



Infopreneurship: A Catalyst for Knowledge Economy Development in Nigeria

Amakiri Don-Solomon, PhD,

Department of Office and Information Management, Management sciences.

Niger Delta University, Wilberforce Island,

Bayelsa State, Nigeria. donamaco52@gmail.com

ORCID ID: 0000-0002-0303-0171

Abstract

As the world evolves especially towards the path of global development, knowledge has become a very essential economic resource, beyond physical and financial capital. This opinion paper explores infopreneurship- a discipline that is concerned with the entrepreneurial use of information as a transformative tool on the voyage of Nigeria's transition toward a knowledge-based economy. Anchored in qualitative content analysis, the paper draws from recent scholarly works (2021-2025) and digital economy reports to critically discuss how infopreneurship enhances innovation, employment, and value creation through information products and services. It also evaluates the structural challenges hindering its growth, including digital illiteracy, inadequate infrastructure, and policy gaps. The paper concludes by recommending strategic policy interventions, public-private collaborations, and educational reforms to institutionalize infopreneurial practice as a sustainable engine of Nigeria's knowledge economy.

Keywords: Infopreneurship, knowledge economy, digital entrepreneurship, Nigeria, information economy

1. Introduction

The postmodern era often referred to as the jet-age has witnessed the emergence of a new economic paradigm-the knowledge economy, where information and intellectual capital constitute the main sources of productivity, competitiveness, and growth against land, labour and capital postulated by economist in the past as the factors necessitating production. In this economy, value is created through the generation, dissemination, and commercialization of knowledge (OECD, 2023). Nigeria, has joined the train of other

developing nations to transition from a resource-dependent economy to one that increasingly relies on knowledge, creativity, and innovation.

Infopreneurship—a blend of “information” and “entrepreneurship” represents a central pillar in this transformation. It involves identifying, packaging, and monetizing valuable information through digital platforms (Okoro & Fapohunda, 2022). From e-learning and digital publishing to data analytics and online consulting, infopreneurs transform raw information into knowledge-based products and services that solve problems, generate employment, and contribute to economic growth.

Nigeria’s economic history largely dependent on crude oil exportation, which has faced tremendous structural challenges such as unemployment, low productivity, and limited industrial diversification. However, the quick infiltration of mobile technology and the internet have created opportunities for digital entrepreneurship, particularly among the youth population (NITDA, 2023). Infopreneurs—digital content creators, consultants, online educators, and content curators now leverage on platforms like YouTube, TikTok, and Coursera to monetize expertise and drive social change. This paradigm reflects a transition toward a knowledge-driven economy where information becomes both a commodity and a factor of production (World Bank, 2023).

This paper underpins infopreneurship as a key catalyst for Nigeria’s knowledge economy development. It offers an analytical commentary that mixes insights from existing literature and policy frameworks to high-spot opportunities, praxis, and constrictions shaping infopreneurship in Nigeria’s digital age.

2. Conceptual Framework: Infopreneurship and the Knowledge Economy

2.1 The Concept of Infopreneurship

Infopreneurship is derived from combining “information” and “entrepreneurship.” It refers to the process by which individuals identify, create, package, and monetize information-based products or services to meet the needs of specific audiences through digital platforms (Durodolu & Ugboma, 2022). Infopreneurs are knowledge brokers, using technology to transform raw data and personal expertise into marketable commodities such as online courses, e-books, webinars, podcasts, and digital advisory services (Adeleke & Osho, 2023).

In today’s digitized economy, information has become a tradable asset, and infopreneurs leverage social media, artificial intelligence, and web platforms to scale knowledge production and distribution. Ibrahim and Afolabi (2024) describe them as “innovation

translators” people who transform complex information into accessible, actionable insights for public consumption. Thus, infopreneurship represents a convergence of digital literacy, deep knowledge and expertise, creativity, and economic foresight.

2.2 The Knowledge Economy Paradigm

A knowledge economy is one where knowledge creation and dissemination are central to wealth generation, competitiveness, and growth (World Bank, 2022). The pillars of knowledge economy include education, innovation, information technology, and institutional frameworks that promote learning and creativity (OECD, 2023). Unlike traditional industrial economies that depend on tangible resources, knowledge economies rely on intellectual capital and human ingenuity.

Nigeria’s National Digital Economy Policy and Strategy (NDEPS, 2020–2030) acknowledges this drift and identifies knowledge as the cornerstone of national development (NITDA, 2023). Infopreneurship thus functions as both a product and enabler of the knowledge economy-transforming how individuals create value and how societies harness intellectual resources for progress.

3. Methodological Orientation

This paper adopts a qualitative and interpretive orientation typical of conceptual and opinion research. It employs documentary analysis and literature synthesis of scholarly and institutional sources from 2021 to 2025, focusing on infopreneurship, knowledge economy, and digital transformation in Nigeria. Rather than testing hypotheses, this study integrates insights from academic discourse, policy frameworks (e.g., NITDA, 2023; OECD, 2023), and global entrepreneurship reports (GEM, 2024) to interpret the relationship between infopreneurship and knowledge economy development. The methodology aligns with Bryman’s (2022) assertion that interpretive inquiry is ideal for exploring dynamic, socially constructed phenomena where meanings evolve with digital and economic realities.

This analytical approach enables a robust discussion of how infopreneurial exercises such as e-learning, content monetization, and data consultancy could be seen to drive knowledge-based innovation and economic inclusion in Nigeria.

4. Infopreneurship and the Nigerian Context

Nigeria represents a pull of talent yet absurd environment for infopreneurship to thrive. Although, well-endowed in human capital and digital creativity, but inhibited by infrastructural and policy bottlenecks. World Bank, (2024), estimated her population to be

over 223 million, boasts as of the largest youthful populations in the world. According to the National Bureau of Statistics (NBS, 2024), nearly 70% of Nigerians are below the age of 35, a demographic advantage that positions the nation for exponential growth in the digital knowledge sector.

Over the last decade, Nigeria's digital economy has evolved from mere internet connectivity to an ecosystem where knowledge is commodified, traded, and consumed through online platforms. Institutions such as the National Information Technology Development Agency (NITDA) and the Federal Ministry of Communications, Innovation and Digital Economy have played pivotal roles in this landmark transformation. The National Digital Economy Policy and Strategy (NDEPS 2020–2030) specifically identifies digital innovation and entrepreneurship major hallmarks for achieving inclusive growth (NITDA, 2023).

It is profound to underscore that Infopreneurship in Nigeria transcend across multiple domains: education, media, consultancy, digital marketing, and content creation. Educational technology (EdTech) platforms like uLesson, Edukoya, and Utiva exemplify the growing infopreneurial model, using localized content to enhance digital learning. Similarly, content creators and information disseminators such as Fisayo Fosudo, Tayo Aina, and Techpoint Africa have transformed their knowledge and expertise into lucrative ventures that provide information, reviews, and insights to millions of online users (Ogunleye & Adediran, 2023).

Furthermore, Nigeria's expanding freelance and gig economy -provides the platforms like Upwork, Fiverr, and local hubs such as Jobberman and CareerX with the needed aid for knowledge workers to monetize their intellectual prowess globally (Oladimeji, 2023). Many young Nigerians are leveraging online platforms to offer professional services such as data analysis, copywriting, online tutoring, self-publication and business consultancy. This pattern of digital self-employment aligns with the broader principles of infopreneurship, where knowledge itself becomes the primary economic resource.

Nonetheless, these opportunities are stifled by systemic constraints. The digital divide between urban and rural areas remains significant. Broadband penetration stood at 45.5% as of mid-2024, reflecting persistent infrastructure deficit, especially in remote communities (NCC, 2024). Electricity shortages and high internet costs also limit productivity. In addition, policy inconsistency and lack of sustained funding for digital startups make long-term scalability difficult (Adedeji, 2024).

From a socio-cultural standpoint, traditional employment expectations also challenge the full acceptance of infopreneurship as a “legitimate” career path with the average minds not name tag such one as a Yahoo boy. Many Nigerian families still prioritize formal employment in the public or corporate sector over digital self-employment. Yet, the tide is gradually shifting as more success stories emerge within the digital sector, inspiring younger generations to view infopreneurship as a viable and respectable occupation (Balogun & Adewuyi, 2023).

Finally, the Nigerian infopreneurial ecosystem benefits from strategic partnerships and public-private collaborations. Initiatives such as the Google Hustle Academy, Tech4Dev, Tony Elumelu Foundation Entrepreneurship Programme, and Digital Nigeria Project have collectively trained thousands of young Nigerians in digital skills, content creation, and innovation-driven business practices (Federal Government of Nigeria, 2023). These initiatives have demonstrated a growing validation that infopreneurship can serve as a bridge between unemployment and the knowledge economy, especially in a nation struggling to diversify beyond oil dependence.

In essence, Nigeria’s digital landscape is both ripe with potential and riddled with challenges. With strategic investment in digital infrastructure, policy coherence, and skill development, infopreneurship could become one of the most transformative pedals for inclusive, knowledge-based development in Africa’s largest economy.

5. Infopreneurship as a Catalyst for Knowledge Economy Development

Infopreneurship operates as both a driver and facilitator of the knowledge economy, transforming the ways individuals’ access, utilize, and monetize information. In Nigeria’s case, its catalytic role is evident in three interrelated dimensions: innovation and creativity, human capital enhancement, and economic diversification.

5.1 Innovation and Creativity

Infopreneurship stimulates innovation by encouraging individuals to identify information need and develop creative digital solutions. Nigerian infopreneurs have launched thousands of online ventures that deliver educational content, financial literacy, health advice, business coaching outfits, self-publication and entertainment to targeted audiences. These ventures not only create employment but also cultivate a culture of knowledge-driven innovation, an essential foundation for a sustainable knowledge economy in the voice of (Onyemah, 2022).

For instance, platforms like TechCabal, Nairametrics, and BusinessDay have become influential infopreneurial outlets that aggregate and interpret economic information for diverse audiences. This information dissemination contributes to informed policymaking and public awareness, thereby enriching Nigeria's intellectual capital base (Ayoade & Balogun, 2022).

5.2 Human Capital Development

Infopreneurship enhances human capital formation by equipping individuals with marketable digital skills and entrepreneurial competencies. Through online learning and mentorship, infopreneurs provide scalable access to knowledge and capacity-building tools that complement formal education. The uLesson platform, for instance, has expanded educational access for over 2 million Nigerian students across the country (Okorie et al., 2023). Such initiatives address the limitations of the traditional education system while fostering lifelong learning which is a critical attribute of knowledge economies (World Economic Forum, 2023).

Moreover, infopreneurs act as agents of empowerment for women and marginalized groups, enabling them to participate in the digital economy from home or remote locations. Studies show that female-led infopreneurial ventures in Nigeria are rising, particularly in areas such as digital marketing, online coaching, and creative design (Eze, 2024). This inclusive participation enhances social equity while broadening the nation's productive knowledge base.

5.3 Economic Diversification and Wealth Creation

Nigeria's heavy reliance on oil revenues has exposed the economy to fluctuations in global commodity markets. Infopreneurship presents an alternative growth frontier by diversifying national income sources toward knowledge-based productivity. The monetization of digital contents through e-books, webinars, podcasts, and online courses contributes to micro and macroeconomic resilience of the nation's GDP (Ndubuisi, 2021).

According to the World Bank (2023), countries that invest in information and innovation tend to outperform those reliant on extractive sectors in long-term sustainability metrics. By nurturing infopreneurs, Nigeria can generate exportable intellectual goods and digital services that contribute to foreign exchange earnings. Indeed, the rise of Nigerian digital influencers, fintech educators, and virtual consultants demonstrates how knowledge commodification can thrive beyond physical borders (Ogunleye & Adediran, 2023).

5.4 Knowledge Sharing and Social Transformation

Infopreneurship also strengthens the knowledge economy by promoting open knowledge ecosystems where knowledge is democratized. Nigerian infopreneurs often operate through social media platforms like X (formerly Twitter), Instagram, Facebook, YouTube, and LinkedIn, where they share insights that drive public discourse, business innovation, and civic education. This diffusion of information transforms passive consumers into active learners, reinforcing the participatory nature of modern knowledge economies (Adeleke & Yusuf, 2024).

Furthermore, the cultural shift toward digital entrepreneurship is redefining Nigeria's labor market and social structure. A growing number of youths are bypassing traditional employment hierarchies to pursue independent knowledge-based ventures. As these digital ventures scale, they create ripple effects-stimulating demand for web developers, graphic designers, and virtual assistants, all of whom contribute to an expanding digital workforce.

In this light, infopreneurship can be viewed as both a catalyst and conduit for Nigeria's transition to a knowledge economy. It embodies the fusion of creativity, information, and entrepreneurship that propels socio-economic modernization in the digital age.

6. Opportunities in Nigeria's Infopreneurial Landscape

Nigeria's youthful population, expanding internet penetration, and growing demand for online education present enormous opportunities. According to the Nigerian Communications Commission (NCC, 2024), over 80 million Nigerians are active internet users. Platforms like Selar, Paystack, and Substack Africa have lowered entry barriers for knowledge entrepreneurs.

Moreover, the gig economy and remote work culture accelerated by the COVID-19 pandemic continue to open global markets for Nigerian infopreneurs (OECD, 2023). Digital tools like artificial intelligence, data analytics, and social media monetization also provide new value-creation avenues (Ibrahim & Afolabi, 2024).

7. Challenges Facing Infopreneurship in Nigeria

Despite its potential, infopreneurship in Nigeria faces multiple structural constraints:

7.1 Infrastructural and Policy Barriers

Limited broadband access, unstable electricity, and inadequate digital policies hinder scalability (NITDA, 2023). Many infopreneurs lack access to funding or supportive business environments, particularly in rural areas.

7.2 Digital Illiteracy and Information Racketeering

Digital illiteracy remains a major obstacle (Adedeji & Oladunjoye, 2022). Furthermore, information racketeering, the unethical manipulation or commercialization of false or restricted information erodes public trust and the credibility of infopreneurial ventures (Ibrahim & Afolabi, 2024).

7.3 Intellectual Property Concerns

Weak enforcement of intellectual property (IP) laws discourages creativity and knowledge sharing (WIPO, 2023). Many infopreneurs lose income to piracy, plagiarism, or data theft.

8. Policy and Strategic Implications

For Nigeria to harness infopreneurship as a driver of the knowledge economy, a coordinated strategy is essential:

1. Policy Integration: Embed infopreneurship within the National Innovation System and Digital Economy Strategy (NITDA, 2023).
2. Education Reform: Introduce infopreneurship and digital content creation into tertiary curricula (Okoro & Fapohunda, 2022).
3. Infrastructure Development:
Expand broadband access, promote renewable energy solutions, and support tech innovation hubs.
4. Intellectual Property Protection:
Strengthen copyright enforcement and awareness among infopreneurs.
5. Public–Private Collaboration:
Foster partnerships between government, academia, and digital enterprises to scale infopreneurial innovation.

9. Conclusion

Infopreneurship represents a transformative frontier for Nigeria’s economic diversification and human capital development. It bridges the gap between knowledge creation and economic application, empowering individuals to generate wealth through innovation and information. However, realizing its full potential requires deliberate investment in digital infrastructure, education, and policy coherence.

As the global economy becomes increasingly knowledge-driven, Nigeria's ability to cultivate and support infopreneurs will determine its competitiveness in the Fourth Industrial Revolution. The knowledge economy is not built merely on data, but on people's capacity to transform that data into actionable wisdom—and infopreneurs stand at the center of that transformation.

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