

## INFLUENCE OF ARTIFICIAL INTELLIGENCE (AI) ON CREATIVITY AND INNOVATION OF BUSINESS AND ENTREPRENEURIAL PRACTICES IN ONDO WEST LOCAL GOVERNMENT

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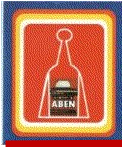
### Abstract

*This study examined the influence of Artificial Intelligence on the creativity and innovation of Business and Entrepreneurial Practices in Ondo West Local Government Area of Ondo State. Two research questions guided the study and two hypotheses were formulated and tested at 0.05 level of significance. The study adopted a Descriptive Research Design. The sample for the study consisted 52 Entrepreneurs /Business Owners, randomly selected. Data were collected using a Questionnaire titled "The adoption of AI Technology and its impacts on creativity and innovation processes within Businesses and Entrepreneurial ventures in Ondo West" ( $r=0.86$  using Split half). Data collected were analyzed using both descriptive and inferential statistics. It was found, among others, that Artificial Intelligence helps uniquely in the world of creativity and innovation and that the adoption of AI technologies has significant impact on creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West Local Government Area. The paper concluded that the adoption of Artificial Intelligence will proffer better solutions to avoidable mistakes often caused by human error, in order to gain a huge competitive edge in today's world of business. It was recommended, among others, that Artificial Intelligence be adopted in business and entrepreneurial practices in Ondo West Local Government Area and there should be collaborative efforts between the government and technological firms to promote digital literacy and AI skills*

**Keywords:** Artificial Intelligence, Creativity, Innovation, Business and Entrepreneurial Practices

### Introduction

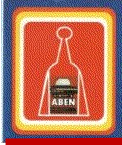
Creativity and innovation are vital tools in the upgrading and development of Business and entrepreneurial practices. Creativity is the ability and power to bring into existence new ideas while innovation means the modification of ideas. The new idea can mean a new product, a new service or a new way of doing things which can effectively be carried out or achieved through the aid of Artificial Intelligence. Artificial Intelligence (AI) is the idea and development of computer systems capable of performing tasks that factually required human intelligence, such as speech recognition, decisions making and patterns identification (Coursera, 2024). AI has emerged as a transformative force in contemporary business and entrepreneurial settings globally. Its impact on creativity and innovation within specific regional contexts, such as Ondo West Local Government, Ondo State, Nigeria, is increasingly significant. Ondo West, situated in the South-West, Nigeria, represents a dynamic economic environment characterized by a mix of traditional industries and emerging entrepreneurial ventures. The region's embrace of digital technologies, including AI, is crucial for its economic development and competitiveness in the global market. However, the adoption and



integration of AI in Ondo West come with unique challenges and opportunities shaped by local socio-economic factors, infrastructure limitations, and regulatory frameworks (Dwivedi et al., 2020). AI encompasses a diverse set of technologies that enable machines to perform tasks traditionally requiring human intelligence, such as machine learning, natural language processing, and computer vision (Russell & Norvig, 2021). In business, AI is leveraged to automate workflows, analyze data for actionable insights, and enhance decision-making capabilities. These applications are instrumental in driving creativity and innovation by allowing businesses to explore new opportunities, streamline operations, and offer personalized customer experiences (Varian, 2018). Businesses, fundamentally, are organizations that produce goods or offer services with the primary goal of generating profit. Entrepreneurial practices, on the other hand, involve identifying and capitalizing on opportunities, taking calculated risks, and mobilizing resources to establish and manage enterprises. These practices create a dynamic entrepreneurial landscape, especially when traditional industries converge with emerging technological opportunities, such as AI, to meet evolving market demands. Key elements of entrepreneurial practices include: Innovation, Risk-taking, Problem-solving, Leadership, Financial Management and Networking. Entrepreneurship plays a critical role in driving economic growth, generating employment, and fostering creativity and innovation.

Creativity is the quality of being imaginative in producing something unique with the sense of originality. The word creativity is crucial in the world of business, because it brings out the uniqueness about an organization which makes it different from other organization with common ideas. The sense of creativity of a particular organization may give it an edge over others even when they may be producing similar products. Naiman (2024) stated that creativity is the act of turning new and imaginative ideas into reality and that it is characterized with the ability to perceive the world in a new way to find unseen patterns, to make connections between seemingly related phenomena, and to generate solutions. She noted that it involves two processes, the thinking and the production. That is, it is one thing to think and not do anything about the thought, but a creative person goes into action by bringing his thought to reality. AI's role in fostering creativity among businesses in Ondo West is multifaceted. By automating repetitive tasks and providing real-time insights from large datasets, AI frees up human creativity and enables entrepreneurs to focus on strategic innovation (Chui et al., 2018). Also, AI-powered tools in content creation, design, and ideation facilitate rapid prototyping and experimentation, thereby accelerating the innovation cycle (Hofmann & Rüsche, 2017). In the business context, creativity is the engine behind innovation, giving companies a competitive edge by allowing them to develop new products, services, or processes. Innovation is the process by which a product or service is improved and brought up to date by the application of new processes, techniques and idea, thereby adding value to the goods or services. It is the process of translating ideas or inventions into goods and services that create value for society, business, or individuals. It is widely recognized as a fundamental driver of progress, economic growth, and competitive advantage. Innovation encompasses the development of new products, processes, technologies, and business models, often leading to increased productivity and societal welfare. There are several types of innovation, each serving different purposes within organizations or industries, some of which are; Product Innovation, Process Innovation, Business Model Innovation and Service Innovation.

Product Innovation - This involves developing new or improved products. Companies like Apple, which frequently launch updated versions of their devices, are well-known for product innovation. A classic example is the transition from the iPod to the iPhone, where Apple redefined its market by integrating various technologies into one device (Christensen et al., 2015). Process Innovation - This refers to changes in the way a product is created or delivered. Toyota's introduction of the



Just-In-Time production system revolutionized manufacturing by reducing waste and increasing efficiency (Liker, 2004). The lean manufacturing model is now widely adopted by industries worldwide. Business Model Innovation - Companies may innovate by changing their business models, Netflix is a prime example, shifting from a DVD rental service to a streaming service, which disrupted the traditional media consumption industry and positioned Netflix as a leader in digital content delivery (Johnson, 2010). Service Innovation -Service-oriented businesses also benefit from innovation by introducing new or enhanced services. Amazon, for instance, innovated its supply chain and delivery systems, including services like Amazon Prime, to improve customer satisfaction and retention (Kane, 2019). Innovation is central to entrepreneurship, where new businesses often emerge to exploit gaps in markets or introduce new technologies. Entrepreneurship involves the pursuit of innovative opportunities. Successful entrepreneurs are those who recognize and capitalize on these opportunities, often driving transformative shifts within industries or society as a whole.

This study explores the multifaceted influence of AI on business and entrepreneurial practices in Ondo West, focusing on how AI technologies stimulate creativity, drive innovation, and shape entrepreneurial strategies.

### Research Questions

1. How does the adoption of AI technologies impact creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West?
2. What are the barriers to AI integration for fostering creativity and innovation among businesses in Ondo West?

### Hypotheses

The following hypotheses were formulated to guide the study

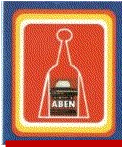
- H0<sub>1</sub> The adoption of AI technologies has no significant impact on creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West
- H0<sub>2</sub> There are no significant barriers to the integration of AI for fostering creativity and innovation among businesses in Ondo West.

### Methodology

The study adopted a descriptive research design. The population of the study constituted business owners/entrepreneurs in Ondo West Local Government area of Ondo State. The sample for the study consisted 52 respondents who were randomly selected to respond to a questionnaire titled "The adoption of AI Technologies and its impacts on creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West" ( $r=0.86$  using *Split half*). Data collected were analyzed using both descriptive and inferential statistics. Hypotheses were tested at 0.05 level of significance.

### Results

**Research Question 1:** How does the adoption of AI technologies impact creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West?



S/ N	ITEMS	SA	A	D	SD	X	SD	REMARKS
1.	AI technologies have enhanced creativity in businesses within Ondo West	13	27	9	3	2.96	0.81	Agreed
2.	The adoption of AI has significantly improved the innovation process in entrepreneurial ventures in Ondo West.	15	25	8	4	2.98	0.87	Agreed
3.	AI tools allow businesses in Ondo West to generate more innovative ideas compared to traditional methods	14	27	7	4	2.98	0.94	Agreed
4.	AI adoption has increased the competitive advantage of businesses in Ondo West through innovation	5	29	14	4	2.67	0.75	Agreed
5.	Entrepreneurs in Ondo West are more creative when utilizing AI in their decision-making processes	8	34	9	1	2.94	0.63	Agreed
6.	The use of AI has reduced the time needed for innovation in businesses within Ondo West	10	32	8	2	2.96	0.72	Agreed
7.	AI adoption has led to the creation of entirely new business models in Ondo West.	10	32	10	0	3.00	0.62	Agreed
8.	Businesses in Ondo West using AI experience more breakthroughs in product development compared to those that don't	14	27	7	4	2.98	0.69	Agreed
9.	AI technologies have improved the problem-solving capabilities of entrepreneurs in Ondo West.	9	30	13	0	2.92	0.65	Agreed
10.	AI tools have contributed to a more collaborative and creative environment in businesses in Ondo West.	16	23	12	1	3.04	0.79	Agreed

Table 1 shows how the adoption of AI technologies impacts creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West with mean ranging from 2.67 to 3.04 which are above the decision point of 2.5. This is an indication that the adoption of Artificial Intelligence impacts creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West in the following ways: enhancement of creativity, significant improvement on innovation, generation of more innovative ideas compared to traditional, increase in the competitive advantage of businesses in Ondo West through innovation, creativity in decision-making among Entrepreneurs in Ondo West, reduction in the time needed for innovation, creation of entirely new business models, breakthroughs in product development, improvement in the problem-solving capabilities of entrepreneurs and contribution to a more collaborative and creative environment in businesses in Ondo West.

**Research question 2:** What are the barriers to AI integration for fostering creativity and innovation among businesses in Ondo West?

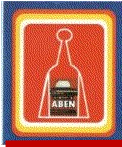


Table 2: Responses on the barriers to AI integration for fostering creativity and innovation among businesses in Ondo West

S/N	ITEMS	SA	A	D	SD	X	SD	REMARKS
1.	The high cost of AI technologies is a significant barrier to their adoption in businesses in Ondo West.	21	25	6	0	3.29	0.66	Agreed
2.	Lack of technical skills among business owners in Ondo West prevents effective AI integration.	19	30	2	1	3.21	0.61	Agreed
3.	Limited awareness of AI benefits hinders its adoption for creativity and innovation in Ondo West.	19	28	5	0	3.27	0.62	Agreed
4.	Poor infrastructure, such as internet connectivity, obstructs AI use in fostering innovation in Ondo West businesses.	15	26	10	1	3.06	0.74	Agreed
5.	Resistance to change among entrepreneurs in Ondo West is a major barrier to AI integration.	22	23	5	2	3.25	0.78	Agreed
6.	Insufficient government support and policies discourage AI adoption in businesses in Ondo West.	13	23	14	2	2.90	0.82	Agreed
7.	Data privacy and security concerns prevent businesses in Ondo West from embracing AI.	12	30	9	1	3.02	0.69	Agreed
8.	The complexity of AI technologies discourages small businesses in Ondo West from implementing them for innovation.	25	23	4	0	3.40	0.63	Agreed
9.	Lack of access to AI-related training and education is a barrier to its integration in creative processes within Ondo West.	14	23	14	1	2.96	0.79	Agreed
10.	Cultural attitudes towards technology in Ondo West slow down the adoption of AI in business innovation.	15	22	14	1	2.98	0.81	Agreed

Table 2 shows the barriers to AI integration for fostering creativity and innovation among businesses in Ondo West with mean ranging from 2.90 to 3.40 which are above the decision point of 2.5. There is a clear indication from the results that the following are the barriers to AI integration for fostering creativity and innovation among businesses in Ondo West: high cost of AI technologies, Lack of technical skills among business owners in Ondo West, Limited awareness of AI benefits, Poor infrastructure, such as internet connectivity, Resistance to change among entrepreneurs, Insufficient government support and policies, Data privacy and security concerns, complexity of AI technologies, Lack of access to AI-related training and education and Cultural attitudes towards technology.



**Null Hypotheses**

**H0<sub>1</sub> The adoption of AI technologies has no significant impact on creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West**

**Table 3A  
Descriptive Statistics**

	Mean	Std. Deviation	N
ADOPTION OF AI	14.56	3.556	52
CREATIVITY AND INNOVATION	14.88	3.644	52

**Table 3B  
ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	657.931	1	657.931	1697.765	.000 <sup>b</sup>
	Residual	19.376	50	.388		
	Total	677.308	51			

a. Dependent Variable: CREATIVITY AND INNOVATION

b. Predictors: (Constant), ADOPTION OF AI

The ANOVA (Analysis of Variance) table shows the effect of "Adoption of AI" (predictor) on "Creativity and Innovation" (dependent variable). A high F-value suggests a significant relationship between the predictor and the dependent variable. Sig. (p-value = .000) - The p value is extremely small (below 0.05), which indicates that the predictor (Adoption of AI) has a statistically significant effect on "Creativity and Innovation." Since the p-value is less than the common threshold of 0.05, the result is statistically significant. This implies that there is strong evidence to reject the null hypothesis (which assumes no relationship between the variables) and accept that the correlation observed is not due to chance. Therefore, adoption of AI technologies has significant impact on creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West

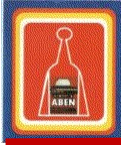
**H0<sub>2</sub> There are no significant barriers to the integration of AI for fostering creativity and innovation among businesses in Ondo West.**

**Table 4A  
Descriptive Statistics**

	Mean	Std. Deviation	N
ADOPTION OF AI	14.56	3.556	52
Barriers_to_AI_integration	28.0192	6.16597	52

**Table 4B  
ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	581.058	1	581.058	455.594	.000 <sup>p</sup>
	Residual	63.769	50	1.275		
	Total	644.827	51			



- a. Dependent Variable: ADOPTION OF AI
- b. Predictors: (Constant), Barriers\_to\_AI\_integration

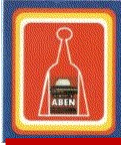
The ANOVA (Analysis of Variance) table shows how well the predictor variable "Barriers\_to\_AI\_integration" explains the dependent variable "Adoption of AI." The p-value is less than 0.05, indicating that the model is statistically significant. In other words, there is a significant relationship between "Barriers\_to\_AI\_integration" and "Adoption of AI." The ANOVA table indicates that the model is statistically significant ( $p < 0.05$ ), meaning "Barriers\_to\_AI\_integration" significantly explains the variation in "Adoption of AI." The F-statistic (455.594) shows that the model has a strong fit, and the independent variable explains a large portion of the variance in the dependent variable. Therefore the null hypothesis is rejected. This is to say that the following barriers: high cost of AI technologies, Lack of technical skills among business owners in Ondo West, Limited awareness of AI benefits, Poor infrastructure, such as internet connectivity, Resistance to change among entrepreneurs, Insufficient government support and policies, Data privacy and security concerns, complexity of AI technologies, Lack of access to AI-related training and education and Cultural attitudes towards technology have significant effect on the adoption of AI in Ondo West Local Government Area.

### **Discussion**

Findings on Table 1 of this study indicate that the adoption of Artificial Intelligence impacts creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West in the following ways: enhancement of creativity, significant improvement on innovation, generation of more innovative ideas compared to traditional, increase in the competitive advantage of businesses in Ondo West through innovation, creativity in decision-making among Entrepreneurs in Ondo West, reduction in the time needed for innovation, creation of entirely new business models, breakthroughs in product development, improvement in the problem-solving capabilities of entrepreneurs and contribution to a more collaborative and creative environment in businesses in Ondo West. This is in line with some of the advantages noted by Duggal (2024), which are that AI enhances decision making, drives numerous innovations in factually every field, maintains an efficient and rational approach because it is not emotional, boost efficiency and productivity, problem solving and it is available round the clock among others. Pratt (2024) also identified 12 advantages of AI, some of which are 24/7 availability, unbiased decision making, innovation, improved efficiency and productivity, among others. However, he noted that AI lacks intrinsic creativity which stems out of emotional depth, abstract thinking and imaginative processes and encourages human laziness.

Artificial Intelligence (AI) has the potential to revolutionize businesses in Ondo West by enhancing innovation, improving efficiency, and driving economic growth. However, several barriers have impeded the widespread adoption of AI technologies among local entrepreneurs as found out on table 2 of this study. One of the most significant barriers to AI adoption in Ondo West is the high cost of acquiring and implementing AI technologies. AI systems, hardware, and software require significant financial investment, which can be challenging for small and medium-sized enterprises (SMEs) in the region. Businesses in Ondo West, often operating on limited capital, may find it difficult to justify the upfront costs of AI when more immediate concerns such as survival and growth take priority.

The successful implementation of AI technologies requires a skilled workforce. In Ondo West, many business owners and employees lack the necessary technical skills to leverage AI effectively. This gap in technical know-how limits their ability to adopt AI technologies and integrate



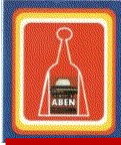
them into their operations. Amin (2024) stated 5 common barriers to AI adoption among which are lack of expertise, difficulty in integrating AI in existing workflows and system, ethical and privacy concern. Research by Bughin et al. (2018) emphasizes the role of technical expertise in the successful adoption of AI across industries, highlighting the disparity between highly skilled regions and those that lack technological know-how. The study found that regions with insufficient technical capabilities were less likely to benefit from AI, as businesses struggled to integrate these technologies into their operations. This situation is mirrored in Ondo West, where a limited number of educational institutions and training centers offer AI-related courses, making it difficult for local businesses to find skilled talent.

Despite the transformative potential of AI, many entrepreneurs and business owners in Ondo West are unaware of how AI can benefit their businesses. This limited awareness leads to reluctance to adopt AI technologies, as many see them as complex and unnecessary for their business operations. In a study by Jarrahi (2018), the importance of awareness in AI adoption was emphasized. The author argues that a lack of awareness and understanding of AI's tangible benefits can create a cognitive barrier to its adoption, particularly among SMEs. In developing regions, the absence of AI success stories or case studies that are contextually relevant can further contribute to this limited awareness. In Ondo West, many business owners may not fully grasp how AI could improve processes such as customer data management, inventory control, and marketing analytics.

AI technologies rely heavily on robust infrastructure, particularly internet connectivity. However, many parts of Ondo West suffer from poor internet access and unreliable electricity supply, making it difficult for businesses to implement AI solutions that depend on cloud computing and data transfer. The World Bank (2020) has noted that insufficient infrastructure is one of the major barriers to digital and AI adoption in sub-Saharan Africa, including Nigeria. The report highlights that the lack of high-speed internet and reliable electricity hinders both the access to and effective use of advanced technologies. In Ondo West, businesses may find it difficult to adopt AI tools that depend on real-time data processing or cloud computing due to poor internet infrastructure.

Resistance to change is a common barrier to innovation, and many entrepreneurs in Ondo West are hesitant to adopt AI due to fears of job loss, skepticism of new technologies, and comfort with traditional business practices. This resistance is further exacerbated by a lack of exposure to the potential long-term benefits of AI. Mueller et al. (2021) highlighted that resistance to change is a significant barrier in AI adoption, particularly among SMEs. They argued that overcoming resistance requires not only technical education but also change in management strategies that address fears and misconceptions surrounding AI. In Ondo West, where businesses are often family-owned and rooted in traditional practices, convincing entrepreneurs to invest in AI may require targeted awareness campaigns and the demonstration of AI's practical, incremental benefits. The findings of this study is in line with Marr (2024) who noted 11 barriers to the adoption of AI which are leadership inertia, cost, skill shortage, lack of understanding of AI's potential, lack of a strategic approach, integration challenges with legacy system, fear of the unknown, ethical and legal consideration, difficulty scaling AI initiatives, data availability and quality and lack of innovation culture.

The findings on tables 3A and 3B show that the null hypothesis 1 is rejected which means that the adoption of AI technologies has significant impact on creativity and innovation processes within businesses and entrepreneurial ventures in Ondo West. This result aligns with Duggal (2024), who asserts that AI drives innovation across multiple industries by enhancing decision-making and problem-solving capabilities. It is available round the clock, boost efficiency and



productivity, which are all critical to fostering creativity and innovation. Similarly, Chui et al. (2018) highlight that the integration of AI technologies enables businesses to gain competitive advantages by automating tasks, analyzing vast amounts of data, and offering personalized solutions, further supporting the positive correlation between AI adoption and innovation.

Also, findings in table 4A and 4B indicate that the null hypothesis 2 is rejected, implying that there are significant barriers to the integration of AI for fostering creativity and innovation among businesses in Ondo West. The barriers identified in Table 2, such as lack of infrastructure, high costs, and limited technical expertise, are critical factors impeding the successful adoption of AI. These findings echo those of Bessen (2022), who emphasizes that while AI has the potential to transform businesses, the challenges related to resources, workforce skills, and organizational readiness often hinder its effective deployment, particularly in smaller or less developed regions. Likewise, Wamba-Taguimdje et al. (2020) found that the integration of AI requires a robust technological ecosystem, including high-speed internet, sufficient computational power, and a well-trained workforce, all of which can be challenging for businesses in regions with limited technological infrastructure. Therefore, businesses in Ondo West must address these barriers to fully leverage AI's potential to enhance creativity and innovation.

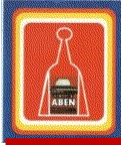
In essence, while the adoption of AI offers significant opportunities for businesses to enhance creativity and innovation, the findings indicate that overcoming key barriers is essential to realizing these benefits.

### **Conclusion**

Conclusively, adoption of Artificial Intelligence will proffer better solutions to avoidable mistakes often caused by human error, in order to gain a huge competitive edge in today's world of business. Though, the barriers to AI adoption in Ondo West are significant but not insurmountable. With coordinated efforts from the government, private sector, and international organizations, these challenges can be addressed. Creating an ecosystem that supports AI adoption through affordable technologies, skill development, infrastructure improvements, and increased awareness will be key to unlocking the potential of AI for businesses in Ondo West. Overcoming resistance to change among entrepreneurs will also require sustained efforts in education, mentoring, and showcasing successful examples of AI-driven innovation in the region.

### **Recommendation**

1. Given the unique benefits of artificial intelligence, entrepreneurs are encouraged to adopt AI in business and entrepreneurial practices in Ondo West Local Government Area.
2. Initiating subsidy programs or tax incentives by Local Government for businesses investing in AI could help lower the financial burden. Collaboration with local technology hubs and innovation centers to offer affordable AI solutions is another possibility.
3. There should be collaborative efforts between the government and technological firms to promote digital literacy and AI skills. Also, partnering with institutions like the National Information Technology Development Agency (NITDA) and tech companies to provide technical training can bridge the skills gap.
4. Local business forums or digital platforms can help in highlighting successful case studies of AI implementation in businesses similar to those in Ondo West to aid reduction in skepticism.
5. Business Associations and Chambers of Commerce can take the lead in organizing workshops and seminars to raise awareness of the potential benefits of AI for businesses.
6. Organizations like the World Bank and African Development Bank could play a key role in funding infrastructure projects aimed at enhancing digital connectivity in Ondo West.



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