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Entrepreneurial Mentorship and Venture Creation among Masonry Artisans in Minna Metropolis, Nigeria

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Abstract

In developing economies, the persistence of youth unemployment and the dominance of informal artisanal enterprises have intensified the need for sustainable venture creation mechanisms beyond conventional skill acquisition. Despite the growing recognition of entrepreneurship as a pathway to economic empowerment, many masonry artisans in urban centers such as Minna metropolis continue to struggle with translating technical expertise into viable business ventures, largely due to inadequate entrepreneurial mentorship. Against this backdrop, this study examines the effect of entrepreneurial mentorship on venture creation among masonry artisans in Minna metropolis Niger State, Nigeria. The study focuses on four dimensions of entrepreneurial mentorship: role modelling, career development, technical skill development, and access to network, while venture creation serves as the outcome variable. A quantitative research approach was adopted, and data were collected through a structured Likert-scale questionnaire administered to masonry artisans in the study area. Out of 370 questionnaires distributed, 316 were retrieved and found usable for analysis. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS 4) to examine the relationships among the study variables. The findings reveal that role modelling ($\beta = 0.530$ and p value =0.000) has a positive and statistically significant effect on venture creation among masonry artisans in Minna metropolis. In contrast, career development ($\beta = 0.130$ and p value =0.139), technical skill development ($\beta = 0.102$ and p value =0.185), and access to network ($\beta = 0.049$ and p value =0.620) exhibit positive but statistically non-significant effects. The model explains 54.3% of the variation in venture creation, indicating that entrepreneurial mentorship constitutes a substantial determinant of entrepreneurial outcomes in the artisanal sector. The study underscores the critical role of experiential learning and observable entrepreneurial behaviour in fostering venture creation within informal trades. It is therefore recommended that artisan associations, vocational institutions, and relevant government agencies prioritize structured mentorship programs centered on effective role modelling. Such targeted mentorship interventions can strengthen venture creation, promote sustainable self-employment, and enhance the contribution of masonry artisans to local economic development.

***Keywords*:** Entrepreneurial mentorship, Artisanal enterprises, Masonry artisans, Venture creation

1.0 Introduction

Venture creation remains a cornerstone of global economic development, serving as a catalyst for innovation, employment generation, and sustainable growth across diverse sectors. By transforming ideas into viable economic activities, entrepreneurs contribute to wealth creation, poverty alleviation, and societal development (Aung, 2025). Globally, new ventures enhance

competition, improve market efficiency, and stimulate technological advancement, thereby strengthening both developed and emerging economies (Jahanbakht and Ahmadi, 2025). The relevance of venture creation is particularly pronounced in regions characterized by high unemployment and underutilized human capital, where entrepreneurial activities enable individuals to leverage skills and experience for economic self-reliance and community development (Al-Mamary *et al*., 2025).

Within this broader entrepreneurial landscape, the construction industry represents a major driver of global economic activity, accounting for approximately 13 percent of global Gross Domestic Product (GDP) and employing nearly seven percent of the world's workforce over 270 million people worldwide (World Bank, 2023; International Labour Organization, 2022; IBISWorld, 2023). As a critical sub-sector of construction, masonry plays a foundational role in infrastructure development through labour-intensive building processes and materials production. The masonry industry alone generated about USD 33 billion in revenue in the United States in 2023 and comprises more than 95,000 active firms, underscoring its significant economic footprint (McKinsey & Company, 2022; Statista, 2024). Masonry artisans skilled in bricklaying, stonework, and concrete construction are central to the development of residential, educational, and public infrastructure worldwide. With global building floor space projected to double by 2060, demand for competent masonry artisans is expected to rise steadily (World Economic Forum, 2024).

Despite its economic importance, the masonry sector faces persistent global challenges, including skills shortages, unsafe and informal working conditions, and growing pressure to comply with environmental sustainability and safety standards (World Economic Forum, 2024). These challenges are more pronounced in Sub-Saharan Africa, where structural constraints such as limited access to formal training, weak regulatory frameworks, and inadequate institutional support restrict artisans' capacity to translate technical skills into sustainable ventures (Kotey & Tee, 2024). As a result, many masonry artisans operate within survival-oriented systems that limit innovation, growth, and long-term economic stability.

In Nigeria, masonry artisans are central to addressing the country's escalating demand for housing and urban infrastructure driven by rapid population growth and urbanization. Artisans constitute an estimated 40–60 percent of the construction workforce, yet the majority operate within the informal economy, often without access to finance, social protection, or structured business support (Etim & Daramola, 2020). Following informal apprenticeship systems that culminate in the traditional "freedom" rite, artisans gain autonomy to operate independently while maintaining loose ties to their former masters and trade networks (Okpokwasili and Onwuatuegwu, 2024; Eze, 2023; Antai *et al*., 2024). Although this system promotes independence, it often leaves artisans inadequately prepared to manage the technical, managerial, and strategic demands of venture creation in a modern construction environment.

The situation is particularly acute in Niger State, where masonry artisans face unstable incomes, limited access to modern construction tools and techniques, and heavy reliance on word-of-mouth marketing for client engagement (Etim and Daramola, 2020; Afoma, 2023). While the state's proximity to the Federal Capital Territory (FCT) creates relatively high demand for skilled labour, many artisans remain trapped in daily wage labour due to weak professional networks, bureaucratic barriers, and lack of institutional support (Nwankwo, 2025; Ebekozien *et al*., 2024). Moreover, the pressure to adapt to technological innovation, environmental sustainability, and improved safety standards further exposes skill gaps within

the sector. Nigeria's low global skills ranking that is 100th according to the 2023 Coursera Global Skills Report, reflects broader deficiencies in vocational and entrepreneurial training, with masonry artisans among the most affected.

Entrepreneurial mentorship has increasingly been recognized as a viable mechanism for addressing these multidimensional challenges. Through targeted skill development, access to professional networks, practical business guidance, and role modeling, mentorship can equip masonry artisans with the technical and entrepreneurial competencies required to transition from informal labour to sustainable venture creation (World Economic Forum, 2024; Afoma, 2023; Onyekwelu, 2024). Mentorship, particularly when embedded within existing master–artisan relationships, holds the potential to reinforce professional standards, improve income stability, and foster self-reliance.

However, despite growing policy interest in mentorship as a tool for artisan empowerment, empirical research remains limited, especially within the informal masonry sector in Nigeria. Existing studies largely focus on formal mentorship programmes led by development agencies or examine generic artisan trades, leaving the everyday, informal mentorship dynamics within masonry underexplored (Hashim, 2014; Etim & Daramola, 2020; Ogunjimi, 2022). Consequently, little is known about how entrepreneurial mentorship influences venture creation among masonry artisans, particularly within the specific socio-economic context of Niger State.

Against this backdrop, this study examines the effect of entrepreneurial mentorship on venture creation among masonry artisans in Niger State. By focusing on mentorship as a pathway to consistent independent work, technical upgrading, and entrepreneurial capacity building, the study seeks to contribute to both academic knowledge and policy discourse aimed at transforming masonry from a survival-based trade into a sustainable engine of inclusive economic development.

2.0 Literature Review

The informal sector constitutes a significant share of economic activity in developing economies, operating largely outside formal regulatory and taxation systems (Guerrero et al., 2021). Although informal activities are excluded from official economic indicators such as Gross National Product due to the absence of government monitoring and taxation (International Labour Organization, 2012), the sector remains a critical source of employment and entrepreneurial engagement. This is particularly evident in sub-Saharan Africa, where Nigeria hosts the largest and most vibrant informal economy, providing livelihoods for millions and serving as a key driver of economic survival and resilience (Abdulkareem, 2024).

Entrepreneurship in the informal sector is typically small-scale, capital-constrained, and driven more by necessity than opportunity, with entrepreneurs relying heavily on personal savings and informal financial networks rather than formal institutions (Malkova, 2025; Manyati et al., 2025). From an institutional perspective, informal entrepreneurship emerges as an adaptive response to regulatory barriers and administrative constraints common in developing economies (Sobhan and Hassan, 2024). Entrepreneurs often operate within an "institutional disconnect," where activities deemed illegal by formal regulations remain socially legitimate within informal norms (Visser, 2025). This dynamic is especially pronounced in Nigeria's construction industry, where informal artisans form the backbone of the workforce while operating outside formal regulatory frameworks. Within this key concepts such as Mentorship

which is developmental relationship that supports professional growth through both technical guidance and psychosocial support (Darden and Pesina, 2025). It typically evolves through stages of initiation, cultivation, and eventual redefinition, with each phase shaping learning outcomes (Bell, 2025). Effective mentorship is characterized by regular interaction, clear goal setting, and mutual commitment, often combining directive and non-directive approaches tailored to the mentee's needs (Aslett, 2024). In construction-related trades such as masonry, mentorship commonly occurs through informal, on-the-job apprenticeship systems where technical skills are integrated with practical business exposure (Ovais and Jain, 2025). Beyond individual development, mentorship contributes to industry-wide benefits including skill preservation, quality assurance, and innovation diffusion, reinforcing its relevance across both formal and informal economic contexts (Idowu et al., 2024).

Entrepreneurial mentorship focuses specifically on developing the capabilities required for venture creation and sustainability. It provides emerging entrepreneurs with experiential knowledge, access to networks, emotional support, and accountability, all of which are critical in uncertain business environments (Rance, 2024; Osabohien et al., 2024). Empirical evidence links effective mentorship to improved venture survival, growth, and resource mobilization. While formal mentorship programmes often follow structured phases such as goal setting and performance review, informal mentorship remains dominant in artisan sectors. In these contexts, mentorship is embedded in daily practice and shaped by trust and shared experience, making it particularly relevant for informal entrepreneurs such as masonry artisans (Martins et al., 2024).

Entrepreneurial mentorship in informal and skill-based sectors is multidimensional, addressing both technical and non-technical constraints to venture creation (Thelma et al., 2024). Unlike large firms that rely on formal management systems, small and informal enterprises depend heavily on mentorship as a mechanism for business formation, resilience, and sustainability (Tsai & Barr, 2021). In artisan trades, mentorship is typically rooted in master–apprentice relationships that combine skill transfer with business socialization. What distinguishes entrepreneurial mentorship is its emphasis on enabling self-reliance and independent venture ownership rather than mere occupational competence (Abbasianchavari & Moritz, 2021). Through mentorship, artisans gain not only skills but also social capital, confidence, and entrepreneurial orientation, which are essential for transitioning from wage labour to sustainable venture creation.

Technical skill development involves acquiring and upgrading trade-specific competencies necessary for quality service delivery and productivity in masonry work (Ojubanire & Adegboyega, 2020). While apprenticeship systems provide foundational skills, they often limit exposure to modern construction techniques, sustainability practices, and safety standards. Entrepreneurial mentorship helps bridge this gap by facilitating continuous skill upgrading aligned with evolving industry demands (Akinbogun, 2023).

Further, access to networks refers to the relationships that enable entrepreneurs to obtain information, resources, and market opportunities (Nate et al., 2022). Through mentorship, artisans gain entry into professional networks involving clients, suppliers, and contractors, reducing market entry barriers and enhancing credibility (Pereyra et al., 2021). In informal economies, such networks often substitute for formal institutional support and are critical to venture sustainability. Mentorship business advice as a critica dimensional encompasses guidance on pricing, client management, record keeping, negotiation, and financial control

(Yitshaki, 2025). For masonry artisans, who often lack formal business education, this advice is crucial for income stability and strategic decision-making. Entrepreneurial mentorship thus serves as a key mechanism for transforming technical competence into viable business operations.

Role modelling involves the demonstration of professional behaviour, values, and entrepreneurial attitudes by mentors that mentees observe and emulate (Kabore, 2025). In informal apprenticeship systems, role modelling strongly influences work ethic, confidence, and entrepreneurial identity. It shapes artisans' readiness to assume independence and pursue venture creation beyond apprenticeship. Lastly, career development focuses on guiding mentees' long-term professional progression from apprenticeship to independent venture ownership (Adah et al., 2025). Through mentorship, artisans acquire strategic vision, resilience, and adaptive capacity needed to navigate uncertainty in informal markets. This dimension links technical skill and entrepreneurship, positioning mentorship as a pathway to sustained self-reliance and professional growth.

Venture Creation

Venture creation refers to the process through which individuals initiate and sustain income-generating business activities aimed at economic independence and long-term viability (Long et al., 2021; Prado et al., 2022). In entrepreneurship research, it is viewed as a core outcome of entrepreneurial capacity, encompassing opportunity recognition, resource mobilization, and risk-taking (Oboreh & Aruoren, 2021). In developing economies, venture creation extends beyond formally registered enterprises to include informal entrepreneurial activities that support livelihoods.Within the informal construction sector, venture creation is reflected in artisans' ability to operate independently, secure clients, set prices, and deliver services consistently (Dana et al., 2022). For masonry artisans, it involves transitioning from dependent labour or apprenticeship to autonomous practice, signalling entrepreneurial autonomy and sustainable income generation (Mousa et al., 2024). In this study, venture creation is conceptualized as masonry artisans' capacity to initiate, manage, and sustain independent construction services, measured through self-reliance, frequency of independent work, and income consistency.

Venture Creation Process

The venture creation process comprises a sequence of activities through which entrepreneurial ideas are transformed into operational businesses (Mohammadi et al., 2025). It typically begins with opportunity recognition, followed by concept development, where entrepreneurs define target markets and competitive positioning (Liszka, 2024; Arvidsson & Arvidsson, 2024).

Resource mobilization then follows, involving the acquisition of financial, human, and physical resources, often through informal means in resource-constrained contexts (Hor, 2024). The process culminates in venture launch, marked by service delivery, client engagement, and reputation building (Lange et al., 2025). Throughout these stages, entrepreneurs engage in iterative learning, adapting strategies based on experience and market feedback, making venture creation a dynamic rather than linear process (Politis et al., 2025).

Stages of Venture Creation

Venture creation progresses through identifiable stages reflecting increasing organizational complexity. The pre-seed stage involves idea formation, skill assessment, and market observation (Hannulabacka, 2024). The startup stage marks operational entry, characterized by service delivery, client acquisition, and financial vulnerability (Mittelmeijer et al., 2024). The growth stage involves expansion in scale, workforce, and project complexity, requiring stronger management and strategic capabilities (Belingheri & Lechner, 2025). Many artisan ventures remain small due to difficulties in transitioning across these stages, highlighting the importance of targeted support mechanisms.

Masonry Artisanship

Masonry artisanship is a skilled construction trade involving the use of materials such as brick, stone, and concrete across residential, commercial, and restoration projects (Adah et al., 2025). Skill acquisition is largely apprenticeship-based, emphasizing experiential learning under master artisans (Lee, 2022). While technically robust, masonry artisanship faces challenges including income instability, physical risk, seasonal demand, and limited business skills (Huq, 2022). Artisans typically operate within informal networks that facilitate job access and reputation building, though technological change increasingly demands skill upgrading and adaptive capacity (James, 2024).

The Igbo Apprenticeship System as a Model of Entrepreneurial Mentorship

The Igbo Apprenticeship System (IAS) is an indigenous mentorship framework that combines skill acquisition, business exposure, and post-training support to enable venture creation (Okeke et al., 2025). Apprentices undergo prolonged engagement with a master entrepreneur and often receive startup capital upon completion, facilitating transition to independent enterprise (Okpokwasili & Onwuatuegwu, 2024). Although ethnically distinct, the principles of the IAS role modelling, trust-based learning, business guidance, and structured independence closely align with informal mentorship practices among masonry artisans. Its relevance lies in demonstrating how culturally grounded mentorship can foster sustainable venture creation in informal economic settings.

Entrepreneurial Mentorship and Venture Creation: Conceptual Linkages

Entrepreneurial mentorship plays a critical role in enabling venture creation by equipping individuals with technical competence, business knowledge, networks, and psychological readiness (Bell & Bell, 2016; Dost et al., 2022). Each mentorship dimension contributes uniquely: technical skills support independent service delivery; networks enhance market access; business advice strengthens strategic decision-making; and role modelling builds entrepreneurial confidence. For masonry artisans in Minna Metropolis, mentorship functions as a substitute for formal entrepreneurial infrastructure, supporting the gradual transition from subsistence labour to independent venture ownership (Ebekozien et al., 2024). This study therefore conceptualizes venture creation as an outcome of entrepreneurial mentorship, examining how its dimensions jointly and individually influence the emergence of sustainable masonry ventures.

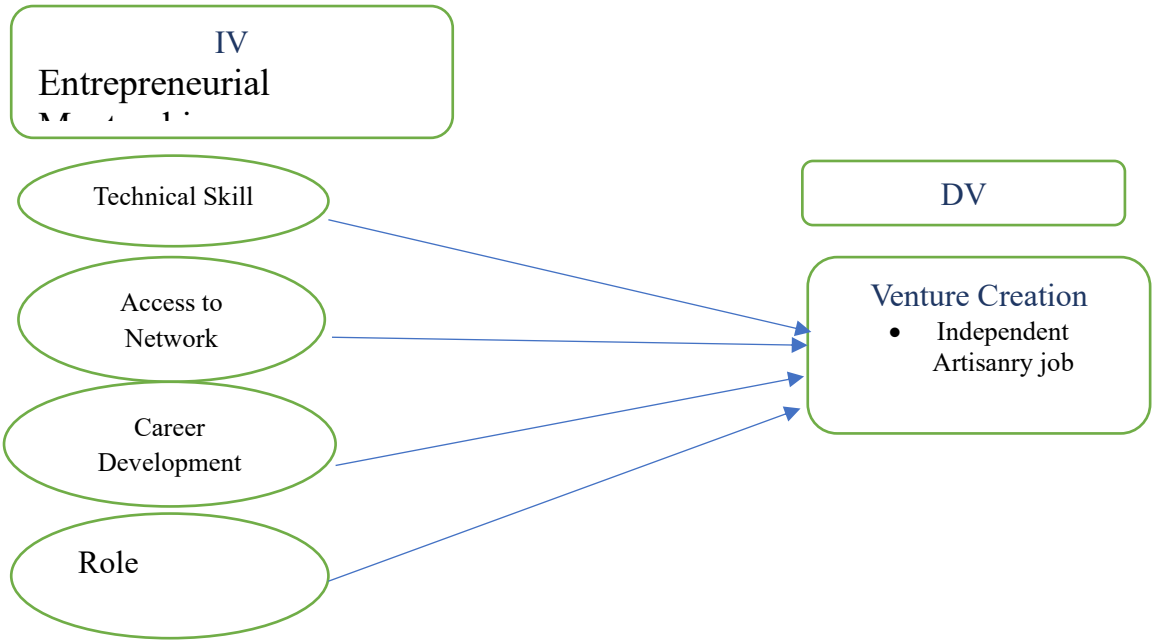


Figure 1: Conceptual Framework for the Study
Source: Author's Conceptual Framework (2026)

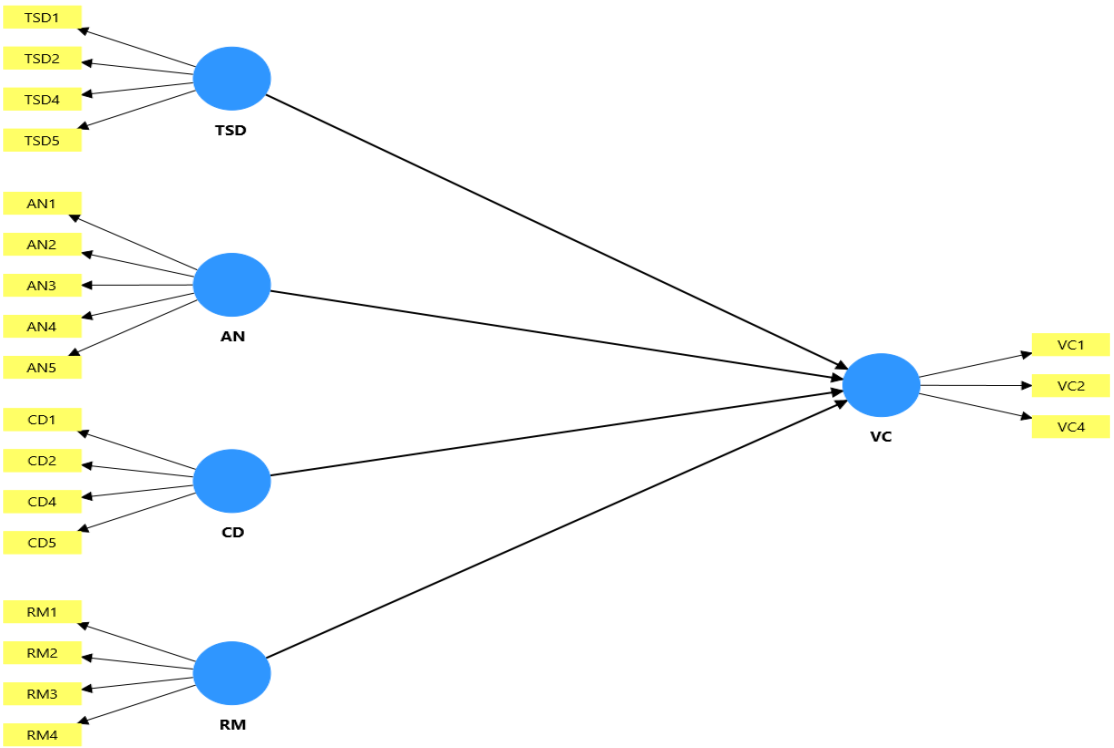
Figure 1 presents the conceptual framework for the study; the framework depicts the effect of entrepreneurial mentorship on venture creation among masonry artisans in Minna metropolis. Each dimension of entrepreneurial mentorship namely; technical skill, access to network, career development, and role modelling are expected to have effect on venture creation among masonry artisans in Minna metropolis of Niger State.

Existing studies highlight clear gaps in research on entrepreneurial mentorship and venture creation. Geographically, research has concentrated on urban and regional contexts such as Lagos tech hubs (Rashid et al., 2024), vocational training in Osun State (Ojubanire & Adegboyega, 2020), and metalwork clusters in Kano (Bichi & Dansarai, 2023), leaving Niger State masonry artisans, particularly in Minna Metropolis largely unexplored. Methodologically, most mentorship studies rely on qualitative designs, including case studies (Hasche & Linton, 2021), interviews (Huang, 2021), and focus groups (Longva, 2021), with limited quantitative evidence; even where quantitative methods are applied, such as PLS-SEM (Rashid et al., 2024), comprehensive multivariate testing remains rare. From a knowledge perspective, findings on mentorship outcomes are inconsistent, as social capital enhances venture formalization in Europe (Kleinhempel et al., 2022) but shows weak effects in Saudi Arabia (Al-Mamary et al., 2025), with no empirical clarity for West African artisans. Conceptually, network-centric mentorship models (Longva, 2021) overlook locally embedded dimensions such as skill transfer, business guidance, role modeling, and cultural practices like freedom ceremonies, underscoring the need for an integrated, context-specific mentorship framework.

3.0 Methodology

The study adopts a cross-sectional survey design within a quantitative research approach to examine entrepreneurial mentorship and venture creation among masonry artisans in Minna Metropolis, Niger State, drawing on the strengths of survey methods for population representation (Althubaiti, 2023). The population comprises 4,836 full-time and part-time masonry artisans registered with the Niger State Ministry of Works and the Bricklayers Association (Ministry of Works, Niger State, 2025), from which a sample of 370 respondents was determined using the Yamane (1967) formula and selected through simple random sampling. Data were collected using a structured questionnaire administered face-to-face, comprising demographic items and validated Likert-scale measures of technical skill development, access to networks, career development, role modelling, and venture creation, adapted from established studies (Ojubanire & Adegboyega, 2020; Pereyra et al., 2021; Dost et al., 2022; Nate et al., 2022; Hendricks, 2013; Idowu et al., 2024; Longva, 2021). Content validity was ensured through expert review, while convergent and discriminant validity were assessed using AVE and HTMT criteria within SEM-PLS (Azhar & Napitupulu, 2022), and reliability was confirmed using Cronbach's alpha thresholds (Agudiez-Calvo et al., 2021). Data analysis was conducted using SEM-PLS due to its suitability for models with multiple constructs (Bach et al., 2025), and the study's model was adapted from Dost et al. (2022), specifying venture creation as a function of technical skills, access to networks, career development, and role modelling, with all relationships a priori expected to be positive.

Figure 2, presents the shematic diagram for the study



3.0 Results and Discussion

This heading of the study presents the result obtained from subjecting the data collected for the study including the demographics, the specific dimensions of technical skill development, access to network, career development, role modelling and finally the dependent variable venture creation. this is aimed at answering the research questions and achieving the aim and objectives of the study. The result obtained using both descriptive and inferential statistics are thus presented and the chapter concludes with the discussion of the results based on the study's specific objectives.

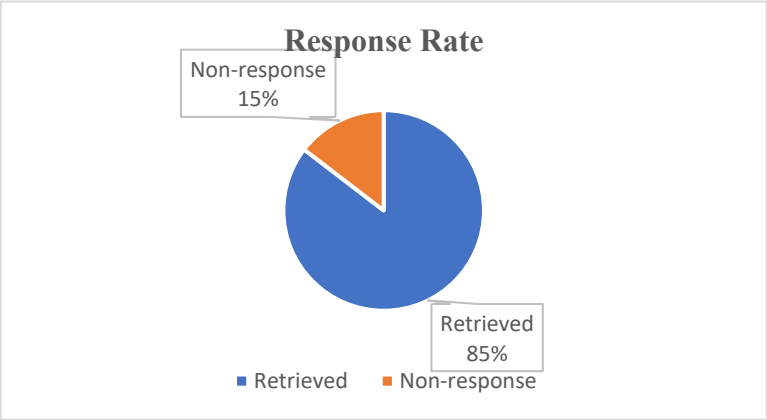


Figure 3: Response rate

The study achieved an 85.4% response rate, with 316 out of 370 questionnaires correctly completed and usable, indicating sufficient data for analysis. All respondents were male, reflecting the gender-segregated nature of masonry in Minna Metropolis, and the predominant age group was 26–35 years, suggesting a young, active workforce. Most artisans (82%) had SSCE or OND/NCE qualifications, with smaller proportions holding HND/Bachelor's degrees or specialized vocational certificates. The majority (88%) completed apprenticeships under small to medium-scale masters and worked full-time in masonry, handling an average of 4–6 projects per month, demonstrating consistent market engagement and the trade's role as a primary livelihood source in the area. Results from the model model are thus presented.

Table 1: Summary of Reliability for the Study

Constructs	Cronbach's alpha (standardized)	Cronbach's alpha (unstandardized)	Composite reliability (rho_c)	Average variance extracted (AVE)	Comment
AN	0.892	0.892	0.894	0.627	Good
CD	0.847	0.847	0.848	0.585	Good
RM	0.883	0.882	0.880	0.651	Good
TSD	0.836	0.835	0.835	0.560	Good
VC	0.752	0.722	0.731	0.525	Acceptable

Source: Author's Computation (2026)

Table 1 indicates that all study constructs Access to Network (AN), Career Development (CD), Role Modelling (RM), Technical Skill Development (TSD), and Venture Creation (VC) demonstrated acceptable reliability, with Cronbach's alpha values meeting the 0.7 threshold and composite reliability values exceeding 0.8, except VC at 0.731, which remains acceptable. The Average Variance Extracted (AVE) for all constructs was 0.525 or higher, surpassing the 0.5 threshold, confirming convergent validity. Factor loadings for all observed variables also met the required threshold, demonstrating coherence among constructs and validating the measurement model.

Table 2: Summary of HTMT for Discriminant validity for the Study

	AN	CD	RM	TSD	VC
AN					
CD	0.820				
RM	0.765	0.890			
TSD	0.805	0.739	0.720		
VC	0.676	0.783	0.873	0.674	

Source: Author's Computation (2026)

Table 2 shows that the Heterotrait-Monotrait (HTMT) values for all constructs were below 0.9, confirming discriminant validity. The overall model fit was satisfactory, with the Standardized Root Mean Square Residual (SRMR) at 0.052, below the 0.08 threshold, and other fit indices Normed Fit Index (NFI = 0.853), Tucker–Lewis Index (TLI = 0.863), and Comparative Fit Index (CFI = 0.885) all exceeding the minimum benchmark of 0.80. These results indicate that the measurement model fits the data well, allowing the study to proceed to structural model assessment and hypothesis testing.

Table 3: Summary of Multi Collinearity for the Study

Constructs	VC	Comment
AN	2.687	Good
CD	3.064	Good
RM	2.835	Good
TSD	2.126	Good

Source: Author's Computation (2026)

Table 3 reveals that the constructs within the model are significantly distinct considering the VIF values of 2.687, 3.064, 2.835, 2.126 for the constructs of access to network, career development, role modelling and technical skill development respectively. It is therefore established statistically that the issue of multi collinearity is not an issue for the model considered by the study.

Table 4: Summary of Path Coefficients ad Significance of Path Coefficients

Constructs	Beta coefficients (β)	t value	p values	Decision hull hypotheses
RM -> VC	0.530	6.840	0.000	Rejected
CD -> VC	0.130	1.482	0.139	Accepted

TSD -> VC	0.102	1.325	0.185	Accepted
AN -> VC	0.049	0.496	0.620	Accepted

Source: Author's Computation (2026)

Table 4.6 presents the beta coefficients for each construct (hypotheses) and their significance. The construct of role modelling revealed a positive and significant value of β 0.530 and p value of 0.000 which is satisfactory considering bootstrapping threshold of $p \leq 0.05$. Therefore, there is a positive and significant effect of role modelling on venture creation among masonry artisans in Minna metropolis. While career development (CD), technical skill development (TSD) and access to network (AN) all revealed positive but on significant values, indicating a positive but non significance of the dimensions on venture creation among masonry artisans in Minna metropolis.

The study's findings reveal that among masonry artisans in Minna Metropolis, role modelling is the only mentorship dimension with a positive and significant effect on venture creation (β = 0.530, p = 0.000), highlighting the powerful influence of observing successful entrepreneurial mentors in building self-efficacy and motivating artisans toward independent business ownership, consistent with Social Cognitive Theory and findings by Amofah and Saladrigues (2022). In contrast, access to networks (β = 0.049, p = 0.620), technical skill development (β not significant), and career development guidance (β = 0.130, p = 0.139) all show positive but non-significant effects, suggesting that network provision, craft proficiency, and generic career advice alone do not directly translate into venture creation. These non-significant results may be explained by the prevalence of strong informal networks, the perception of technical skill as a baseline competency, and the structured apprenticeship career paths that limit the incremental impact of mentorship in these areas. Overall, the findings indicate that tangible entrepreneurial role models, rather than skill enhancement or generalized guidance, serve as the critical driver of venture creation within this socio-economic and artisanal context.

4.0 Conclusion and Reommendation

In conclusion, this study establishes that entrepreneurial mentorship plays a substantial role in promoting venture creation among masonry artisans in Minna Metropolis, Niger State, with role modelling emerging as the most influential dimension. The quantitative analysis using SEM-PLS revealed that while career development, technical skill development, and access to networks contributed positively, their effects were not statistically significant, suggesting that observable entrepreneurial behaviours and experiential learning are more critical in motivating artisans toward independent venture creation than formalized skills or networking alone. Overall, entrepreneurial mentorship explained 54.3% of the variance in venture creation, highlighting its importance as a strategic mechanism for supporting sustainable entrepreneurship and informing policymakers, artisan associations, and training institutions on how to strengthen mentorship structures tailored to the artisanal construction sector.

Based on these findings, it is recommended that masonry artisans' associations, trade unions, and apprenticeship coordinators formalize mentorship programs emphasizing role modelling, where successful artisans actively demonstrate good business practices and ethical conduct. Additionally, structured career development support, continuous technical skills training, and enhanced networking opportunities should be provided to complement role modelling,

ensuring that artisans gain broader entrepreneurial capabilities, improved project quality, and access to market opportunities. Policymakers and vocational training institutions should prioritize context-specific, evidence-based mentorship frameworks that leverage experiential learning while addressing gaps in career guidance, technical proficiency, and professional networks, thereby fostering sustainable venture creation and long-term entrepreneurial success within Niger State's masonry sector.

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