

IMPACTS OF CITIZEN ENGAGEMENT ON THE SUCCESS OF E-GOVERNMENT ENTREPRENEURSHIP INITIATIVES IN NIGERIA

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ABSTRACT

This study investigated the impacts of citizen engagement on the success of e-government entrepreneurship initiatives in Nigeria. The study is cross-sectional research focusing on the period from 2010-2024 and employed a survey design with questionnaire as research instrument on a likert scale (1-5). The sample size of the study was 400. This was gotten using a stratified sampling technique from a population of 69,927,800. The sample included respondents drawn from different demographics and locations in Nigeria. The study examined the impacts of citizens' social media awareness (SMA), citizens' online feedback (COF), citizens' digital literacy (CDL), and citizens' programme participation (CPP), as dimensions of citizen engagement that impacted on the success of entrepreneurship initiatives in Nigeria. The study used multiple regression analysis with SPSS 23 version to examine the impacts of the independent variables on the success of the dependent variable. The results show that citizen engagement positively impacts e-government entrepreneurship initiatives success in Nigeria. Citizens' social media awareness (SMA), citizens' online feedback (COF), citizens' digital literacy (CDL), and citizens' programme participation (CPP) all positively impacted e-government entrepreneurship initiatives success in Nigeria. In order to ensure continued success in e-government entrepreneurship initiatives in Nigeria, the study suggests that Nigeria's government should sustain inclusive planning, effective communication, and public collaboration with the citizens, while improving the ICT infrastructure.

KEYWORDS: Citizen engagement, Citizen civic participation, Citizen digital literacy, E-government entrepreneurship initiatives, E-government, E-governance.

INTRODUCTION

E-Government has transformed citizen involvement in different countries, enabling more effective, transparent, and inclusive communication through digital platforms, particularly in industrialized economies (Yoran, 2024). Nkwo and Eneiga (2024) averred that e-government systems allow citizens of countries to have access to a variety of public services online. While e-government entrepreneurial projects are important to the economic growth of countries, they face challenges that need to be overcome, such as limited internet infrastructure, digital literacy gaps, and cybersecurity concerns (Odeyemi, 2023). E-governance is gaining momentum in African countries, including Nigeria. Nigeria has put in place a number of e-government initiatives across government service and operational outlets (ministries, departments, agencies and parastatals) for online services (Ogu & Chukwurah, 2023).

E-governance programmes aim to enhance citizens' welfare, provide socioeconomic opportunities, promote accountability and transparency, ensure service effectiveness, efficiency, and inclusiveness through citizen-centric approach. It prioritizes citizen demands and expectations, improves community engagement, government accountability, and transparency, and leads to more effective public services (Odusanya, Uroye, Onibon, & Efunade, 2024). Indama (2023) believes that citizen engagement enhances the success of e-government initiatives. Malang, Gutierrez, Valle, Malang, and Bugayao (2024) maintain that by providing accessible, transparent, and effective services; promoting digital literacy, and supporting participatory governance, citizen engagement ultimately increases trust and involvement in government programmes.

Nigeria's government has tried to transition from bureaucratic to digital processes in the past, while aiming to boost entrepreneurship and digital economy (Adeyemo, 2011) through various initiatives such as the Nigeria's Youth Entrepreneurship Support (YES) programme, the National Enterprise Development Programme (NEDEP), Digital and Creative Enterprise Programmes, Skill-Up Artisans Programme, National Youth Talent Export Programme, Nano-Business Support, and Micro and Small Business Loans, among others. However, implementing e-government initiatives remains a challenge despite its innovative goals (Oghuvbu, Gberevbie, & Oni, 2022; Ihemadu & Anyiam, 2024).

Government entrepreneurial initiatives have often faced significant challenges including the lack of trust, poor project implementation, digital illiteracy, and digital or cyber insecurity to mention a few (Odeyemi, 2023). While these issues hinder citizens' engagement and participation in government online programmes, and their success (especially for entrepreneurship), there are the broader issues of inadequate power supply, and poor information communication technology (ICT) infrastructure (Lawan, Ajadi, Kayode, & Yaru, 2020), absence of awareness, knowledge, and skills gap (Abdulkareem & Ramli, 2021), selfish political interest, and inadequate support in Nigeria. Thus, this empirical study examined how citizen engagement impacts the success of e-government entrepreneurship initiatives or programmes in Nigeria. It

focused on social media awareness, online feedback, digital literacy, and citizen participation in entrepreneurship programmes, to help the government achieve the goals of e-government initiatives.

Objectives of the Study

The main objective of this study was to examine how citizen engagement impacts the success of e-government entrepreneurship initiatives in Nigeria. Specifically, the study examined:

1. How citizen's social media awareness affects e-government entrepreneurship initiatives or programmes success in Nigeria.
2. Investigate to what extent citizen's online feedback influence e-government entrepreneurship initiatives or programmes success in Nigeria.
3. Assess the influence of digital literacy on e-government entrepreneurship initiatives or programmes success in Nigeria; and,
4. Determine how citizen programme participation help government achieve its entrepreneurship initiatives or programme goals in Nigeria.

Research Hypotheses

The hypotheses of the study are all stated in the null form as shown below:

- H₁: Citizens' social media awareness does not significantly impact the success of e-government entrepreneurship initiatives in Nigeria.
- H₂: Citizens' online feedback does not significantly impact the success of e-government entrepreneurship initiatives in Nigeria.
- H₃: Citizens' digital literacy does not significantly influence the success of e-government entrepreneurship initiatives in Nigeria.
- H₄: Citizens' participation does not significantly impact the success of e-government entrepreneurship initiatives in Nigeria.

LITERATURE REVIEW

E-governments can facilitate better access to a wide range of public services, from healthcare and education to utility management and civic engagement, by digitizing services and developing online platforms (Enaifoghe & Ndebele, 2023). It can advance accountability, transparency, and citizen empowerment in local communities (Mensah & Mi, 2018). E-government tools like online portals, social media, and mobile applications help governments achieve specific goals by evaluating and implementing services tailored to user demographics (The Organisation for Economic Co-operation and Development - OECD, 2009). However, while transparency, accountability, and participation are enhanced by efficient e-government (The United Nations, 2018), there are still plenty of significant impediments to e-government initiatives, including poor

digital literacy, outdated regulatory systems, worries about data security and privacy, and inadequate technological infrastructure (Alcaide Muñoz, & Rodríguez Bolívar, 2018).

E-government development is a key predictor of government administration effectiveness, with initiatives involving citizen engagement, particularly entrepreneurship, playing a significant role (Doran, Puiu, Bădîrcea, Pirtea, Doran, Ciobanu, & Mihit, 2023). These initiatives can improve citizen engagement by offering online participation, raising transparency, and facilitating information access. However, citizen participation can also guide and improve e-government projects through feedback, need identification, and accountability promotion (United Nations Department of Economic and Social Affairs, UNDESA, 2018).

E-government Entrepreneurship Initiatives

E-government initiatives use ICT applications and technologies to enhance governance, strengthen relationships, and form new coalitions within civil society (Odumu, 2019). They aim to foster increased citizen-government engagement and improve government-citizen relations (Nwoke, *et al.*, 2021). E-government supports public services, enhances administrative processes, and improves democracy (Obodo & Anigbata, 2018; Chukwudi, Bello, & Adesemowo, 2023). It streamlines procedures, provides easy access to information, and improves government service quality, effectiveness, efficiency, accountability, transparency, and citizen participation (Odumu, 2019; Nkgapele, 2024). E-government initiatives in entrepreneurship promote economic growth and job creation by supporting youth and women in starting businesses (Waseem, Rashid, & Akbar, 2021). However, there are technological, institutional and environmental barriers to entrepreneurship programme implementation in Nigeria which include poor ICT infrastructure, policy issues, human capital development, and leadership (Adekunle, 2024).

Citizen Engagement

Citizen engagement is the process through which individuals or groups interact with the government and one another (participate) to discuss, determine, and take action on public concerns (Nabatchi, 2012). According to Morisson and Ferrario (2025), citizen engagement involves active participation in governance processes by individuals and groups in order to enhance policy quality, ensures transparency, and ownership. It strengthens democratic principles and values, promotes inclusivity, and fosters trust between citizens and the government as well as its agents, thus, ensuring effective, equitable, and trusted policies. It also promotes transparency, accountability, and responsibility in government programmes and services (Yadav, 2024).

Citizen engagement is a multifaceted construct that encompasses a strong and mutually beneficial relationship between the citizens and government (Nadzir, Othman, & Binting, 2020). Hollebeek, Srivastava, and Chen (2019) maintain that there are four dimensions of citizen engagement such as affective, behavioural, cognitive, and social engagement. Affective engagement refers to citizens' emotional investment in public issues and

policies; behavioural engagement involves participation in decision-making; cognitive engagement involves knowledge, and social engagement involves multiple partnerships (Marques, Silva, & Machado, 2024; Zukin, Keeter, Andolina, Jenkins, & Carpini, 2006). Citizen engagement improves democratic governance, policy-making, and public services (Tarrow, 1994). However, barriers like legal issues, economic imbalance, and political concerns hinder online participation, necessitating social and material frameworks (Islam, Hossain, Islam, & Aziz, 2023; Barney, 2006).

Theoretical Framework

This study is anchored on three theories which are the Unified Theory of Acceptance and Use of Technology (UTAUT), Institutional Theory, and Social Exchange Theory as they help in understanding the relationship between e-government entrepreneurship initiatives and citizen engagement.

Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT theory was proposed in 2003 by Viswanath Venkatesh, Michael Gerard Morris; Gordon Barker Davis; and Fred Duane Davis. It focuses on performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh, Morris, Davis, & Davis, 2003). It expands upon the Technology Acceptance Model (TAM) and has applications in various sectors. However, critics argue that UTAUT lacks adequate articulation of behavioral purpose, leading to the inclusion of other behavioral drivers like trust, innovativeness, computer self-efficacy, perceived threats, and perceived risk (Martins, Oliveira, & Popovič, 2014; Slade, Williams, Dwivedi, & Piecy, 2015). UTAUT offers a comprehensive framework for researching citizen participation in e-government activities, considering perceived benefits, convenience of use, social norms, and infrastructure support (Zeebaree, Agoyi, & Aqel, 2022).

Institutional Theory

The Institutional Theory, proposed by John Meyer and Brian Rowan in 1977, explains how organisations adapt to their environments, gain legitimacy, and shape their behaviour. Critics argue that it overemphasizes environment, neglects organizational agency, and lacks mechanisms for institutional change (DiMaggio & Powell, 1983; Glynn & D'auanno, 2023). However, the theory explores how institutional factors like laws, policies, and structures influence behavior and outcomes, highlighting how legal frameworks, governance standards, and cultural norms can either facilitate or hinder these activities (Lammers, Garcia, Putnam, & Mumby, 2014).

Social Exchange Theory (SET)

Peter Blau and Albert Bandura expanded on George Homans' Social Exchange Theory (SET), which explains how individuals interact and exchange resources for mutually beneficial outcomes. The theory emphasizes reciprocity, trust, and reciprocity in social interactions, but neglects power dynamics and non-rational factors. It has applications in

various fields, emphasizing reinforcement, feedback, and imitation in learning (Homans, 1958; Cook, Cheshire, Rice, & Nakagawa, 2013).

Empirical Review

Bataineh and Abu-Shanab (2016) investigated how the perceptions of e-participation levels influence the intention to use e-government websites by the citizens in Jordan, focusing on the intention to participate in public activities through e-informing, e-consulting, e-involving, e-collaborating and e-empowering as predictors of the intention to participate in e-government services using quantitative research design with a sample size of 247. The study shows that all variables (e-informing, e-consulting, e-involving, e-collaborating and e-empowering) were moderately perceived, and that while e-informing, e-consulting and e-empowering have a significant influence, e-involving, and e-collaborating have no significant influence on e-government website use. However, this study was not conducted in Nigeria and did not fully focus on our variable of study.

Hooda Nandal and Singla (2019) studied the effect of digital power on citizens' intention to adopt e-governance while taking citizens' attitude and emotional attachment with digital literacy initiative as mediating variables between citizens' involvement and intention to adopt e-governance in India using quantitative research method with 224 respondents as sample size. They found that digital power and emotional attachment with digital literacy in India influence citizens' intention to adopt e-governance, and that e-government communication (Metaphoric promotion) positively influences citizen involvement, attitude, and behavioural intention. The study recommended use of metaphors in communication, tailoring messages to contexts, creating awareness through campaigns, and training of employees on communication with metaphors among others. However, there was no significant difference in intention to adopt e-governance based on education level or metro city dwelling. This study was carried out in India with geographical characteristics different from Nigeria.

Gupta, Mishra, and Kumar (2021) explored the link between citizen empowerment and e-governance adoption in India using quantitative research method. The study used structured survey for data collection, and SEM in analysis of the relationship between the variables (online citizen skills, online citizen awareness, and online citizen engagement). They found that online citizen skills, awareness, and engagement are crucial for successful e-governance adoption. The study recommended enhancement of digital literacy, increasing awareness campaign, citizens digital support, and promotion of engagement.

Amosun, Chu, Rufai, Muhideen, Shahani, and Gonlepa (2022) investigated how e-government use affected citizen participation during the COVID-19 crisis China with 866 Chinese residents surveyed in the study. The results indicate that the use of e-government improved citizens' impressions of government reputation, transparency, and trust, but not engagement, and the most successful mediator was trust, which also showed a substantial

indirect association between various government attitudes. However, the study was not carried out in Nigeria.

Using a quantitative research approach, and a survey design involving 689 respondents (sample size), Abdulkareem, Abdulkareem, Ishola, Bello, and Oladimeji (2022) investigated the impact of social media use, public organisations' transparency, and the mediating role of e-government trust on e-participation as variables of study in Nigeria. The findings demonstrate that while e-participation is positively influenced by the level of openness and confidence of the citizens in the government or public organisations, there was no direct link between social media use and the level of e-participation; instead, there was indirect linkage mediated only by trust in e-government by the citizens. The study recommended increased transparency, building of trust, citizens' digital literacy and awareness of governments programmes, as well as improvement in ICT infrastructure. However, this study does not directly measure all the variables of our study, even though it was carried out in Nigeria.

Ackom et al. (2022) used process virtualization theory to study user resistance and e-government services in Ghana. The study used structured survey to measure the variables of the study (process virtualisability, user resistance, and e-government adoption intentions), and Structural Equation Modeling (SEM) to measure the relationships between variables of the study. They found that process virtualizability is linked to user resistance against virtual processes, which strongly predicts the use of virtual processes. This suggests that user resistance is a crucial moderating component in e-government services acceptance, and that process virtualization theory is essential for understanding e-government service deployment. The study recommended that government should focus on processes visualisation, deploy strategies to reduce user resistance, and create or build awareness among others. This study was not carried out in Nigeria.

Masa'deh, Almajali, Majali, Majali, and Al-Sherideh (2023) used a quantitative research approach to investigate the connection between Jordanian people' inclination to use e-government and the digital divide. The study used a sample size of 482 respondents from various demographics, and using questionnaire to collect data, with SEM used in data analysis of the relationship between the variables. It was discovered that people' intents to use e-government are highly influenced by their level of accessibility of internet, digital literacy abilities, and socio-demographic levels. The impact of the digital divide was lessened by socio-demographic variables such as age, gender, and educational attainment. The relationship between perceived security and the intention to use e-government was mediated in large part by perceived security and trust. The study recommended enhancement of digital literacy, building of trust in government, and making internet accessibility easier among others. This study was carried out in Jordan and with covering all variables of our study.

Surya Bahadur, Gurung, Jung Bahadur Rana, and Dhungana (2024) examined the effect of e-governance information system quality dimensions – information, system, and service quality – on usage intention, citizen satisfaction, and net benefits in Nepal using quantitative research methodology involving 304 respondents drawn across various demographics, and integrating digital divide into the model used. The study used Partial Least Squares Structural Equation Modelling (PLS-SEM) in analysing the relationship between the variables (information quality, system quality, service quality, intention to use e-governance services, citizen satisfaction, and net benefits, with the digital divide serving as a moderating variable). The results reveal that both system quality and service quality positively influence citizen satisfaction, with information quality not showing any significant influence, while usage intention and satisfaction positively affect net benefits. The study recommended bridging the digital divide gap, enhancement of service delivery, communication strategies and feedback mechanisms, as well as promotion of digital literacy. However, the study was not carried out in Nigeria.

Pham, Le, and Nguyen (2024) examined the moderating effect of digital divide and the mediating influence of government reputation in the link between citizens' participation and e-government usage in Vietnam using quantitative research method involving 612 respondents as sample size, and using Structural Equation Modelling (SEM) to measure the relationship between the variables (government reputation, citizen trust, digital divide, and engagement levels) of the study. The findings demonstrate that government reputation (trust and reliability) and e-government are important factors that influence citizen participation, and that government reputation mediates the interaction between citizens' involvement and e-government, with digital divide modifying the relationship. The study recommended improvement in reputation of government, promotion of digital literacy, and fostering of trust of the citizens among others. However, the study was not carried out in Nigeria.

Lee-Geiller (2024) investigated the complex relationship between e-government and public trust, emphasising the moderating role of digital literacy in New Jersey using quantitative research technique with a sample size of 1,900 respondents, and multiple regression model to analyse the relationship between the variables. The study showed that e-government effectiveness positively influence trust in government, and digital literacy played a positive moderating role. The study recommended investment in digital literacy programmes, enhancement of e-governance platforms, promotion of awareness of e-government campaigns. However, the study was not carried out in Nigeria.

Nguyen, Van Nguyen, Truong, Huynh, and Le (2024) investigated the influence of citizen involvement and the moderating impacts of citizen relationship quality on the adoption of e-government in Vietnam using quantitative research design, with a sample size of 595 respondents. According to the study, e-government adoption is greatly boosted by strong financial, social, and structural ties as well as excellent relationship

quality (trust and satisfaction), which encourages proactive citizenship behaviours like advocacy and information sharing. The study recommended enhancement and promotion of citizen relationship quality and involvement, leveraging technology for government e-services personalisation, simplifying user experience, strengthening public outreach, and incorporating feedback mechanisms on e-government platforms for success. However, there exist a geographical gap in the study.

METHODOLOGY

This study employed a cross-sectional survey design focusing on government entrepreneurship initiatives from 2010-2024. The population (69,927,800) of the study comprised Nigerian youths and women who may have participated in entrepreneurship programmes nationwide, gotten from the National Bureau of Statistics. The Taro Yamane formular, $n = N / (1 + Ne^2)$, was utilised to determine the sample size of 400, where N represents the population size, n the sample size, and e denotes the level of significance (set at 0.05). The sample was drawn using stratified sampling technique to ensure opportunity for adequate representation, precision and accuracy, as well as population diversity.

Data was collected with the instrument of a questionnaire; copies of which were administered to respondents through research assistants. A total of 435 copies of the questionnaire were administered to respondents in order to cater for any invalid responses. However, 400 validly completed copies of the questionnaire were processed and analyses. The cronbach alpha for the variables were 0.92 for citizens' social media awareness (SMA), 0.90 for citizens' online feedback (COF), 0.90 for citizens' digital literacy (CDL), 0.89 for citizens' programme participation (CPP), and 0.87 for e-government entrepreneurship initiatives (EGI) respectively. The study used both descriptive and inferential statistics in data analyses, and multiple regression analysis to measure the impact of the independent variables on the dependent variable of the model.

Our model is given as:

$$EGI = \beta_0 + \beta_1 (SMA) + \beta_2 (COF) + \beta_3 (CDL) + \beta_4 (CPP) + \varepsilon$$

Where:

EGI (Dependent Variable) represents E-government Entrepreneurship Initiatives, and the Independent Variable (Citizen Engagement - CE) was decomposed as Citizens' Social Media Awareness (SMA); that is, citizens' participation in social media platforms to engage with the government on entrepreneurship initiatives or programmes, Citizens' Online Feedback (COF); that is, citizens' provision of feedback on government entrepreneurship initiatives, programmes, or services, Citizens' Digital Literacy (CDL) level; that is, citizens' ability to effectively use digital technologies to engage with government on entrepreneurship initiatives or projects, and Citizens' Programme Participation (CPP); that is, citizens' actual participation in entrepreneurship initiatives, activities, or programmes.

β_0 : Intercept or constant term; β_1 , β_2 , β_3 , and β_4 coefficients represent the change in EGI for a one-unit change in SMA, COF, CDL, and CPP, respectively, and ε : Error term.

Our a priori expectations for the model is given statistically as $\beta_1 > 0$ (SMA has a positive impact on EGI); $\beta_2 > 0$ (COF has a positive impact on EGI); $\beta_3 > 0$ (CDL has a positive impact on EGI), and $\beta_4 > 0$ (CPP has a positive impact on EGI).

RESULTS

Table 1.0

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.913 _a	.833	.831	.230	.833	492.201	4	395	.000

Source: Researcher's SPSS Output, 2025

The multiple regression analysis was used to analyse the hypotheses of the study at 95% confidence intervals. The analysis revealed a significant model summary as shown in table 1.0. Thus; change statistics of F change is 492.20, with df1 and df2 = 4, and 395, and $P < 0.001$, adjusted $R^2 = 0.83$, and R^2 change = 0.83.

Table1.1

Correlation Coefficients of the Variables
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
1	(Constant)	-.312	.104							
				-2.995	.003	-.517	-.107			
	Citizens social media awareness	.148	.031	.128	4.743	.000	.087	.209	.579	1.727
	Citizens online feedback	.275	.036	.237	7.689	.000	.205	.345	.444	2.254
	citizens digital literacy	.158	.034	.149	4.576	.000	.090	.226	.396	2.522
	Citizen programme participation	.501	.032	.521	15.466	.000	.437	.564	.372	2.685

Source: Researcher's SPSS Output, 2025

From the above table 1.1, correlation coefficients, the analysis shows that citizens social media awareness ($\beta_1 = 0.13$, $t = 4.74$, $P < 0.001$), citizens online feedback ($\beta_2 = 0.24$, $t = 7.69$, $P < 0.001$), citizens digital literacy ($\beta_3 = 0.15$, $t = 4.58$, $P < 0.001$), and citizens programme participation ($\beta_4 = 0.52$, $t = 15.47$, $P < 0.001$) all have a positive and significant impact on the success of e-government entrepreneurship initiatives, hence the null hypotheses 1, 2, 3, and 4 were rejected.

Table 1.2

Analysis of Variance
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.588	4	26.147	492.201	.000 ^b
	Residual	20.983	395	.053		
	Total	125.572	399			

Source: Researcher's SPSS Output, 2025

The ANOVA table (1.2) shows the variance in the dependent variable (EGI) explained by the regression model. The F-statistic of 492.20 indicates a good fit, and at 0.000 (p-value < 0.05), confirming that the relationships between the independent variables and the dependent variable are not due to chance.

DISCUSSION

The study investigated the impact of citizen engagement on e-government entrepreneurship initiatives success in Nigeria, focusing on social media awareness, citizens' online feedback, digital literacy, and citizen programme participation. The results show that citizen engagement positively impacts the success of entrepreneurship programmes in Nigeria. The findings align with previous research on citizen engagement in e-government adoption and implementation, such as:

Abdulkareem and Ramli (2021) who found that digital literacy is a predictor of citizens engagement abilities and benefits from e-government services. Abdulkareem et al. (2022) who found that social media usage enhances users participation level in citizen-government communication, and government's transparency, responsiveness, and inclusiveness offer higher levels of e-participation of the citizens in programmes.

Nabafu et al. (2023) who found that while digital divide, low digital literacy, and limited trust in government platforms where factors which hindered full citizen participation in government projects, social networks (social media and behavioural insights) positively influence citizens' participation in government projects. Similarly, Tahani et al. (2023) found that citizen engagement influences the level of e-participation of the citizens in e-government projects in Jordan. They noted specifically that citizens feedback helped shape better user interfaces and streamlined service delivery processes on e-government platforms.

Also, Umezurike (2024), found that while successful adoption of e-government is hampered by trust issues including data privacy and system dependability, e-government initiatives are enhanced by service provision, boosted by public participation, and help in bridging the digital gap in Nigeria, even though metropolitan regions experience, as barriers, digital divide, inadequate infrastructure, and low levels of digital literacy. In particular, e-government initiatives significantly enhanced the efficiency and accessibility of public services in Nigeria, with increase in citizen participation as a result of increase adoption of e-government platforms.

Similarly, Yoran (2024) found that e-government adoption enhanced e-participation, user satisfaction with social media playing a significant role in Israel.

CONCLUSION

The study examined the impact of citizen engagement on the success of e-government entrepreneurship initiatives in Nigeria, focusing on citizens' social media awareness (SMA), citizens' online feedback (COF), citizens' digital literacy level (CDL), and citizens' programme participation (CPP). The findings of the study reveal that all four variables have positive impacts on the success of e-government entrepreneurship initiatives in Nigeria. Based on the findings, it was concluded that active citizen engagement is crucial for the success of e-government entrepreneurship initiatives in Nigeria, and by involving citizens in the design, implementation, and feedback processes of digital governance systems, Nigeria can ensure inclusiveness, efficiency, and responsiveness in its entrepreneurship programmes that can greatly impact the population, and the economy.

RECOMMENDATIONS

Based on our conclusion, we make the following recommendations:

1. The government in Nigeria should implement strategies like inclusive planning with public collaboration or government-citizen collaboration to build citizen-government trust.
2. Effective communication with citizens, and provision of mechanisms through online education, and awareness creation for effective feedback from the citizens by the government.
3. Improvement of ICT infrastructure by the government to encourage citizens to readily embrace government entrepreneurship initiatives.

These recommendations will enhance entrepreneurship initiatives and projects, ensure transparency and accountability, and increase citizens' participation in entrepreneurship programmes.

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