TECHNOCENTRIC ORIENTATION AND ITS IMPACT ON SMEs PERFORMANCE IN ANAMBRA STATE

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ABSTRACT
This study was conducted to ascertain the effect of ICT orientation on SMEs performance in Awka South Local Government Area, Anambra State. Specifically, the study seeks to examine the ICT orientation of small and medium scale enterprise operators and find out the availability of human technological resources needed for ICT in small and medium scale enterprise. This study is anchored on innovation diffusion model. A sample of 240 respondents was utilized for the study. Analysis was conducted using descriptive statistics such as frequency, percentage and weighted mean. Hypothesis was tested using t-test. Findings from the study revealed among others that; operators of SMEs in the research location, Anambra State have the suitable ICT orientation. Human technological resources needed for ICT business is not readily available to small and medium scale enterprise in the research location. The development and maintenance of ICT business systems are not expensive to small and medium scale enterprise in Awka South Local Government Area, Anambra State. Based on findings of the study, the researcher recommended among others that efforts should be made to produce entrepreneurs with the right ICT orientation should be sustained to produce modern technology, practical technological and entrepreneurial studies aimed at producing entrepreneurs with the right ICT competencies and orientation.
Keywords: Technocentric orientation, Innovation diffusion model, Performance, Information communication technology,

1. INTRODUCTION
Small and medium-sized enterprises (SMEs) are the driving force behind global economic growth (Linda, 2020). Small and medium-sized enterprises (SMEs) make for the vast majority of businesses worldwide and are critical contributors to employment creation and global economic development. SMEs in Nigeria have made significant contributions to the country's national Gross Domestic Products (GDP). The result is, these enterprises unwittingly produce groups of competent and semi-skilled people who, via their employment, promote future industrial and company growth across the country (Linda, 2020). According to Al-Hawary and Aldaihani (2018), ICT not only achieves the capacity to develop, execute, and support existing and future information systems, but it also supports organisational innovation. According to Byrd, Pitts, Adrian, and Davidson (2019), the elements of information technology include common technological resources that include physical components, computers, communication technologies, data, and computer programmes, in addition to the skills, experience, and knowledge of the human element.

However, for SMEs to integrate ICT requires having the right ICT Orientation. ICT orientation, according to Bhat and Beri (2018), is "the underlying propensity to employ knowledge, understanding, and application of ICT in teaching and learning activities to assist the educational process." ICT orientation by SMEs requires Organisational Learning. Organizational learning (OL) consists of knowledge acquisition, information distribution, information interpretation, and organizational memory (Huber, 2019), and it should be concerned with new knowledge creation (Crossan, Lane, & White, 2018; López Saez, Martín de Castro, & Navas López, 2018). Organizational Learning. (OL) is depicted as having a great potential to affect organizational outcomes, such as organizational control and intelligence, competitive advantage, and the exploitation of knowledge and technology (Templeton, Lewis, & Snyder, 2020). The limited amount of research with regard to ICT orientation in SMEs has been attributed to the fact that SMEs started to use ICTs relatively recently (Caldeira & Ward, 2018).

Having the right orientation on ICT has played a major role by opening up opportunities for SMEs to market and sell their products online to a global audience and has enabled employees and other stakeholders to work and

access information anywhere in the world. This has helped SMEs to cut costs associated with traditional business processes. By use of an organization's website or through the use of social networking websites such as Facebook, one can reach millions instantly and still be able to offer personalized services and be able to engage clients and customers on a one–on–one level while marketing one's services and products (Gilmore, 2017). It is against this background that this study seeks to find the impact of ICT on SMEs performance in Awka South Local Government Area.

Despite the potential benefits of ICT, there is disagreement about and how their use promotes business performance. While numerous studies point to market growth as a significant benefit for SMEs, larger enterprises can also expand into sectors where SMEs previously dominated. Furthermore, it is difficult for SMEs to develop and maintain an ICT-driven business since it requires the correct orientation, additional expenditures for training and organisational changes, as well as direct costs for investing in hardware and software solutions. According to Okeke and Mercy, (2018), many SME operators are unfamiliar with computer operation and have become sceptical of the benefits and value it provides to the business, and have the mind-set that ICT is only for larger companies, even when they have the will and financial resources to integrate ICT into their core business. When it comes to selecting the most appropriate and cost-effective solution, SME operators are frequently at a lost. Due to intermittent energy supply, a lack of proper ICT infrastructure, and an enabling environment that fosters e-business, most Nigerians were unable to engage in foreign markets from the comfort of their workplaces and rooms. Little internal market involvement indicates low transactions and contribution to the global economy. As a result, the purpose of this research is to investigate the influence of ICT orientation on the performance of SMEs in Awka South Local Government Area.

2. REVIEW LITERATURE

The Concept of Small and Medium Scale Enterprise

The concept of SMEs differs from country to country, and varies across sources documenting SMEs statistics. There is no universal concept for small and medium-sized businesses, with general meanings ranging from country to country and from one industrial field to another. Julta et al. (2017) assert that small and medium-sized businesses have been categorized according to different metrics, such as the cost of assets employed and resource allocation. The concept of small and medium-sized enterprises (SMEs), as presented by the European Union (EU), is accepted as universal; it states that small and medium-sized enterprises (SMEs) are an organization engaged in economic activity; notwithstanding its legal form, it consists of institutions with less than 250 staff, with an annual turnover not exceeding EUR 50million (€) and a gross annual balance sheet not exceeding EUR43million (€) (EU,2018). Small and medium-sized businesses are viewed in different shapes and sizes. Still, they may have similar industrial, organizational, or governance partnerships with other enterprises in an increasingly challenging market climate. These partnerships sometimes make it challenging to draw a straight line between an SME and a larger organization. The concept of small and medium-sized enterprises (SMEs) is a realistic tool designed to help small and medium-sized enterprises define themselves to obtain maximum government support and help the government formulate a strategy that can effectively support small and medium-sized enterprises in each region.

In Nigeria, small and medium-sized enterprises (SMEs) were described by the National Council on Industry atits13th Council meeting in July 2018 as follows the small-scale industry is the industry that has a labour size of 50-250 employees or a total cost of not more than 50 million Naira(₦), including working capital, but excluding land costs. However, the medium-scale industry is a labour force of between 101 and 300 employees or a cumulative expense of more than 50 million Naira (₦), not more than 200 million Naira (₦), including working capital but excluding land costs (Moruf, Akande, & Yinus, 2019). The National Association of Small and Medium-Scale Enterprises (NASME) in Nigeria describes a small enterprise as an enterprise of fewer than 50 employees and an annual turnover of 100 million Naira (₦). A medium-sized business is described as a company with less than100 employees and an annual turnover of 500 million Naira (₦). The Central Bank of Nigeria (CBN)and also the Small and Medium Enterprise Equity Investment Scheme (SMEEIS) describe small and medium-sized enterprises as any enterprise with a maximum asset base of 200 million Naira (₦) excluding and working capital, with the number of employees estimated to be not less than ten and not more than 300 (Moruf, Akande, & Yinus, 2018; Akade & Yinus, 2018).

Information and Communication Technology (ICT)

Computers and the internet are continuing to transform the economy and society, thus making the role of information and communication technology (ICT) in fostering development become more broadly acknowledged. According to Wade (2019) ICT is a techno-quick-fix for solving development problems that have spanned generations. In the opinion of World Bank (2018) the internet is the largest, most powerful computer network in the world. It encompasses 1.3 million computers with internet addresses that are used by up to 30 million people in more than fifty countries.

ICT is an all-purpose technology. ICT, particularly the internet, is a networking infrastructure that can connect, empower and coordinate as well as deliver all kinds of services. He maintained that this networking infrastructure is also a delivery channel for reaching the poor and remote areas with more responsive and cost-effective public services. The massive backlog of educational, health, extension and social needs in developing countries are unlikely to be effectively and in a timely fashion addressed without the innovative and strategic application of these new technologies. Given the profound impact of ICT on productivity, product differentiation, competing in time and accessing markets, developing countries must use ICT in order to leverage their competitive advantage and participate in the global economy.

According to EU ICT Task Force Report (2018) recent innovations in web-based ICT technologies mean that the provision of software-based services becomes a real opportunity for economic growth for both small, medium and large enterprises as the use of the internet becomes more and more pervasive. Such services will increasingly be provided through service providers that have the necessary networks and ICT infrastructure to host web services for many companies and provide access on a metered pay-as-you-go basis. New systems architecture, new web software and high-speed networking enable all this to happen on much more favourable economic terms thus providing a real incentive for utilization by enterprises.

ICT Orientation

Concerns regarding the security, resistance to change, fears regarding the systems' failures, limited financial resources, lack of a close partnership throughout the supply chain, inadequate technical infrastructure and putting low value and priority on ICTs are perceived impediments in utilization and adoption of ICT at SMEs (Bhagwat & Sharma, 2018) On the other hand, Bayo-Moriones and Lera-Lopez (2018) indicated that owners/managers believed that ICTs would have positive influence on productivity, cost elimination, market share, profit maximization, deployment of new products/services, quality, improvements in terms of communication, collaboration and coordination. However, at organizations that ICTs payoff cannot be anticipated well perceived barriers become the major driver of decision-making regarding the ICTs' adoption. In SMEs, ICT adoption process is influenced and directed by the CEO (who is mostly the company owner or partner) or the owners/managers of the company (Ghobakhloo, 2020). Since, their orientation, perceptions, values, personality, attitudes and characteristics are considerably important determinants of ICT adoption within the organization. Tarutė and Gatautis, (2019) investigated the link between IT adoption and CEO characteristics. They mentioned orientation, perceptions and knowledge, attitudes, IT knowledge and experiences and the personal trait of innovativeness as top management related factors in SMEs. However, studies specifically examining the effect of ICT Orientation on SMEs performance are limited.

Redoli et al. (2018) stated that in order to speed up their innovation capabilities, SMEs should establish the goal of entrepreneurship. As cited in Redoli et al. (2018), in-house innovations, cooperation with others for the sake of large-scale innovations and ICT expenditures are defined as the key components of innovation and entrepreneurship at SMEs. The emphasis on the ICT expenditures reveals that ICT based solutions considerably drive the enhancement of innovation and entrepreneurship.

Further studies have put emphasize on the IT knowledge, skills and experience of the owner/manager as top management associated factors (Drew, 2020). However, in this digital era more recent research draws attention on the concept of ICT literacy as an umbrella term that is utilized to define cognitive and technical skills associated with new age technology. Herring claimed that literacy is composed of skills, practices, ideas and implementations (as cited in Lau & Yuen, 2018). Capabilities associated with ICT literacy is two-fold; cognitive and technical (Markauskaite, 2019). To our knowledge, ICT literacy have never been examined with regard to influence on the level of ICT adoption in SMEs

Use of ICT and its impact of the Performance of SMEs

Information and Communication Technology (ICT) play a very important role in helping SMEs to have hedged over competitors in term of accessibility to global markets. Duan et al (2018) ascertains that the use of ICT in many organizations has assisted in reducing transactional cost, overcome the constraints of distance and have cut across geographic boundaries thereby assisting to improve coordination of activities within organizational boundaries. In fact, ICT has the potential to improve the core business of SMEs in every step of the business process. Through the use of information technology, SMEs can gain from developing capabilities for managing information, intensive resources, enjoy reduced transaction costs, develop capacity for information gathering and dissemination of international scale and gain access to rapid flow of information (Minton, 2019). According to a study by Lymer (2019) it stresses that ICT implementation in the organization which includes SMEs has the potential to reduce costs and increase productivity level.

The Innovation Diffusion Theory (IDT)

The innovation diffusion model is more focused on a 'process- oriented' perspective in order to describe how an innovation can be received and dispersed between people (Yu & Tao, 2019). Originally, the Innovation Diffusion (ID) model was developed by Rogers (2018) by using broad psychological and sociological theory. According to this theory the process of diffusion of innovation is preceded by knowledge of the innovation. The knowledge would occur if the individual or other decision-making unit understands about the existence and function of such innovation. Having the knowledge about certain innovation will lead individuals to shape their attitude (positive or negative) toward the innovation. This condition is called by Rogers as the persuasion stage. It should be noted that the initial knowledge gathered by individual does not directly lead the individuals to make a decision whether to adopt or not to adopt the innovation. In this stage usually individuals actively find any information about the innovation from their colleagues, peers, teachers, experts, scientific evaluations and others, in order to convince them about the innovation and so to reduce the degree of uncertainty of the innovation. Rogers explained that the individuals tend to use their feelings in this situation, so the advice from other parties will affect individuals feeling and belief about the innovation considerably. The information gathered is also useful for individual to evaluate the innovation in order to make the decision.

There are two possible decisions made by individuals, which are to adopt or reject the innovation. Adoption means "full use of an innovation as the best course of action available", while rejection is "a decision not to adopt an innovation" (Rogers, 2018). Usually, the availability of a trial version of any kind of innovation is more preferred by the individual, and it will be adopted more quickly.

Besides explaining about the process in a making a decision about innovation, the innovation-decision process is also believed by Rogers as a process to reduce the uncertainty of innovation (Rogers, 2018). Then, Rogers also proposed five attributes of innovation that can be used to reduce uncertainty, and it also can affect the speed of innovation adoption. These attributes are:

a. Relative advantage, which is defined as "the degree to which an innovation is perceived as being better than idea it supersedes", or "ratio of the expected benefits and the costs of adoption of an innovation".
b. Compatibility, which is defined "as the degree to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters".
c. Complexity, which refers to "the degree to which an innovation is perceived as relatively difficult to understand and use". The more complex of an innovation, the more reluctant the individual use such innovation.
d. Trialability, which pertains to "the degree to which an innovation may be experimented with on limited basis".
e. Observability, which is "the degree to which the results of an innovation are visible to others" (Rogers, 2018).

In addition to the attribute of innovation, Rogers (2018) also proposed that several variables, namely "type of innovation-decision", "communication channels", "nature of social system" and "extent of change agents' promotion effort", as factors that affect the degree of innovation.

Empirical Review

Akanbi & Akintunde (2018), studied E-commerce adoption and small medium scale Enterprises' performance in Nigeria. The study aimed at examining the impact e-commerce adoption has on SMEs Operators performance. The study employed the use of a quantitative research approach. Based on the quantitative approach imbibed in the study, questionnaire was used to capture data that examined the objectives of the research. The questionnaire was distributed both manually and electronically to total sample of over250 SMEs. Data collected were analysed using descriptive analysis. The study showed that e-commerce has potentials to improve the performance of SMEs operators and bring about expansion in business outlook if factors limiting the adoption of e-commerce like security issues, under developed infrastructures, poor delivery logistics and poor courier systems, infrastructure facilities, incompatibility of business with e-commerce etc., were eliminated. The study recommended improved infrastructural facilities and better strategies that will improve consumers and business technological knowledge and ensure favourable environment for e- commerce adoption.

Adewoye, and Adewoye, (2019) assesses impact of Information and Communication Technology (ICT) on productivity of Small and Medium Enterprises in Oyo State, Western Nigeria. It also determines if Productivity Paradox holds among the Small and Medium Enterprises. The study sample consisted of 420 Small and Medium Enterprises drawn across the three geopolitical zones of Oyo State, Western Nigeria. Primary data, collected through a carefully drawn Questionnaire were analysed using Logistic Regression Analysis. With exp. (β) =1.254 the logistic regression results indicated that ICT had about 25% impact on productivity. This implies positive but weak impact of ICT on the productivity of the Small and Medium Enterprises. Non-ICT positive correlates of productivity are entrepreneur's ability (EABT) 12.18, staff quality (SQUA) 5.45, banking and credit facilities

(BACF) 3.09 and government support (GOSP) 1.41. However, it is only EABT and SQUA that are significantly different from zero at 1% and 5% levels respectively. Competition (COMP) is both negative and not significant. Other results of the study showed that Productivity Paradox did not hold among the Small and Medium Enterprises. Okundaye, Susan, Fan, and Dwyer (2019), conducted a study to determine how small-to medium-sized enterprise (SME) leaders in Nigeria use information and communication technology (ICT) adoption as a business strategy to increase profitability and compete globally. The participants for this study consisted of executive-level SME leaders who had the authority to approve ICT implementation within their respective organizations. Individual interviews were undertaken with participants to gain an understanding of their experience of determining the merits of and implementing ICT. The technology acceptance model, which specifies the relationship between perceived usefulness, perceived ease of use, attitude toward computer use and intention to use technology, was applied as a framework to explain the Nigerian SME's ICT adoption strategies. Findings of the study shows that several factors affect ICT adoption by SME leaders in Lagos, Nigeria, including the type of technology, availability of financial resources, reliable infrastructure, and availability of ICT skilled resources, role of government, culture and attitude toward technology, perceived benefits and generational differences.

Rita and John (2020) carried out a study on Determinant factors of e-commerce adoption by SMEs in developing country: evidence from Indonesia. The aim of this study is to investigate those factors that influence SMEs in developing countries in adopting e- commerce. A descriptive survey method using an on-line questionnaire was employed. Eleven variables were proposed as the factors that influence SMEs in adopting of e-commerce. These were organized into four groups, namely: technological factors, organizational factors, environmental factors and individual factors. A sample of 292 respondents was drawn from a population of 3,267SMEs, a response rate of 8.9%. To investigate the relationship between the variables, multiple regression analysis is used. The result shows that the individual factors play a significant role in adopting of e-commerce technology by SMEs in Indonesia. It was also found that perceived benefits, technology readiness, owners' innovativeness, owners IT ability and owners IT experience are the determinant factors that influence Indonesian SMEs in their adopting e-commerce.

3. METHODOLOGY

A descriptive survey research design was used for this study. It involves a quantitative research approach in gathering a sample data about a target population. The method was chosen so that a better and more reliable result will be achieved. The population of this study is comprised of the small and medium scale enterprises in Awka South LGA, Anambra State. According to findings from SMEDAN and National Bureau of Statistics collaborative survey (2018), there are 1737 registered SMEs in Anambra state. However, the total number of registered SMEs in Awka was 548 and this forms the population of the study which targets operators of SMEs in Awka, Anambra state. The sample size was determined using Taro Yamani, Hence, a sample size of two hundred 246 was used for the study. The data collected was analysed using the mean. The arithmetic mean was used in analysing responses to the research questions. Any mean score from 2.5 and above is accepted while a mean score below 2.5 is rejected.

4. DATA PRESENTATION AND RESULTS

Table 1 presents the distribution of the questionnaire by the researcher. It shows the number of questionnaires that was distributed and the number that was gathered back after the distribution.

Table 1: Distribution and Return Rate of Questionnaire

Options	Frequency	Percentage (%)
Distributed	246	100
Returned	240	97.5

Table 1 show that out of the 246 copies of the questionnaire distributed, 240 copies (representing 97.5%) were returned and 6 copies (2.5%) was not returned. Thus 97.5% of the questionnaires administered were utilized to reach conclusion in this work.

Table 2: Distribution of the respondents based on gender

Gender		**Frequency**	**Percentage**
	Male	136	57
	Female	104	43
	Total	240	100

Table 2 showed the classification of the respondents by sex. The male as indicated in the Table, were 57%, while the female was 43% of the total number of respondents involved in the study, gender would not be a major factor in the study.

Table 3: Distribution of the respondents based on age

Age		Frequency	Percentage
	18-30	120	50
	31-50	96	40
	51 years and above	24	10
	Total	240	100

The classification in the Table 3 indicated that 50% of the respondents were between 18-30 years. Respondents who were between the 31-50 years were 40% of the total number of respondents involved in the study. But 10% respondents fall into the 51 years and above bracket. This means that majority of the respondents are 18-30 years.

Table 4: Distribution of the respondents based on educational qualification

Educational qualification		Frequency	Percentage
	FSLC	21	8.7
	JSCE	7	2.9
	SSCE	101	42.0
	NCE/OND	12	5.0
	BSc/HND	86	35.8
	MBA/PhD	13	5.4
	Total	240	100

The classification in the Table 4 indicated that 42% of the respondents were educated up to SSCE. Respondents who were educated up to BSc/HND were 35.8% of the total number of respondents involved in the study. But 8.7% respondents fall into FLSC bracket while MBA, NCE and JSCE were 5.4%, 5.0% and 2.9% respectively. This means that majority of the respondents are educated up to the level of having a good understanding of the topic of the study.

ICT orientation of small and medium scale enterprise operators

Table 5: Individual responses and analysis on ICT orientation of small and medium scale enterprise operators in Awka South Local Government Area, Anambra State.

S/N		SA 4	A 3	D 2	SD 1	$\bar{X}$	DECISION
i.	ICT systems allow SMES business to store, process, analyse and share vast amounts of data.	176	22	20	22	3.46	Agree
ii.	The information available from corporate data enables managers and employees of SMEs to make decisions quickly and accurately.	122	56	24	38	3.09	Agree
iii.	Communication networks enable decision-makers in different locations to work together easily when they need to take joint decisions.	146	42	18	34	3.25	Agree
iv.	Automating business processes can improve overall productivity.	98	76	40	26	3.02	Agree
v.	Giving employees ICT tools, can improve its individual and overall productivity SMEs.	122	78	10	30	3.21	Agree
vi.	Computer-aided design can help SMEs to reduce set-up times and improve manufacturing accuracy.	146	42	18	34	3.25	Agree
vii	Access to manufacturing data enables managers of SMEs to plan production more effectively, making better use of resources and reducing lead times.	98	76	40	26	3.02	Agree
vii	SMEs operators can use ICT solutions to offer faster response to and higher standards of service to its customers.	122	78	10	30	3.21	Agree
ix.	Communication networks enable your project teams to collaborate effectively.	122	56	24	38	3.09	Agree

Table 5 shows the responses on ICT orientation of small and medium scale enterprise operators in Awka South Local Government Area, Anambra State. Analysis shows that the majority of the respondents agree to items 1-9 with mean scores ranging from 3.02-3.46. Item 7 has the least mean score while item 1 has the highest mean score.

Table 6: Individual responses and analysis on the availability of human technological resources needed for ICT in small and medium scale enterprise in Awka South Local Government Area, Anambra State.

S/N		SA 4	A 3	D 2	SD 1	$\overline{X}$	DECISION
i.	There is always availability of broadband strong internet connectivity in my area.	22	78	10	130	1.96	Disagree
ii.	I am very conversant with the use of ICT business application tools.	122	56	24	38	3.09	Agree
iii.	We have ICT skilled staff members.	34	18	42	146	1.75	Disagree
iv.	There is availability of technicians in case of breakdown.	98	76	40	26	3.02	Agree
v.	The workers are ICT complaint.	22	78	10	130	1.96	Disagree
vi.	The workers can make use of the needed ICT tools in the production process can be accessed.	146	42	18	34	3.25	Agree

Table 6 shows the responses on the availability of human technological resources needed for ICT in small and medium scale enterprise in Awka South Local Government Area, Anambra State. Analysis shows that the respondents agree to items 11, 13 and 15 with mean scores of 3.09, 3.02 and 3.25 respectively. However, the disagree to items 10, 12 and 14 with mean scores of 1.96, 1.75 and 1.96 respectively. This implies that the respondents are very conversant with the use of ICT business applications tools, have the availability of getting technicians in case of breakdown and can access workers who can make use of the needed ICT tools in the production process. However, they lack broadband strong internet connectivity and lack required ICT skilled staff who are ICT compliant.

Test of hypotheses

Hypothesis 1

$H_0$1. Operators of SMEs in Awka South Local Government Area, Anambra State did not have the suitable ICT orientation.

$H_1$1. Operators of SMEs in Awka South Local Government Area, Anambra State have the suitable ICT orientation.

Table 8 z-Test: Two Sample for Means for hypothesis 1

	AGREE	*DISAGREE*
Mean	93.22222	26.77778
Known Variance	1760.5	89.94
Observations	18	18
Hypothesized Mean Difference	0	
Z	6.55326	
P(Z<=z) one-tail	2.81E-11	
z Critical one-tail	1.644854	
P(Z<=z) two-tail	5.63E-11	
z Critical two-tail	1.959964	

The result indicated in table 8 revealed that z-calculated (6.5) is greater than z-critical (1.95). Therefore, we reject the null hypothesis and accept the alternate which states that operators of SMEs in Awka South Local Government Area, Anambra State have the suitable ICT orientation.

Hypothesis 2

$H_0$2. Human technological resources needed for ICT business is not readily available to small and medium scale enterprise in Awka South Local Government Area, Anambra State.

$H_1$2. Human technological resources needed for ICT business is readily available to small and medium scale enterprise in Awka South Local Government Area, Anambra State.

Table 9 z-Test: Two Sample for Means for hypothesis 2

	AGREE	*DISAGREE*
Mean	66	54
Known Variance	1711.27	2533.09
Observations	12	12
Hypothesized Mean Difference	0	
Z	0.638066	
P(Z<=z) one-tail	0.261715	
z Critical one-tail	1.644854	
P(Z<=z) two-tail	0.523431	
z Critical two-tail	1.959964	

The result indicated in table 9 revealed that z-calculated (0.63) is less than z-critical (1.95). Therefore, we accept the null hypothesis which states that human technological resources needed for ICT business is not readily available to small and medium scale enterprise in Awka South Local Government Area, Anambra State.

Discussion of Findings

The first objective of the study is to eexamined the ICT orientation of small and medium scale enterprise operators in Awka South Local Government Area, Anambra State.Findings of the study indicates that that operators of SMEs in Awka South Local Government Area, Anambra State have the suitable ICT orientation. The findings of this study disagree with the assertion of Bhagwat and Sharma (2019), who opined that the concerns regarding the security, resistance to change, fears regarding the systems' failures, limited financial resources, lack of a close partnership throughout the supply chain, inadequate technical infrastructure and putting low value and priority on ICTs are perceived impediments in utilization and adoption of ICT at SMEs.

However, the findings of this study agree with the submission of Bayo-Moriones and Lera-Lopez (2019) who indicated that owners/managers believed that ICTs would have positive influence on productivity, cost elimination, market share, profit maximization, deployment of new products/services, quality, improvements in terms of communication, collaboration and coordination.

The second objective of the study is to find out the availability of human technological resources needed for ICT in small and medium scale enterprise in Awka South Local Government Area, Anambra State. Findings of the study indicates that human technological resources needed for ICT business is not readily available to small and medium scale enterprise in Awka South Local Government Area, Anambra State. This study found that while there are skilled ICT personnel around for hiring those skilled personnel are not present in the business. The reason for this lack of ICT skilled staff is not farfetched as the business may not be able to afford to pay them. The findings of this study agree with findings of Okundaye, Susan, Fan, and Dwyer (2019), who conducted a study on conducted a study to determine how small-to medium-sized enterprise (SME) leaders in Nigeria use information and communication technology (ICT) adoption as a business strategy to increase profitability and compete globally. They opined that that several factors affect ICT adoption by SME leaders in Lagos, Nigeria, including the type of technology, availability of financial resources, reliable infrastructure, and availability of ICT skilled resources, role of government, culture and attitude toward technology, perceived benefits and generational differences.

5. CONCLUSION AND RECOMMENDATIONS

From the context of this study, a sound conclusion can be drawn with emphasis that ICT orientation has a great influence on its adoption and productivity in the SME in Awka Anambra State Nigeria. This study concludes that operators of SMEs are conversant and have the right ICT orientation, as they are very much aware of the importance of ICT to the wellbeing of their business, and are willing to adopt ICT in their business processes. However, they do not have and cannot afford the required human technological resources and financial muscle to develop, deploy and maintain the right business ICT systems.

Based on the findings of the study, the following recommendations were made;

1 Efforts should be made to produce entrepreneurs with the right ICT orientation should be sustained to produce modern technology, practical technological and entrepreneurial studies aimed at producing entrepreneurs with the right ICT competencies and orientation.

2 There is the urgent and dire need for the government to revamp the SME sector of the economy through proper funding in order to address the growing unemployment rate in the country, reduce poverty level, enhance standard of living and stimulate economic growth and development.

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