



## ENTREPRENEURSHIP SPIRITUALITY AND LIGHT ENTREPRENEURSHIP

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**Abstract:** This study investigated the entrepreneurship spirituality and light entrepreneurship among micro small medium scale enterprises (MSMEs) in Niger Delta, Nigeria. The study adopted analytical cross sectional design and utilized accidental sampling technique and quota sampling method. Characteristic of entrepreneurs practicing mindfulness, meaningfulness and consciousness with passion for light entrepreneurship. Accidental sampling techniques and Quota sampling chooses a group of people with certain characteristics. The sample size was determined via using the Slovin's Formula which is in alignment with Taro Yamane Formula. Hence, 1000 entrepreneurs where selected accidentally in the Niger Delta, Nigeria, while the quota sampling was employed to choose the sample size of 286 respondents. The pilot study was based on parallel form reliability. Parallel reliability uses same instrument being divided into two question sets. The SPSS statistical software was used on five point likert scale, Kendall's tau<sub>b</sub> was adopted on the non-parametric model because it analysis bivariate on ordinal scale (i.e. 5 likert scale). It exhibits monotonic function as measures of association between the explanatory variable and response variable on increasing or decreasing. Thus, the apriori expectations were founded to be positive outcomes because of the correlations among the moderating variable, explanatory variable and response variables. Hence, it is revealed that the alternate hypotheses were accepted, unlike the null hypotheses. Based on the findings and conclusion, this study contributes to the knowledge that Business and MSMEs should recognized light entrepreneurship as spirituality conceptual entity. Light entrepreneurship sparkled breathe into any business in the micro scale before in the long term extends to large scale. Using the Kendall statistic was adopted to synchronized spirituality metric on mindfulness, meaningfulness and consciousness. It could be recommended that light entrepreneurs should focus on the meaningfulness as drive to achieve their goals. Mindfulness should be utilized in businesses with complexity in the long-term. Consciousness and meaningfulness should be applied with caution so it will not cripple entrepreneurship journey.

**Keywords:** Mindfulness, Meaningfulness, Consciousness, Light Social Entrepreneurship, Light Bulb Entrepreneurship business enterprise understands and navigates the entrepreneurship world (Hardy, 2025).

### INTRODUCTION

Dr. Veronica L. Hardy, a prolific social work Professor opined that spirituality engulf meaningfulness, practice of cultural humility and innovation skills in the livelihood of entrepreneurs which influences it's self-perception, and authentic decisions with optimistic values to elevates life dreams and perceptions. Spirituality orchestrate lens through which to interpret behaviors and impacts how a

In 2025, Eugloh reechoes boosting entrepreneurial spirit, dreams and journey, which drive to attain goals and mission. This is about illuminating entrepreneurs from the dark perspective to the light pathway. The pathway lighten from the youth and the elderlies in emerging the spirit of livelihood in entrepreneurship.

Spirituality in entrepreneurship strengthen the inner being consciousness as energy to identify, pursuit and grab

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opportunities in the entrepreneurial journey with purposeful awakening (BLAQ, 2025). Spirituality align entrepreneur to be more focus and conscious of their embedded talents, innovation skills, creativity and invention. With spirituality consciousness, untapped gift will be discover and release which leads to value creation, value capture and wealth creation in the local and global economy. Spirituality iota is amiableness of global thinking and local acting. Spirituality smoothen enterprise to navigate by boosting individual, group and society, micro-economics and macro-economic leadership spirit (Choudhary, 2025).

More so, spirituality in entrepreneurship enhance the light entrepreneurship of thinking global and acting local (Ovharhe, 2025). This call for high intelligence and cognitive skills of building business venture resilience to cope with the competitive parity when the market is reckless, troublesome and dynamics. Thus, entrepreneur will be able to conquer the business bleeding edge that drives to an adventitious leading edge with innovation spirit, transformation leadership, mindfulness and charismatic decision making.

Spirituality generally focuses on how an entrepreneur may find their meaning and purpose in business life cycle, whether through what has often been referred to as a higher being or power, something created by the entrepreneur, intrapreneur and champiopreneur. Spirituality may occur within a sense of team spirit targeted goals (Pawar, 2023). Entrepreneur need to understand the unique meaning of spirituality to the ways in which supports the enterprise interpreting and navigating livelihood.

In the beginning of every business opportunities, the dream and vision of entrepreneurs would like to adopt the phrase, “let there be light”, with the expectancy, ‘and there was light’, but sometimes the experience could be ‘darkness’ in the entrepreneurship world. This call for a sense of spirituality to manage the functions in the entrepreneurship world. This propose the possibility of two opposite forces as seen in Yin-Yang principles drawn from the Chinese philosophy (Kelvin, 2020).

The Yin-Yang philosophy argues that wherever there is propensity of light, there is propensity of darkness possibility because the opposite creates the balance. Both

light (yin) and darkness (yang) has the propensity to navigate the effectiveness and efficiency of entrepreneurs in the business world depends on the capacity of receptacle. The light of every entity is very relevant to growth, the higher the intensity of the light the faster growth of the entity. The brighter its beam the more speed or velocity the entity encounters. The nature of the spectrum of light on business, the resultant color it can be defined. The study identified two dimensions of light entrepreneurship and spirituality. The light entrepreneurship and spirituality entails the passion, innovation skills, consciousness, mindfulness, meaningfulness, charisma and enthusiasm among others.

The light entrepreneur spectrum indicates direction of the enterprise with different colors of illumination of sustainability, survival and success making entrepreneurs to become the champion in entrepreneurship world.

## **CONCEPTUAL REVIEW**

### **Concept of Light**

Light is the essence of humanity livelihood (Choudhary, 2025). The entire life of mankind depends on light. The significance of light exceeds what mankind can perceive with its visual and optical eye, because even the blind can experience the efficacies and intricacies of light in their entire likelihood. The blind, dumb, deaf among others could feel the energy, radiation and emission from the light. The natural light is generated from the sun associated with diversity of benefit. The purpose of light cannot be diluted because its efficacy is numerously significant to nature and artificial functions. Light is the essence of life. Without the light emanating from sunlight there will be no plants, no food, and therefore no existence of livelihood, all mankind species will suffer for survival in the long-run and long-term.

There are illuminations of light to brighten human pathway physiologically, psychologically, emotionally, socially, ecologically, technologically and economically and academically. So when we talk about light spectrums, it is not just the sun, infrared rays, X-rays, radio waves, ultraviolet rays and electromagnetic waves (YTK, 2024). In the entrepreneurship world the dimensions of light sharpen a different spectrum of illuminations. It embraces



business spectrums on plight of crystal, brightness, shiny and coat of many colors.

The crystalline nature of light emanate it like spectrums of treasure, worth and valuable propensity. The brightness depicts glowing nature of light and field of coverage. The shining describes the illuminating nature of light. The coat of many colors represent different spectrum of light expression.

In the beginning of every business opportunities, the dream and vision of entrepreneurs would like to adopt the phrase, “let there be light”, with the expectancy which says that, ‘and there was light’ (Ovharhe, 2023). This poses the possibility of two opposite forces as seen in Yin-Yang principles drawn from the Chinese philosophy.

The Yin-Yang philosophy argues that wherever there is propensity of light, there is propensity of darkness possibility because the opposite creates the balance. Both light (yin) and darkness (yang) has the propensity to navigate the effectiveness and efficiency of entrepreneurs in the business world depends on the capacity of receptacle. The concept of light gives the entrepreneurs a sense of consciousness and value to cope with the turbulence, bottleneck, tension and competitive parity in the business world to become the leading edge instead of the bleeding edge. The light of every entity is very relevant to growth, the higher the intensity of the light the faster growth of the entity. The brighter its beam the more speed or velocity the entity encounters. The nature of the spectrum of light on business, the resultant color it can be defined (i.e. yellow, blue, red, green etc). Colors represent different reflections of business on how it operates. Most business clients see it as the rhythm of coat of many colors (Darley, 2022).

The spectrum of light in business possesses strong energy which holds strong synergy among all entrepreneurs to dispense and reflects their passion, innovation skills, risk culture, charisma and enthusiasm among others (Ovharhe, 2022, 2024).

The light spectrum indicates direction of the enterprise with different colors of illumination of sustainability, survival and success making entrepreneurs to become the champion in entrepreneurship world. Some colors depending on the culture and belief represents different meaning like excellence, success, risk, hazard, survival, merit, good etc.

Most likely, certain entrepreneurs’ are not very much conversant with adapting to changes in the business world. The future will look very bright with shining stars like the colors of rainbow if entrepreneurs can take very good advantages of business opportunities that lie around them daily (Ovharhe, 2024). Understanding the concept of light entrepreneurship is among the best means to grab and delve into these opportunities. The flash of light entrepreneurship with ideas that can be inventive, creative and innovative is the first phrase of elimination of poverty, lacks, brokenness, painfulness, frustration and depression in an entrepreneur’s livelihood. To be broke (lack of monetary resources to meet up needs) in entrepreneur’s livelihood is terrible and dangerous because it can lead to untimely dead, suicide, hopelessness, helplessness, terminal disease, high blood pressure, stroke, mental illness and mental burnout (Ovharhe & Chukwuemeka, 2023).

Most worrisome is the neglect of light entrepreneurship to boost the socio-economic flow of value creation, value capture and wealth creation by entrepreneurs. Light fuel a burning passion which lead as a drive to navigate sustainability, survival and success in the entrepreneurial journey. Light glows life crystal. Light emits energy like flaming fire that scared the competition.

Light entrepreneur is a passion oriented form of entrepreneurship. It is very easy in practice, less risky, less costly, less logistics among others (Kalogiannidis, 2020). Light entrepreneurship is a new form of entrepreneurship that does not require the entrepreneurs to encompass stressors rather the burden of the work is transferred to the light enterprise in the business chain (Suomi.fi, 2022).

Light entrepreneurs do not require getting an office, paying tax, involving in invoicing and advertisement of the product and services (Vero.fi, 2022). Light entrepreneurs just need to take advantage of the spirituality to achieve her entrepreneurial dreams, passion, vision and mission. Entrepreneurs can be in their official or corporate merchandizing activities and be understudying a new business portfolio by utilizing the principles of light entrepreneurship. In light entrepreneurship, the entrepreneurs and intrapreneurs do not need an ID card; get



registered with the stock exchange commission (SEC) and corporate affairs commission (CAC).

Light entrepreneurship can operate with their passion on several platforms such as light bulb entrepreneurship and light social entrepreneurship. The light bulb entrepreneurship is the creation of bright bubbling atmosphere were cohort of experience entrepreneurs rubs mind on sustainability, survival and success opportunities in the business environment. Whereas, light social entrepreneurship operates as the name implies in the field of entrepreneurship ensuring hope, trust, love and joy for the entrepreneurs. The good idea about light social entrepreneurship is the ability and competence to advert discouragement, crisis, bitterness, frustration, hopelessness and suicidal attempt encountered by the entrepreneur to be mitigated. It focuses on the attribute of sharing hope, harmony, trust among client in the business enterprise (Cleland, 2020). Both, the light bulb and light social entrepreneur are group of business interest entrepreneurs should join which fosters the entrepreneurial journey and dreams to be achieved. But, the interesting venture of business is the emergence of rainbow entrepreneurship that focuses on beaming and intensifying spectrum of multi-dimensional colors of light on entrepreneurs (Darley, 2022).

Light entrepreneurship is highly needed in cases of individuals with joblessness, deformity, stroke, retired and terminal conditions because of the level of high unemployment and non-cash flow in the economy for venture capital. Hence, this review set to close the knowledge gap that exists between light entrepreneurship and spirituality in the business world.

There is strong correlation between light entrepreneurship and spirituality for the business enterprise to move with speed and strength. For the 'light' enterprise to achieve the targeted goals, the 'spirituality' process should foster the merchandizing activities (Pawar, 2023). The spirituality process consists of the consciousness, mindfulness and meaningfulness. Developing a credible culture and climate, creative thinking and continuous improvement are rejuvenating factors that fine-tune light entrepreneurship towards customer satisfaction. Spirituality is majorly about fine-tuning strategies that leans to good customer focused

and customer feedback while embracing push and pull suitability on light entrepreneurship. Light creates a conducive and realistic atmosphere for the business operations, while spirituality facilitates, lubricates and actualizes the process even more than the speed of light to achieve the predetermined goals in the short-term instead of long-term.

'Light is a chemical', that depends on spirituality factors, meaning light exhibits positive chemicals which is the light entrepreneurship, whereas, the absence of the positive chemical is darkness which represent the 'dark entrepreneurship' that exhibits negatives chemicals which leads to bitterness, discouragement, frustration, loss, debts, anxiety and mental illness. The vital role of the spirituality is to sharpen negative factors to positive, via 'mindfulness', 'meaningfulness' and 'consciousness' (Collin, 2024).

### **Characteristic of Light Entrepreneurship**

**1. Navigation:** The ability to track or trace with the right direction which would results to targeted goals accomplishment. Optimal route to your dreams and vision that will facilitates targeted goals. The light enterprise have the potency of track finding the direction to scan, pursuit and grab of business opportunities to yield high return of capital employed in the business.

**2. Insight:** A business insight combines data and analysis to make sense of and deepen your understanding of a situation, giving your company a competitive edge. The most obvious significance of light is that it enables us humans to perceive the world around us. When light is emitted from energy sources, it enters our eyes and interacts with light-sensitive cells in the retina, also known as photoreceptors. These photoreceptors, divided into rods and cones, convert light energy into electrical signals that are then sent to our brain, where they are processed and enable us to interpret the images we see through colors and shapes (Rogers *et al*, 2016).

**3. Vision:** This the framework of future plans in the enterprise. A business vision is your goal for what your business will be in the future. It will align with your business goals and aspirations. Your business vision is the



formal way of communicating your business goals and commitments to others.

**4. Mutual relationship:** Light entrepreneurship focus on building bond on customer and client relationship management which enhances loyalty and trust in the business. Relationship in business creates room for tolerance, love, forgiveness and sportsmanship.

**5. Trust:** Light entrepreneurship orchestrates confidence and reliability among all stakeholders in the business. It involves to be held in good faith and truthfulness of integrity on congruence of the organization. It is an arrangement whereby a person (a trustee) holds property as its nominal owner for the good of one or more beneficiaries (Collins, 2024).

**6. Burden Bearer:** Light enterprise serves as burden bearer to the workload, stressors and riskiness associated in the workplace. The threats and business opportunities lies in the hand of the light enterprise. The light entrepreneur depends greatly on the light enterprise owners for the business to succeed with high returns on income.

**7. Sustainability:** Starting any business is never a problem. The critical issues and concern is how to sustain the business. The light entrepreneurship has in place what it takes to elevate the business to high proficiency. Though, the business can be reckless, troublesome, dynamic and competitive, it is the ability, capability and capacity of the light enterprise to bring the business to survive and sustain in the long-term. Ironically, light is a major source of sustainability to green plant light in photosynthesis, hence the light entrepreneurship should emulate sustainability.

**8. Energy:** Light strengthens organizational paralysis. Light energize the strength and prospect of entrepreneurs. Light emission of energy from the perspective of knowledge, understanding and wisdom entrepreneurs generate from research or information through learning of new concept for growth and business expansion.

**9. Hope:** It is a common saying that when there is life there is hope. Light entrepreneurship gives a light of hope for

individuals that are depressed, stammered, hear and speech impairment. Light entrepreneurship brings hope for pensioner and retiree, customer funded business, frugal entrepreneurship, inclusive entrepreneurship, therapeutic entrepreneurship. Even those convicted individuals in the prison jail terms could indulge in light entrepreneurship. Light entrepreneurship echo hope to the deaf, blind and dumb with high expectancy with optimism about the business benefits.

**10. Wellness and Well-being in Livelihood:** Naturally, affects our mental well-being. Sunlight, in particular stimulates the production of serotonin, a neurotransmitter associated with happiness and a positive mindset. Reduced exposure to natural sunlight can lead to conditions with depressive symptoms and even depression as it is the lack of light that is the cause of seasonal affective disorder. The sun rising and falling orchestrates mankind healthiness and keep the biological system sound.

#### **Difference between Religion and Spirituality**

Spirituality is not the same as religion. While spirituality is about our connectivity and networking to something or chasing opportunity other than ourselves, religion may not likely be the same. Spirituality gives entrepreneurs focus, consciousness, mindfulness, meaningfulness and defined purpose. But, religion is a concept constructed idea. Every entrepreneur has an inner intuition of spirituality, despite their self-beliefs (Jha, 2024).

Although, religion has several commands and markings to navigate entrepreneur connected on the purposeful pathway. However, spirituality is not about rules and regulations. An entrepreneur does not need conduct rituals or actions to enjoy a spiritual existence. Entrepreneurs develop insight and foresight to orchestra spirituality in their mindfulness and meaningfulness on pursuit of the entrepreneurial journey and dreams in the long-term and short-term.

Therefore, spirituality is a multifaceted concept, but it is different for every entrepreneur. Unlike religion, spirituality does not have to be shared by a group or community (Hardy, 2025).



The excellent news is that entrepreneur and intrapreneur can simultaneously be spiritual and religious. They do not have to restrict themselves to one thing (Jena, 2021).

Spirituality helps entrepreneur endure hardships and thrive in challenging times. There is scientific consensus to support the claim. Therefore, entrepreneurs are increasingly focusing on spirituality to improve resilience and faith (Choudhary, 2025).

Faith and spirituality is a necessary component of the intellectual capital, social capital, symbolic capital and cultural capital. So, we cannot ignore spirituality when considering treatment options for patients. Entrepreneur have to master the spiritual competencies before grabbing new in investment opportunities (Ovharhe & Woko, 2024a,b).

The spirituality features foster and rebrand the unique opportunity to educate entrepreneurs about socio-cultural dexterity. Entrepreneur uses her belief systems to practice resilience and intellectual capital on spirituality. Nevertheless, entrepreneur that identify, chase and grab opportunities might understands the features of religion and spirituality implications to facilitate change dynamism in the entrepreneurship world.

Spirituality mindfulness aligned to be more forgiving and hopeful, which help entrepreneur to manage their business, customer and client properly. Entrepreneur with consciousness of spirituality can let go of negative feelings such as blame, bitterness and grudges. Therefore, they have less stressors in their lives and lower blood pressure (Benjamin, 2020). These abilities make entrepreneurs to be more resilient. Entrepreneurs struggling with survivor's guilt, inelities, cynicism, bitterness or rage can use spirituality to improve their psychological wellness, wellbeing and livelihood (Ovhrhe, 2022).

### **Relevance of Spirituality in the Lives of Entrepreneur**

Spirituality boost entrepreneur's energy in times of stressors and mental burnout (Ovharhe & Chukwuemeka, 2023). Entrepreneur face distressing and traumatic incidents every day. They may find it impossible to move on from troubling memories and the stress of bad news. Therefore, they may struggle to empathize with their

clients. Thankfully, spiritual self-care can help entrepreneur delve into bigger investment. It provides an opportunity to recharge and re-energize.

It also foster decision-making capabilities. Spiritual people make decisions according to their values. Their overarching goal is to develop trust and retain faith. So, they become closer to others by recognizing the shared human experience and compassion. Therefore, spirituality is as vital for entrepreneurs as for their clients (Freeman, 2020).

Entrepreneurs must begin with a self-evaluation. They must examine their own beliefs. It is vital to understand if our spiritual beliefs will prevent us from helping patients in unique circumstances. Entrepreneurs can set boundaries in their practice to avoid these situations.

Entrepreneurs must take into consideration of customer/client belief system because of its roles in their values and attitude. Therefore, it is vital to ask patients about their spiritual and religious beliefs. Conversations about spirituality can provide invaluable support to people struggling with their self-worth.

Spirituality open an environment and mindfulness to discover the assurance of hope, value, relationship, purpose of livelihood and power of endurance that arises when life is faced with an expanded sense of what we see our life to be. This includes understanding healing, love, radiant energy, friendliness and passion on a soul level (Jha, 2024)

### **Entrepreneurship and Spirituality**

Every individual has different level and expression of spirituality. But, it should not be misunderstood or misrepresented with philosophy, metal physics, drugs use, psychedelics, religion, diabolism, myth, omens, magic, scarifies, oblations and incantations (Jha, 2024). In Africa and Asian continent especially, spirituality is seen as the concepts mentions that is mostly attached to religion activities. In this study context spirituality focus on defining and understanding an individual true being, life pursue, assignment and mindfulness.

Spirituality gives a sense of belonging to oneself, true value, culture, lifestyle, trait, purpose, habit and personality. Spirituality enable environment to define



his/her placement in the society. Spirituality enables one to have inward awareness of fullness (BLAQ, 2025). This means that spirituality give an inward orientation that one's wealth or poverty is generated from internal being consciousness, instead of external consciousness. The level of consciousness of spirituality determines the plight of success and failure in the livelihood. The consciousness determines the ability, capability and capacity to accept success or failures. This shows that the spirituality level determine the strength inwardness of individual. The higher the consciousness, the higher the propensity to generate strength inwardly. Thus, the higher the spirituality, the better the propensity of hope, consciousness, drive, ego, focus, momentum and enthusiasm to accomplish dreams, vision and purpose. Spirituality is not the same as religion. While spirituality is about our connection to something other than ourselves, religion is not the same.

Spirituality gives our lives meaning and a purpose. But, religion is a socially constructed idea. Everyone has an inner spirituality, despite their individual beliefs.

Furthermore, religion has several commands and markings to help entrepreneur stay on the correct path.

Entrepreneurial spirituality open an environment and mindfulness to discover the assurance of hope, value, relationship, purpose of livelihood and power of endurance that arises when life is faced with an expanded sense of what we see our life to be. This includes understanding healing, love, radiant energy, friendliness and passion on a soul level (Hardy, 2025).

### **Dynamism of Light Entrepreneurship**

Light entrepreneurship can be categorized into two forms. Firstly, the light entrepreneur is the individual that brought the business idea and secondly, the light enterprise is the owner of the registered firms' license to run the business. The light entrepreneur is the individual that need the assistance of the business enterprise as anchoring under an umbrella or canopy. On the other hand, the light enterprise is the umbrella that sheltered the light entrepreneur. The light enterprise shouldered the burden of the light entrepreneur to achieve its entrepreneurial dreams and journey on specific target. The light enterprise owns, the

business place, voucher, receipts, issuance of ID card if need be. The light enterprise takes care of the taxes, risk and template of the business. Whereas, the light entrepreneur is the owner of the business ideas which would drives to profitability, growth and earnings. Both parties enter into a memorandum of understanding depending on the legal requirements of the country.

The light of every entity is very relevant to growth, the higher the intensity of the light the faster growth of the entity. The brighter its beam the more speed or velocity the entity encounters. The nature of the spectrum of light on business, the resultant color it can be defined.

Assuming the light represents the entrepreneur parity or climax and the entity is the business, this means that the kind of light the entrepreneurs possesses determine the navigation of the business direction reflects. Since the reflection of the business direction is determined by the nature of light, the growth and business expansion will be determined by its intensity of illumination. It is important to note that light have divers color of illumination. So does the light of entrepreneur have divers form of illuminations. The essence of the light is to shine by illuminating the business operations and functions. The process of actualizing illumination in the business operations and functions of entrepreneurs is regarded as light entrepreneurship. It is a means of obscurity to visibility of business transaction burden transfer to stakeholders with experiential tendencies to achieve the goals of the business transaction (Ovharhe, Okolo, Woko & Igbokwe, 2022).

With the adoption of light entrepreneurship in the business world, difficulty in entering new business and market could be very easy. The risk of entrepreneurial exit would be derailed from certain product and services. This provides an avenue for experimentation of new product development phenomena such as test marketing, product concept and prototype development. Light entrepreneurship sparkled breathe into any business in the micro scale before extending to large (macro) scale in the long term. To start a new business has always been difficult task because of the pitfalls and bottlenecks associated with it (Darley, 2022). Sometimes it is a game of the survival of the fittest. But passion is a factor to the sustainability, survival and success of light entrepreneurship. While light



entrepreneurship is a credible factor to the growth and development of SMEs in the short term before extending to large scale in the long term. Hence, light entrepreneurship is a factor that contributes to the easy adoption of spirituality.

So, passion is a vital code to assess the viability of light entrepreneurship in full scale. Light entrepreneurs ought to keep the fire of passion burning to avoid entrepreneurial exist. Light entrepreneurship gives direction of modalities on entering new businesses. The entrepreneur takes time to learn from mistake and prepare for better future to face the market, competition and customer. It need passion to illuminates the light entrepreneurship.

In light entrepreneurship you do not need to have any business of your own in perfecting the transaction, you can even be an informal middle man. This means that you may not have any registration number from the corporate affairs commission or belong to the stock exchange or security and exchange commission. Light entrepreneurship makes you free from those burdens, because you do not need finance business experts and accountant for transaction (Vero.fi, 2022). Light entrepreneurs are being enveloped under an umbrella company which can shoulders the burden.

Light entrepreneurship is an opportunistic means of doing business passionately to satisfy entrepreneurial journey and dreams (Suomi.fi, 2022). It is a good start point that drives entrepreneurs to pursue their dreams in the long-terms. The burden of invoicing, documentation, office layout, ergonomic functions and overhead cost are weighted by the umbrella firm. Also, very interestingly, light entrepreneurs are free from withholdings tax and insurance cost.

Light entrepreneurship is one of the easy way to become an entrepreneur because it is least risky, no setup costs and no need of utilization of business identity card. Light entrepreneurs do not worried about running cost, they just operates under the umbrella company. Light entrepreneurship is accessible to all to follow their passion. Light entrepreneurship is learning, unlearning and relearning phase for startup entrepreneurs to fulfill their dreams (Vero.fi, 2022). It is recommended for entrepreneur to learn new phase of business as concept

testing and rest marketing before the launching of new product development to face the competition. Hence, light entrepreneurship can be for students, pensioner, business tycoon, workers, religious leader, disability, traumatized and those with disorder conditions.

### **Definitions**

-Light entrepreneurship is the process of learning, relearning and unlearning new business venture without bearing the burden of the merchandizing phenomena while focused on profit maximization (Ovharhe, 2023). This means the light entrepreneurs transfers the burden to the light enterprise to operate for him/her.

- Light entrepreneurship is the process of value creation, value capture and wealth creation by the parties with common interest with one bearing the burden of transactions. This implies both enter into an agreement of how the business will be operates and the profit is shared.

-Light entrepreneurship is the act of transferring the business burden of risk culture to another party being interested as beneficiary of the transaction. The light enterprise bears the risk and burden of the merchandizing functions of the business in favor to the light entrepreneur.

-Light entrepreneurship is an experiential process among parties with interest in specific business transaction that is in accord and satisfactory to stakeholders participating in the business. Both parties are bind by the business agreement for growth and benefits.

-Light entrepreneurship is an input of business idea from one party and output involving transformation process in another party by bearing the burden of transaction in the enterprise. The idea of the business for mechanizing function is orchestrated by the light entrepreneurs being transferred to the light enterprise for operations.

The study identified two dimension of light entrepreneurship, namely;

(i) Light Bulb Entrepreneurship

(ii) Light Social Entrepreneurship

The light spectrum indicates direction of the enterprise with different colors of illumination of sustainability, survival and success making entrepreneurs to become the Champion in Business World. Light spectrum as in business is not



free, it must have a source; there are dependency, networking and interconnectivity.

Nothing in this world is free; someone must pay for something either directly or indirectly. Something is in control from its source either visible or non-visible as influence of the sun, water, light, air, etcetera. As some believe in the book of Genesis; No religion is free even if the followers claim that it is free, somebody paid for it. Moses controls the Red Sea to be divided. He causes Frogs to come out of the water; he polluted the Water with colors of blood and insects to the air. Elijah controls the rain, by saying let there be no rain.

The light bulb and light social entrepreneurship is in alignment with the research of Emoto Masaro the Japanese scientist who reveals that the thought, action and words affect the behavior with practical examples from water and plants. He further lays claim that sweet and pleasant words/thoughts ignite beautiful crystals, while absurd and unpleasant words/thoughts manifest ugly monsters that brand the level of spirituality.

### **Light Bulb Entrepreneurship**

The light bulb entrepreneurs are individuals or groups of entrepreneurs that have spirituality insight to business sustainability, survival and success. They inspire, harmonize and share valuable ideas for business growth and expansion which glows. The light bulb entrepreneurs glow the heartiness and meaningfulness of the entrepreneurship world where individuals are networking, brainstorming and valuable contributions of illuminating ideas that foster business excellence. Light bulb entrepreneurs illuminate the business environment with identifying business opportunities which yield to value creation, value capture and wealth creation.

Light bulb entrepreneurs share valuable business opportunities among their kindred; sometimes they operate like a team to scan the business environment for opportunities. Identify opportunities, chase opportunities and grab opportunities with common interest. Light bulb entrepreneurs engage in pursuit of business opportunities that mitigate future failures whereby they learn, relearn and unlearn. The light bulb is an interested place to be because

of the exposure and upliftment an entrepreneur generates among its teammates.

Sometimes the mode in which light bulb entrepreneurs emit energy on their environment is so alarming. Every entrepreneur needs an environment where their fellow colleagues are sources of inspiration. The light bulb creates an atmosphere where entrepreneurs are glowing with pride of business ownership. The fundamental illuminating factor here is that, the team teaches themselves on how to search, pursue and grab the light. It is always with fun because it is done informally on a juicy atmosphere with pleasantries and positive emotions and upward spirals.

The light bulb has long been used as a symbol of product innovation, service innovation, technology, market innovation, system innovation and administrative innovation, fine-tuning the origination of a smart idea, the sudden flash of understanding or insight into how to achieve something often in a new, different and pioneering way (Bett, 2010). The light bulb entrepreneurship orchestrates innovation, invention and creation of something new, pioneered by a cohort of entrepreneurs with symmetrical spirit. The light bulb entrepreneurship also brightens the dark side of a dumb reservoir of business opportunities shining towards dreams fulfillment (Ovharhe, 2023).

The light bulb entrepreneurship is a synergy of energetic entrepreneurs filled with brainstorming ideas, transforming innovative dreams and illuminating vision that will change the business world. The light bulb entrepreneurship develops a sparkling spectrum of illumination to ignite entrepreneurs to pursue their entrepreneurship dreams and entrepreneurial journey (Jena, 2021).

Light bulb entrepreneurship is the cohorts of entrepreneurs with the same mindset and philosophy which tend to create motion that delves into new depths of innovative ideas among interested dream makers. Light bulb entrepreneurs are filled with passionate fire, life, hope, strength and fusion to form synergy that makes them to achieve speculated purposes and dreams (Aboobaker, 2022).

Light bulb entrepreneurs are groups of individuals with passion and drive that tends to propel towards common interest, desire and action by pioneering new ideas with



innovative transformation in the society and business world. Light bulb entrepreneurs can be formal or informal group that lighten the pathway which pattern their focus with similar ideology to pilot an entrepreneurial drive. They may be primary and secondary group in organizational settings that alert new innovative drive of business opportunities.

The light bulb entrepreneurship is those capable of transforming the business world with advancement and growth technologically, economically, ecologically, legally and politically to achieve targeted goals. Light bulb entrepreneurs tend to create insight into reality and optimism to business opportunities. Light bulb entrepreneurs flash spectrum into dead dreams, dying vision and epileptic journey which gives life to business life-cycle and product life-cycle. Light bulb entrepreneurship formation may be opportunistic, accidental or formally designed cohort of passionately stakeholders (Jena, 2021).

The light bulb engage in information technology which plays around with internet of things, artificial intelligence, deep learning, data virtualization, big data analytics and machine learning.

However, the formation of light bulb entrepreneurs constitute the same idea and philosophy to achieved their purpose. The interesting thing about light bulb entrepreneurs it's because there is no consultancy or engagement fee for the knowledge and idea benefited in the cohort. Any participant either formal or informal derives creative and formative ideas. The atmosphere of light bulb entrepreneurs are always illuminating frugality, inclusive, therapeutic entrepreneurial glows which ignite bright shining individual crystal based on mentally, socially and emotional. The spirit of the light bulb entrepreneurship is a sparkling and milky psychologically and physiological climax. This is while they are boosters with energy and optimistic in their mission.

### **Light Social Entrepreneurship**

Sometimes entrepreneur needs encouragement and counsel because they are frustrated, depressed, discourage, traumatized, loss of hope and insight. What entrepreneurs need are the Light Social Entrepreneurs to brighten the

pathway of those individual with unpleasant condition. This is very important because the suicidal rate and mental illness increase is quite alarming (Ovharhe & Chukwuemka, 2023).

Light social entrepreneurship is a diaphragm of spirituality and social entrepreneurship where the gospel is about social care, building emotional intelligence and social capital i.e. mutual relationship and trust. Understanding the in-depths of how light social entrepreneurship and social work function brightens entrepreneur's knowledge on light social entrepreneurship is fascinating and adorable mission to transform to light bulb. Social entrepreneurship is the process which passionate and visionary entrepreneurs innovates and fine-tuned solutions to social economic problems with social care to derive social satisfaction. A true social entrepreneur, therefore, is an individual that innovates, develop and explores business opportunities that creates positive impact in the society at large (Kuckertz *et al.*, 2023).

Light social entrepreneurship are group of entrepreneurs with team spirit targeted to achieved passionate and visionary goals by assisting one another to build hope on their dreams and entrepreneurial journey. They can be formal or informal. Also, it may be established as secondary group or aspiration group as derived from primary group. Light social entrepreneurship focused on brightening the livelihood and drive of prospective/potential entrepreneurs in alignment with their passion, vision, dreams and entrepreneurial journey. Light social entrepreneurship gives fusion to entrepreneurs with hopefulness, fruitfulness, integrity, encouragement, counseling, instructions, guidance and direction. Light social entrepreneurship is all about protecting the current and future trend of entrepreneurs and intrapreneurs with aids, help and assistance to avoid distractions by the turbulent environment as in situation like hazards, pandemic, catastrophe and threat that capable of running down the enterprise.

Light social entrepreneurship is the source of resilience to entrepreneurs that experience distress, losses, challenges and pitfalls in their business opportunities. Entrepreneurs that find themselves among light social entrepreneurship settings have established fundamental baseline for credible



and authentic success. The setting can be exhibited like credit union enterprise, inter-governmental organization, faith-based enterprise, community-based enterprise, fair-trade enterprise, non-governmental organization.

The socio-economic problems and challenges can be swallowed by the spirituality if only the entrepreneur could allow the ignited light to shine on them by the light social entrepreneurship settings. Hence, no more struggles for entrepreneurs that practices light social entrepreneurship approach. Light social entrepreneurship is a therapy utilized by serial entrepreneur, extrapreneurs, ultrapreneurs and social entrepreneurs (Ovharhe, 2024).

### **Yin Yang Theory**

In the entrepreneurship concept there is profit and loss, income and expenditure, wealth maximization and profit maximization, asset and liability, debit and credit, lazy entrepreneurs or strong entrepreneurs, enterprise weaknesses or enterprise strength, leading port-folio and bleeding port-folio. In the nutshell, the light gives energy and propels momentum rather than the darkness (Kelvin, 2020).

*Yinyang*, meaning "dark and light" in the eyes of business philosophy in the entrepreneurial globe. This means negative forces and positive forces in business environment. Hence, the "Yin" has a receptacle of the negative propensity forces, while the "Yang" has the propensity of navigating with the positive forces (Stephen, 2016). Entrepreneurs focus is to activate the Yang (positive) forces to mitigate the Yin (negative) forces to accomplish her targeted goals, vision and mission. This means enterprise should have high propelling forces on the Yang (income, profit, innovativeness, creativity) to override the Yin (expenditure, loss, mediocrity). Furthermore, entrepreneurs should have continuous improvement and focus on customer Yang (cognitive consonance) rather than Yin (cognitive dissonance).

Every entrepreneur must bear in mind that the Chinese philosophy of Yin and Yang has great deal in the business enterprise success and survival (Kelvin, 2020). Opportunistic entrepreneurs especially, should be conscious of the Yin and Yang philosophy principles, not being over carried away with ballonic and fictitious profit

mentality. The lack of consciousness of the Yin and Yang principle is while must entrepreneurs failed in the market environment. They only plan for profit, they never foreseen exigencies for the loss. Entrepreneurs that develop a framework, metric and dashboard for both profit and loss plan has resiliency spirit on sustainability, survival and success in the entrepreneurial journey. They will not be taken by surprise with occurrence of any business turbulence, mayhem, hazard, disaster, pandemic and catastrophe in the enterprise environment (Ovharhe, 2024, 2025).

### **Context**

Yin represents black, while Yang depicts white. Yin could be better expressed as "*Dark*" and Yang should be seen as "*Light*". This is because generally in the layman perspective, "black" could be connote as "dark", on the other hand white could be term to be "light" (Roger, 2002). Hence, the light in this context could be reveal as entrepreneurs (light entrepreneurship) with striking balance with spirituality. Thus, in an algebraic terms spirituality is an active co-efficient to light entrepreneurship. So, for light entrepreneurship to excel, intensive propensity, velocity, acceleration and momentum needs to be energized that could create a driving force towards propelling spirituality to high altitude in the business world. This means light entrepreneurs utilized spirituality as an instrumental tool to conquer the darkness in the business world. The business world is filled with darkness, because of the turbulence, competition, hazards, recklessness, dynamism and chaotic nature which engulf the enterprise environment. The darkness can be portray as those entrepreneurs in the business world not being inclined with entrepreneurship characteristics such as innovation-skill, creativity, invention, passion, idea generation, risk culture, leadership, agile and agility among others (Ovharhe, 2022). Argumentatively, entrepreneurs that are ignorance or not deem fit to learn, re-learn and un-learned the plight of roller coaster rhapsody of light entrepreneurship and spirituality are in darkness. If entrepreneurs lack these characteristics, the possibility of becoming successful light entrepreneur could not be easily ascertained.



The Yin (darkness) and Yang (light) principles strengthen spiral cords to prevent the darkness of striving over the light (Roger, 2002). Nevertheless, the Yank (light) needs high intensity of propensity with swift acceleration, velocity, momentum and elevation to overcome the storms of pandemic, turbulent, catastrophe, competition, and recklessness in the dark business world.

### **Light Entrepreneurship and Dark Entrepreneurship**

In the midst of the dark tunnel there is light at the end. This means there is light at the end of the dark tunnel. In the tail of every business obscurity and visibility there should be light. Every entrepreneur has at a point in time experience darkness in the tunnel of entrepreneurial dreams, vision, mission and journey (Roberta Cohen in Marsella, 2007). The darkness that engulf every business are failure in accomplishing target, patronage, customer satisfaction, service quality delivery, customer inventory system, debt, high leverage, loan, loss.

Dark entrepreneurship is cycles of failure in business in the long-term. Not be able to sustain business, survive in the competition or able to maintain success in business excellence are indicators of darkness syndrome in the enterprise.

The inability for the entrepreneurs to battle and conquer recklessness, turbulent storms, bleeding edge, frustration, discouragement, bitterness, hopelessness, disappointment, stroke and illness (mental, social, emotional, psychological and physical). The dark entrepreneurship degenerates to anxiety, depression, delusion and hallucination, cynicism and injelititiis (Benjamin, 2020; Ovharhe, 2022).

The light of every business lies on sustainability, survival and success that emerge from return on investment, return on asset and return on equity. The long-term excellence of business are presence of light signals in the business which gives a competitive advantage and leading edge

Every entrepreneur and intrapreneur has different level and expression of spirituality. But, it should not be misunderstood or misrepresented with philosophy, metal physics, drugs use, psychedelics, religion, diabolism, myth, omens, magic, scarifies, oblations and incantations. In Africa and Asian continent especially, spirituality is seen as the concepts mentions that is mostly attached to

religion activities. In this study context, spirituality focus on defining and understanding an entrepreneur or intrapreneur true being, life pursuit, assignment and mindfulness.

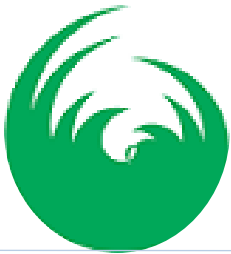
Spirituality gives a sense of belonging to oneself, true value, culture, lifestyle, trait, purpose, habit and personality. Spirituality enable environment to define his/her placement in the society. Spirituality enables one to have inward awareness of fullness. This means that spirituality give an inward orientation that one's wealth or poverty is generated from internal being consciousness, instead of external consciousness. The level of consciousness of spirituality determines the plight of success and failure in the livelihood. The consciousness determines the ability, capability and capacity to accept success or failures. This shows that the spirituality level determine the strength inwardness of individual. The higher the consciousness, the higher the propensity to generate strength inwardly. Thus, the higher the spirituality, the better the propensity of hope, consciousness, drive, ego, focus, momentum and aesthetism to accomplish dreams, vision and purpose.

Entrepreneurship and spirituality are two sides of the same coin. Unfortunately, entrepreneurs often ignore the spiritual aspect of identifying, pursuit and grabbing opportunity. This mistake makes their merchandizing practice ineffective. Therefore, entrepreneurs and intrapreneur should incorporate spirituality and wellness to improve the body, mind, and spirit in other to be the enterprise.

“Spirituality” designates the entrepreneur longing for a sense of meaningfulness, mindfulness and consciousness via connectivity to customers, clients, families, communities, cultures and religions.

### **METHODOLOGY**

This study adopted analytical cross-sectional study because it is based on quantitative research being integrated with non-experimental research design. The design is used to analyze the strength, pitfalls and bottleneck that engulf the spirituality and light entrepreneurship. The targeted population is focused on entrepreneurs at randomized status on light



entrepreneurship practicing business that involved in spirituality mindfulness, meaningfulness, consciousness. Accidental sampling techniques and Quota sampling chooses a group of people with certain characteristics. The sample size was determined via using the Slovin's Formula which is in alignment with Taro Yamane Formula. Hence, 1000 entrepreneurs were selected accidentally in the Niger Delta, Nigeria, while the quota sampling was employed to choose the sample size of 286 respondents. The pilot study was based on parallel form reliability. Parallel forms reliability is a measure of reliability obtained by administering different versions of an assessment tool (both versions must contain items that probe the same construct, skill, knowledge base, etc.) to the same group of individuals. Parallel reliability uses

**Correlations**

			Mindful	Light
Kendall's tau_b	Mindful	Correlation Coefficient	1.000	.002
		Sig. (2-tailed)	.	.837
		N	207	207
	Light	Correlation Coefficient	.002	1.000
		Sig. (2-tailed)	.837	.
		N	207	207

From the model output above, the P-value of 0.02 is less than 0.05 alpha level of significance, while the correlation co-efficient strength is 0.837 (83.70%). This means that the explanatory variable possess the tendency to influence response variable. This is to say that entrepreneur mindfulness on utilizing light entrepreneurship creates association of influencing match-making model by 83.70%. Thus, in the nut shell the null hypothesis was rejected, while the alternate accepted. Gannon and Roberts (2020) fathoms how spirituality can influence socio-economic activities as mindfulness of product or services being activated by light entrepreneurs. Mindfulness is very

same instrument being divided into two question sets. The SPSS statistical software was used on five point likert scale, Kendall's tau\_b was adopted on the non parametric model because it analysis bivariate on ordinal scale (i.e. 5 likert scale). It exhibits monotonic function as measures of association between the explanatory variable and response variable on increasing or decreasing.

**RESULTS AND DISCUSSIONS**

The hypotheses were tested via non-parametric approached using Kendall's tau\_b because of the bivariate nature of the analysis.

**Test of Hypothesis**

**Ho<sub>i</sub>:** There is no significant association between mindfulness and light entrepreneur among micro firms

vital among the streams of light entrepreneurs because it is much easy and less risk to be integrated by the stakeholders involve. Vero.fi, (2022) believes strongly that light entrepreneurs are possesses passionate dream to accomplished their entrepreneurial journey which can be the bedrock of spirituality.

**Test of Hypothesis II**

**Ho<sub>ii</sub>:** There is no significant association between meaningfulness and passionate light entrepreneur among micro firms



**Correlations**

			Mean	Light
Kendall's tau_b	Mean	Correlation Coefficient	1.000	.007
		Sig. (2-tailed)	.	.789
		N	207	207
	Light	Correlation Coefficient	.007	1.000
		Sig. (2-tailed)	.789	.
		N	207	207

The model above portrays the probability value of 0.007 that is less than 0.05 alpha level. Moreover, the association strength revealed 0.789 (78.90%) which has the capability of facilitating meaningfulness of the spirituality. More so, the strength base of passion in the light entrepreneurship displays the volume of patronage shown by customer in the meaningfulness enshrined in spirituality. This makes the null hypothesis to be rejected and alternate to be accepted. In the simultaneous vein Hador (2017) seeks to cope with risk on achieving corporate goals. They believe business

**Correlations**

			Con	Light
Kendall's tau_b	Con	Correlation Coefficient	1.000	.001
		Sig. (2-tailed)	.	.902
		N	207	207
	Light	Correlation Coefficient	.001	1.000
		Sig. (2-tailed)	.902	.
		N	207	207

The model above fine-turns the cordial relationship among consciousness and light entrepreneurship in the long term. Consciousness in Niger Delta has been utilized in the telecoms industries such as DSTV, MTN, Globacom and Airtel. It is credible sources of light entrepreneurship in the long-term. The clients are well satisfied with the operandi of the model because they are surrounded by consciousness of consumer advocate, tasked force and legitimate framework to issue complains. This is while the p-value is 0.001 with strength of 0.902 (90.20%) which is very awesome for any business of this nature. Kianto and

like customer funded in this nature of pay in advance has certain risk, but could be easily achieved in the long term because of the iota of relationship in the among the meaningfulness and light entrepreneurs stakeholders.

**Test of Hypothesis III**

**Ho<sub>iii</sub>:** There is no significant association between passionate light entrepreneur and **subscription** among micro firms in West African entrepreneurs

Waajakoski (2010) discussed how consciousness as form of intangible asset could be used as mutual trust on time of patronage. Light entrepreneurs should build framework of trust to facilitate subscription in their merchandizing functions. Suomi.fi (2022) fine-tune means in which light entrepreneur can achieved their growth with passion they possess in the enterprise operations towards fund raising to accomplished her dreams.

**CONCLUSIONS, RECOMMENDATIONS AND CONTRIBUTION TO SCHOLARSHIP**



### Conclusions

Using the Kendall statistic, all the hypotheses in the model were above 0.6 (60%) association among passionate light entrepreneurship being influence by mindfulness, mindfulness and consciousness. The output of the research revealed that there are positive correlates among the explanatory variable and response variables. This means that light entrepreneurship has significant correlates on spirituality.

### Recommendations

1. Light entrepreneurs should focus on the meaningfulness as drive to achieve their goals.
2. Mindfulness should be utilized in businesses with complexity in the long-term.
3. Consciousness and meaningfulness should be applied with caution so it will not cripple entrepreneurship journey.

### Implications of the Study

Spirituality is the value creation, value capture and wealth creation of light in entrepreneurial livelihood journey. Light is the essence of life. Light needs to spirituality on entrepreneurship to sustain enterprise life cycle. Every enterprise life cycle needs to propel sustainable light and spirituality synergy to achieve its targeted goals. This means light entrepreneurship is a propeller of enterprise life cycle with the presence of spirituality. The light entrepreneurship and spirituality entails the passion, innovation skills, consciousness, mindfulness, meaningfulness, charisma and enthusiasm among others to accomplish her mission. The spirituality philosophy is pivoted to speed, value capture and wealth creation which is critical factors of propensity and momentum to achieve business excellence in the light enterprise. The integration of light entrepreneurship and spirituality is the spinal cord for invention, creativity and innovation in organization. The theoretical paradigm of enshrine in the study are Yin-Yang Philosophy and relational capital. In conclusion, the entire entrepreneurial dreams and journey depend on 'light' and 'spirituality' concept for sustaining our entrepreneurship world and everything that exists on it. Light entrepreneurship and spirituality concept regulates the enterprise life cycle rhythms, including its meaningfulness, healthiness and wellbeing. Additionally,

light entrepreneurship and spirituality facilitates production of product, process, services and system which is vital for profitability, productivity, revenue turnover, patronage and benefits. In other words, light entrepreneurship and spirituality concept is the source of energy which navigates and propels entrepreneurialism of vision, dreams and journey.

### Contribution to Scholarship

Business and MSMEs should recognized light entrepreneurship as spirituality conceptual entity

Light entrepreneurship sparkled breathe into any business in the micro scale before in the long term extends to large scale.

Using the Kendall statistic was adopted to synchronized spirituality metric on mindfulness, meaningfulness and consciousness

So, passion is a vital code to assess the viability of light entrepreneurship dreams in full scale. Light entrepreneurs ought to keep the fire of passion burning to avoid entrepreneurial exist while boosting entrepreneurial entry.

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