



Innovation Adoption by Rural Women Entrepreneurs in Northwest Nigeria: A Quantitative Comparative Study

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Abstract

In Northwest Nigeria, rural women entrepreneurs face unique challenges in adopting innovative technologies for their businesses. A mixed-methods approach combining qualitative interviews and quantitative surveys was employed to gather data from a sample of 200 rural women entrepreneurs in Northwest Nigeria. Rural women entrepreneurs showed significant interest (85%) in adopting innovations such as mobile payment systems, but faced challenges like low digital literacy (43%). Despite the initial enthusiasm, there is a need for tailored training programmes to enhance digital skills and overcome other barriers. Develop targeted innovation adoption strategies focusing on education and capacity building for rural women entrepreneurs.

Keywords: *Nigeria, Rural Development, Entrepreneurship, Quantitative Research, Innovation Adoption, Methodology, Gender Studies*

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