THE LINK BETWEEN CHILD UPBRINGING AND ENTREPRENEURSHIP

ELMA CARMEN IJANG FONCHAM

Pan African Institute for Development, West Africa and Shalom Enterprise, Mbengwi
Masters Cameroon, Bokwaongo, Buea
E-mail: elmafoncham@yahoo.com

Abstract - Child upbringing simply refers to the way or manner in which a child is brought up and that is what determines his personality. Child upbringing is one of the most formidable tasks a parent will ever take in life. An entrepreneur is an innovator, a person who brings up new ideas, goods, services and business procedures. The research was based on interviews and discussions with some randomly selected parents and entrepreneurs in Cameroon. Based on these discussions, the researcher was able to come out with some findings and draw some conclusions. This research set out to find the link between child upbringing and entrepreneurship by first of all looking at how to train children to become entrepreneurs. The steps include teaching them the art of public speaking at home to build confidence, teaching them different world languages to enhance communication with anyone, making them familiar with recent technology, teaching them to value people over money, making them find current problems and suggest possible solutions, parents should lead by example by having their own businesses or enterprises, making them do internships and other business ventures, encouraging them to be good at math, to be best at what they do and encouraging them to read books on business. The study also identifies challenges parents face in training these children which include the fact that children have a mind of their own and many distractions. It lastly looks at the importance of training children to become entrepreneurs. These include, for survival without relying solely on others, to make a change and impact lives, provide employment, set goals and achieve them and to add to National income. In conclusion, if children are trained young, they will become innovators. This implies that there will be more happiness, more self-confidence, less stress, less crime, and hence, a better world. This study is in conformity with the parenting styles theory which suggests that children's behaviour is directly related to their parent's child-rearing practices.

Keywords - Child upbringing and entrepreneurship

I. INTRODUCTION

Talking about child upbringing, in simple terms, it refers to the way or manner in which a child is brought up. According to Robert (2016), child upbringing is one of the most formidable tasks a parent will ever take in life. The kind of way in which children are brought up will determine their personality. According to the parenting styles theory, children's behavior is directly related to their parent's child-rearing practices. Parents who combine high levels of parental warmth with high levels of supervision are more likely to have children who are more confident, more autonomous, and more socially responsible. When parents train their kids in a particular trend, they tend to follow that path, and until the child grows, he will remember what he was taught by the parents and will follow just that. No wonder the Bible says "teach a child the way he should go and he will not depart from it". This therefore shows parents influence the personality of their kids. When a child goes into any profession in future, it all boils down to how the child was brought up. It is a common trend nowadays that most children tend to follow the same career path as their parents. For example the child of an entrepreneur also becoming an entrepreneur. This just goes on to show that parents have a great role to play in determining what a child will become.

Entrepreneurship has been defined in various ways. The Oxford Advanced Learners Dictionary defines an entrepreneur as a person who sets up a business or businesses, taking on financial risks in the hope of profit. An entrepreneur is an individual who rather than working as an employee, finds a small business, runs it and is responsible for bearing all the risks and rewards from that venture. An entrepreneur is an innovator, a person who comes up with new ideas, goods, services and business procedures.

There is a link between child upbringing and entrepreneurship. This is because since parents play the role of bringing up children, it is possible for them to train their children at an early stage to become entrepreneurs.

II. HOW TO TRAIN CHILDREN TO BECOME ENTREPRENEURS

1. Teaching them the art of public speaking

One of the easiest ways of teaching children to become entrepreneurs is to introduce them to the art of public speaking. By this, as young as children are, parents could give their children topics to talk on at length. For example, parents could come up with debate topics and make their children discuss on it. Also, a parent could come up with any topic relating to trending issues in the world and ask the child to do a write up on it and present to them. It could even be a rhyme or a song. This just gives them an opportunity to talk and be heard. It could even be at a family gathering and the children are given an opportunity to talk while others listen to them. This

helps to build confidence and this is quite important in child upbringing. This makes the children bold and they will be able to face any crowd at anytime without being afraid or without any panic. When they make mistakes as kids, these mistakes will be corrected by their parents as they listen to them. This is a very important step in building entrepreneurship because as an entrepreneur, you will need to talk and convince the people around you that they need to support your business venture.

2. different languages

This is another important step. In bringing up your child, it is important to teach that child to communicate in at least two different world languages. It could be English, French, Spanish, etc. It is just important for kids to know different languages. If their parent's can't teach them by themselves, they could hire a tutor. If a child grows up knowing different languages, it will help him or her when they eventually become entrepreneurs because they will be able to establish a business anywhere and will be able to communicate easily with customers or employees. A customer will feel more comfortable if he or she is being rendered a service in their own original language. Imagine if a person from Spain who is in Cameroon and needs a service from an entrepreneur, goes there and the entrepreneur communicates with him in Spanish. He will feel comfortable doing business with such an entrepreneur.

3. Make them familiar with recent technology

As young as children are, it is important to make them abreast with recent technology and make them cultivate the habit of getting used to technology. Parents could therefore give them laptops, computers, and even phones. They should also be encouraged to make use of the internet so that they know what is new about technology. This is because as future entrepreneurs, technology will play a great role in their business and will influence business a lot. So it is important to make them familiar with technology while they are still young.

4. Learn to value people

It is important for parents to teach children to value people first before money. Some people consider a business to be successful only when they are able to satisfy people and make them happy. An old adage goes thus "the highest investment is in people". People can always help you out of problems, but money cannot always bail you out. Imagine a rich businessman who is sick. He may have all the money to pay his bills, but if he has no one by his side to take care of him, he may not recover. Parents need to teach their children to be kind to neighbors, friends, and even to their siblings. They should also learn to share with others whatever they have, no matter how little it is.With this mindset, they will be able to create an impact on others when they become entrepreneurs.

5. Identify current problems

As kids, many of us saw a lot of things that we did not like in our communities, society or even in our environment, and even went as far as complaining about it to our parents. It is therefore the duty of the parents to encourage them to create a business around it. If children don't take the initiative of identifyingproblems, their parents can assign them to identify such problems. After they do so, their parent can further assign them to identify solutions. Who knows, they just might be the solution to these problems in future if they invest in it. This way, they make them have the mindset of an entrepreneur. This is because an entrepreneur finds a problem and tries to bring about a solution. For example if people in a community are suffering from poor network, an entrepreneur can use that as a basis to come up with something that can help solve the problem of poor network.

6. Lead by Example

A good leader leads by example. If parents are training children to be entrepreneurs, it is important that they themselves become entrepreneurs. If as a child, you see that your parents have a business venture which is a great success, it is normal that the child will long to become even better than what the parents are. It is important for parents to make their children admire their work and make them long to be like them. Most times, when parents are on their way to their business places, they should take along their children so that they can learn the basics of business.

7. Internships and other business ventures

It is important for parents to bring up their children in ways that they experience different kinds of business ventures. By this, during holidays, parents could make them spend time with business people and learn their business ways. Most people send their children to successful business friends to train them. Also, parents could also make their children do internships or even apply as volunteers so that they have the experience. It is also important for parents to make their children have business minds. I have seen parents who ask their children to mop the floor and they will pay them. Others tell their children to "give me this and I will give you that in exchange". This way, they make the children have business minds. They could also encourage their children to start up petty businesses like selling chewing gums or sweets during their free time or during holidays. This should not be done too often. It could be twice a year, so that it should not interfere with their studies. This idea of a business venture is just to give them the mind of an entrepreneur.

8. Encourage them to be good at math

Statistics have shown that a lot of children shy away from math. The figures they see makes them unnecessarily scared. It is therefore important for parents to encourage their children to love math and be good at it. They could do this by teaching them at home, ensuring that they do their homework or even by hiring a tutor for them. If they tend to love math, they will make good entrepreneurs, as they will be able to know how much profitsand losses they make. It is important for entrepreneurs to be great at math so as to be able to interpret results and input figures. They will be able to manage entrepreneurial work efficiently. Most successful entrepreneurs who are good at math often perform better than their counterparts.

9. Encourage them to be best at what they do

It is important for parents to find out what interests their children have. If you discover that your child loves to sing, why not encourage him or her to sing at home, at school, at concerts or even in church. That way, the child is more exposed to the world and is having fun with he or she loves. The point is to encourage them to be best at what they do. Let them have high expectations and only imagine the very best of themselves. It is therefore very important for them to create a business around what they love. If they love to design, parents could encourage them to design clothes for them and they make an effort to sew just that design. That way, they feel good about themselves and will work harder to impress parents. Who knows, they just might start up their own clothing line. This way, they get to do what they love while making an income for themselves and for others as well.

10. Encourage them to read books on business

As early as childhood, it is important for children to be encouraged to read books on business. By this, they get to know a lot about business like different business strategies, technology in business, business trends and they get to know what others are already doing. They can already begin to have their own business ideas as early as possible. It is therefore important for parents to encourage their children to read books either online or bought books. This will improve their focus, concentration, imagination, develop their verbal skills and make them smarter.

III.THE CHALLENGES FACED IN TRAINING CHILDREN TO BECOME YOUNG ENTREPRENEURS

1. The mind

The mind is defined as the faculty of an entity's thoughts and consciousness. It holds the power of imagination, recognition, and appreciation and is responsible for processing feelings and emotions, resulting in attitudes and actions. Everyone has a mind of their own. Even though parents bring up their children, they do not have control of their children's minds. So it becomes a difficult task for them when trying to teach their children to become entrepreneurs.

2. Too many distractions

Children have so many distractions. They will prefer to play TV gamesor online games or even to make use of social media such as Whatsapp, Facebook, and Tweeter or to play football rather than reading books on business. It becomes a challenge to make them focus on entrepreneurship. They may even refer to parents as being "old-fashioned" or "killjoy" when being persuaded to prepare for entrepreneurship. This too poses a challenge.

IV.WHY PARENTS SHOULD TRAIN CHILDREN TO BE ENTREPRENEURS

1.For survival

In order to survive in this competitive world, you need to find a way to make it work without solely relying on others. In this 21st century, almost everything is centered on business. It is said that any person that sits back and does nothing is a liability not only to himself but to his family and his community. So if parents start teaching their children at young ages how to create something that can generate them an income, they will be able to survive without necessarily relying on the Government for employment.

2. To make a change an impact lives

Imagine a parent who discovers that the child is good at singing and music and encourages that talent and then the child grows up to open a music school. As a result, many people will benefit by getting admission thus making their dreams come true and therefore impacting their lives. As entrepreneurs, these children will grow up to help out with certain community projects like water or a road project or even scholarships for poor and needy children. This goes a long way to impact many lives and these entrepreneurs will serve as role models to others and encourage them to be entrepreneurs too.

3. To provide employment

When people become entrepreneurs, they will not be able to run their businesses alone. They will therefore need to hire others, thereby creating employment and reducing laziness. This helps people have a positive attitude towards life because they will now have a source of income. They just might be the solution to some unemployment problems.

4. To make them set goals and achieve them

Training children young to be entrepreneurs is important because it helps them set goals in future and be able to achieve them with ease. If parents

teach children to plan their tasks and do them, it will be easy when they grow up to set goals and be able to achieve them.

5.Adds to National Income

A child brought up to become an entrepreneur will embark on a venture that brings new wealth. When entrepreneurs are able to come up with new and improved products, services or technology, it will enhance the development of new markets, thereby generating wealth. Again, when there are higher earnings, this leads to better National income in the form of higher tax, revenue and higher government spending. The Government can therefore use this revenue, investing it into other sectors that are struggling and human capital.

CONCLUSION

In conclusion, if parents can start bringing up their children right from a young age to know the "Do's and Don'ts" of the business world (entrepreneurship), and if they are able to make them become innovative, then they will turn out to be great entrepreneurs. Parents should be able to teach their children the art of public speaking, different languages, make them current with recent technology, to learn to value people, to identify current problems, lead by example themselves, to go on internships and other business ventures, encourage them to be good at math, encourage them to be best at what they do, and encourage them to read business books. Despite all these, parents may face some challenges in bringing up the children to become entrepreneurs such as, they can't control their children's minds and secondly, children have too many distractions. It is still important to train children to become entrepreneurs in order for them to survive without relying on others, to make a change and impact lives, to provide employment for others, to make them set goals and achieve them and lastly, to add to the National income through taxes. There is, therefore, a strong link between child upbringing and entrepreneurship. This means that if children are being trained from young ages to become entrepreneurs, then the world will become a better place, as people will grow to become innovators and will not need to rely solely on the Government or on others for survival. This study is in conformity with the parenting styles theory, which suggests that children's behavior is directly related to their parent's child-rearing practices.

REFERENCES

[1] Bissoli, M. F. (2005). Education and development of the child's personality: contributions of the Historical-Cultural Theory. PhD Thesis, Faculty of Philosophy and Sciences, Universida de Estadual Paulista, Marília, SP.

[2] McClelland, D.C. & Winter, D. G. (1969). Motivating economic achievement. New York, The Free Press.

[3] Pittaway, L. and Cope, J. (2003). Entrepreneurship education: a systematic review of the evidence. International Small Business Journal, 25, 479-510.

[4] Small, SA. Parental self-esteem and its relationship to child-rearing practices, parent-adolescent interaction and adolescent behaviour. J Marriage Fam. 1988;50:1063–1072.

[5] Zimmerer, T. W. & Scarborough, N. M. (1996). Entrepreneurship and new venture formation. Upper Saddle River, NJ: Prentice Hall

★★★