stakeholders informed with regular updates on progress, milestones, and challenges.
10. *Brevity*: Keep communication brief and concise, avoiding unnecessary detail.
11. *Focus on key messages*: Prioritize key messages and avoid unnecessary tangents.

12. *Clear structure*: Use a clear and logical structure in communication, making it easy to follow.
13. *Empathy*: Show understanding and empathy for stakeholders' needs, concerns, and perspectives.
14. *Respectful tone*: Use a respectful and professional tone in communication, avoiding jargon and technical terms that may be unfamiliar to non-technical stakeholders.
15. *Feedback mechanisms*: Establish feedback mechanisms to ensure that stakeholders' voices are heard and valued.
16. *Specific examples*: Use specific examples and anecdotes to illustrate complex technical concepts.
17. *Data-driven communication*: Use data and metrics to support communication, making it more credible and persuasive.
18. *Visual aids*: Use visual aids like diagrams, charts, and images to help stakeholders understand complex technical information.
19. *Polite language*: Use polite and respectful language in communication, avoiding jargon and technical terms that may be unfamiliar to non-technical stakeholders.
20. *Acknowledgment*: Acknowledge stakeholders' contributions, feedback, and concerns in a timely and respectful manner.
21. *Professional tone*: Maintain a professional tone in communication, avoiding humor, sarcasm, or irony that may be misinterpreted.

Factors that Hinder the Application of 7Cs of Communication in Technological Entrepreneurship

In technological entrepreneurship, applying the 7Cs of communication can be hindered by the following factors (Singh & Singh, 2020; Kumar & Kumar, 2019; Khan & Khan, 2018):

1. **Organizational Factors**: the organizational factors include the following: *time constraints*: entrepreneurs may be too busy to craft clear and concise messages, *limited resources*: small teams or startups may not have the necessary resources to ensure correctness and completeness of information, and *poor communication infrastructure*: inadequate communication tools or channels can hinder effective communication.
2. **Technological Factors**: the technological factors includes the following: *information overload*: the sheer volume of information in technological entrepreneurship can make it difficult to convey clear and concise messages, *technical jargon*: the use of technical terms can create barriers to effective communication, particularly with non-technical stakeholders, and *dependence on digital communication*: over-reliance on digital communication channels can lead to misunderstandings and miscommunications.
3. **Human Factors**: the human factors includes the following: *language barriers*: communication can be hindered by language differences between team members, customers, or stakeholders, *cultural differences*: cultural nuances and differences can affect communication styles and effectiveness, and *personality conflicts*: conflicting personalities or communication styles can create barriers to effective communication.
4. **Environmental Factors**: some of the human factors are highlighted as follows: *rapidly changing environment*: the fast-paced nature of technological entrepreneurship can make

it challenging to maintain clear and effective communication, *uncertainty and ambiguity*: The uncertainty and ambiguity inherent in technological entrepreneurship can lead to unclear or incomplete communication, and *competing priorities*: entrepreneurs may prioritize other aspects of their business over effective communication.

Conclusion

The 7Cs of communication are essential for effective communication. They provide a framework for delivering messages that are clear, concise, complete, correct, courteous, considerate, and concrete. By following these principles, you can improve your communication skills and build stronger relationships with your audience. Whether you are communicating with colleagues, clients, or family members, the 7Cs of communication can help you achieve your communication goals. In all, it is imperative to affirm that the application of 7Cs of communication in the daily operation of any technological entrepreneurship is a condition precedence for the successful actualization of the organizational objective. Thus, technological entrepreneurs must ensure that they formulate strategic policies that will promote the application of 7Cs of communication in the business operations.

Suggestions

Based on the perceived significance of 7Cs of communication to technological entrepreneurship development, the researcher makes the following suggestions:

1. Policy makers and curriculum designers of entrepreneurship education in Nigerian tertiary institutions should develop appropriate policy frameworks that will institutionalize and promote the teaching of technological entrepreneurship.
2. Since technological entrepreneurship development is significant in the world of entrepreneurship and business, high priority must be placed by all the major stakeholders in the industry.
3. There should be regular training and retraining programmes organized for technological entrepreneurs pertaining to the principles of business communication and the best ways on how to apply it the daily operation of their business enterprise.
4. Technological entrepreneurs (employers of labour) should consider employing only those employees who possess the right skills and knowledge in the use and application of the right communication principles in the daily operation of the business.
5. Government should enact a policy that seeks to ensure that individual who operates technological entrepreneurship are those possess qualitative practical and theoretical experience in business communication as this will help to enhance free flow of communication between the technological entrepreneur and other business stakeholders.

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