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Financial Innovation Sustainability and Productivity of Fishery and Poultry Firms in Delta State, Nigeria

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ABSTRACT
This study analyzed financial innovation sustainability and productivity of fishery and poultry firms in delta state, Nigeria**.** Specifically, the study examined the effect of financial sustainability on the revenue rate of fishery and poultry firms in Delta State and analyzed the effect of innovation sustainability on employee efficiency of fishery and poultry firms in Delta State. This study was anchored on Theory of the Triple Bottom Line (TBL). Data were generated through primary and secondary sources. The hypotheses were tested using multiple regression analysis method at 0.05% level of significance. The findings provide strong evidence that financial innovation sustainability play a critical role in enhancing productivity within the fishery and poultry subsector. The study concludes that financial sustainability was also shown to be a major driver of productivity, as access to stable funding, effective financial planning, and sound capital management improve production capacity and business continuity. Lastly, innovation sustainability enhances productivity by fostering the adoption of modern farming technologies, improved feed formulations, disease control methods, and innovative management practices, which increase output and efficiency. The study recommended that fishery and poultry entrepreneurs should strengthen financial planning, record-keeping, and budgeting practices to ensure efficient use of funds. Financial institutions and government agencies should design affordable credit schemes, grants, and insurance products specifically targeted at agribusiness operators to enhance capital availability and business resilience. Firm owners should invest in continuous innovation by adopting modern production technologies, improved breeds, advanced feeding systems, and digital management tools. Research institutions and extension services should collaborate with entrepreneurs to facilitate knowledge transfer, technology adoption, and innovation-driven productivity improvements
Keywords: Financial Innovation Sustainability, Productivity, Fishery, Poultry Firms, Delta State, Nigeria.

INTRODUCTION

Sustainable poultry farming practices can contribute significantly to the achievement of food security and the promotion of economic development. Adeyemo et al. (2020) noted that there are economic benefits associated with integrating poultry into farming systems, such as the use of poultry manure as organic fertilizer, which helps to improve crop production. Thus, there is a need for holistic approaches to poultry farming that consider environmental, social, and economic factors to ensure long-term sustainability and food security in Delta State. In addition, millions of people depend on poultry farming for protein, eggs, and otheressential nutrients, making it a vital component of global food security. However, the sector

faces numerous challenges, including disease outbreaks, environmental degradation, and unstable economic conditions. In order to guarantee food security for future generations, chicken growers must implement sustainable practices. Using cutting-edge technology and creative agricultural techniques is one of the key tactics used by chicken producers to attain sustainable food security. greater food output is the final result of greater poultry production efficiency, which is greatly enhanced by modern technology. For instance, improved productivity rates and lower production costs have resulted from the adoption of automated production systems and sophisticated computerized systems for feed and water management (Hughes & Anderson, 2020). Comparably, cutting-edge farming techniques including solar-powered chicken runs, deep litter systems, and movable coops have enhanced the wellbeing of hens and increased agricultural results (Trostle & Kim, 2018).

The encouragement of sustainable agriculture is a crucial tactic for attaining long-term food security in the chicken sector. Using ecologically friendly techniques to produce food while preserving natural resources is known as sustainable agriculture. For instance, crop rotation, the use of organic fertilizers rather than synthetic ones, and non-chemical pest management techniques all contribute to improved soil fertility and decreased soil erosion while enhancing food security (Danhassan et al, 2023). Furthermore, the rising use of renewable energy sources, such solar and wind power, has improved production efficiency and lessened the negative environmental effects of the chicken business. Sustaining food security requires strengthening the chicken industry's resistance to illnesses and pests. Among the many difficulties the sector encounters are parasite infestation, bacterial illnesses, and viral disorders.

Poultry producers must use effective disease prevention, control, and management measures in order to address these issues. To reduce the transmission of illness, these tactics include immunization campaigns, biosecurity protocols, and appropriate sanitation and hygiene procedures. Farmers may create sustainable agricultural methods that guarantee food security for future generations by limiting losses and lowering disease outbreaks. In the chicken business, enacting suitable laws and policies is essential to attaining sustained food security. Policies that encourage the responsible use of natural resources, encourage sustainable agriculture practices, and provide incentives for farmers to embrace sustainable farming methods must be implemented by governments. For example, tax incentives for conservation efforts and subsidies for farmers using renewable energy sources assist farmers lower their production costs (Ayaz et al 2018).

According to the Food and Agriculture Organization of the United Nations, fisheries encompass all activities related to the exploitation and management of fish resources and contribute substantially to global nutrition and livelihoods (FAO, 2024).

Poultry refers to the domestication, breeding, and management of birds such as chickens, turkeys, ducks, geese, and guinea fowls for the production of meat, eggs, feathers, and other products. Poultry farming is one of the most important branches of livestock production due to its relatively low capital requirement, quick returns on investment, and contribution to household nutrition through the supply of high-quality animal protein (Adene & Oguntade, 2006).

Poultry production involves various management practices including feeding, housing, disease control, breeding, and marketing aimed at maximizing productivity and profitability. It serves as an important source of employment and income for both rural and urban households and contributes significantly to agricultural development and food security (FAO, 2023).

Despite the growing global interest in sustainable entrepreneurship, the concept remains under-explored in specific regional contexts such as Delta State, Nigeria. There is a noticeable gap in empirical studies that analyze how sustainable entrepreneurial practices affect the productivity of fishery and poultry firms in the region. Most available research tends to focus on general SME challenges or on agricultural production techniques without adequately addressing the interplay between sustainability and entrepreneurial productivity (Okon & Edem, 2022). This gap highlights the need for focused investigations that examine sustainability as a core business strategy and its measurable impact on firm productivity in the fishery and poultry subsectors.

Despite the proliferation of fishery and poultry firms, many of them struggle to achieve long-term productivity, growth, and sustainability (Nwankwo & Okeke, 2020). Therefore, this study seeks to fill this critical gap by examining financial innovation sustainability and productivity of fishery and poultry firms in Delta State, Nigeria

Statement of the Problem

Fishery and poultry businesses contribute significantly to food production, employment creation, income generation, and the overall development of the agricultural sector in Nigeria. In Delta State, the growing demand for animal protein has encouraged increased participation in fishery and poultry farming activities. Despite the importance of these firms to the economy and food security, many operators continue to face serious challenges that affect their productivity and long-term sustainability.

One of the major issues confronting fish and poultry firms is the rising cost of production inputs such as feed, medication, transportation, electricity, and other operational materials. The persistent increase in these costs has made it difficult for many firms to sustain profitable operations and maintain stable production levels. As a result, several businesses struggle with reduced profit margins, inefficient resource utilization, and declining productivity.

Environmental sustainability is also becoming an increasing concern within the sector. Many fishery and poultry firms operate with poor waste management practices, improper disposal of animal waste, and inadequate environmental sanitation measures. These conditions may contribute to environmental pollution, health risks, and operational inefficiencies that can negatively affect the productivity and sustainability of the firms.

In addition, financial sustainability remains a major challenge for many operators. Access to adequate funding is still limited, while unstable cash flow, insufficient working capital, and dependence on personal savings continue to restrict business expansion and investment in improved production systems. Without strong financial capacity, many firms find it difficult to adopt sustainable practices that could enhance productivity and ensure business continuity.

Social sustainability is another area of concern among fishery and poultry firms in Delta State. In some cases, inadequate employee welfare, limited staff training opportunities, poor workplace safety practices, and weak relationships with host communities may reduce employee commitment and operational efficiency. Since the performance of workers plays a crucial role in business productivity, poor attention to social sustainability practices may affect the overall performance of the firms.

Similarly, the level of innovation among many fishery and poultry firms appears relatively low. A significant number of operators still rely heavily on traditional production methods with minimal adoption of modern technologies, digital management systems, and innovative farming practices. This limited commitment to innovation may reduce efficiency, restrict productivity growth, and weaken the ability of firms to remain competitive in an evolving business environment.

Although several studies have examined entrepreneurship, sustainability, and agricultural performance in Nigeria, limited attention has been given to how different dimensions of sustainable entrepreneurship collectively influence the productivity of fishery and poultry firms in Delta State, Nigeria. Existing studies have largely focused on broader agricultural enterprises without adequately addressing the specific sustainability challenges affecting fishery and poultry businesses in the state.

It is therefore necessary to examine financial innovation sustainability and productivity of fishery and poultry firms in Delta State, Nigeria

Review of Related Literature

Conceptual Review

Financial Sustainability

Zabolotnyy and Wasilewski (2019) defined financial sustainability as an entity's ability to create owner value and maintain long-term operational continuity by optimally combining investments and financing sources. According to Ha (2020) financial sustainability refers to the capacity to cover operating and financing costs, loan provisions, and capital expenditure using operating income alone. Imhanzenobe

(2020) viewed financial sustainability as inversely related to financial risk and distress, highlighting that key components include long-term returns and sustainable growth. This business-oriented definition describes financial sustainability as the capability of an entity be it a business or a country to manage financial resources so as to generate consistent revenue, control or reduce expenses, and maintain future stability, without risking financial ruin. Financial sustainability is the ability to profit and grow without outside support, while generating sufficient liquidity to sustain operations and meet current and future obligations. Irianto and Adiatma (2023) characterize financial sustainability as an organization's capability to maintain financial resources into the future in order to meet its goals, particularly within the public sector. Financial sustainability as an entity's ability to maintain financial equilibrium without excessive dependence on external funding, ensuring long-term operational continuity.

According to Browman (2018), financial sustainability is the ability of a firm to maintain sound financial management capacity in terms of asset growth, annual surplus, ability to be resilient in the short-run and the and ability to maintain its services/operations in the long-run. Financial sustainability is crucial in the bridge of issues related to SMEs access to finance. SMEs financial sustainability is a very good measure of financial performance and is dependent on mostly debt financing sources, which are mostly long-term in nature (Meher & Ajibie, 2018). Similarly, Borin, Donato and Sinapi (2017) maintained that the financial sustainability of SMEs is related to external financing. Financial sustainability is a mechanism for the avoidance and management of potential bankruptcy in SMEs It could be argued that since sustainability deals with how and where SMEs could generate external funding to cushion what they have from the inside, it becomes crucial in access to finance for SMEs (Schwab, Gold & Reiner, 2019).

Financial sustainability, as a concept in the literature, has appeared fairly recently Lagoarde-Segot and Paranque, (2018) from the need to maximize the value of capital invested by shareholders under acceptable risk conditions. Financial sustainability, as a part of the general sustainability of companies, is treated in literature in connection with value maximization for shareholders, profitability, open innovation, financial equilibrium, firm growth, risks, According to Zabolotnyy and Wasilewski (2019), "the financial sustainability of a company derives from the principle of value maximization for shareholders at an acceptable level of risk". Putra et al. (2021) consider that financial sustainability means the situation in which companies can continue their activity without external government subsidies. The continuity of an enterprise depends on the efficiency of the activity, which is reflected in its profitability (financial performance), but it also depends on the existence of financial balance, evaluated by liquidity and solvency indicators (Samiloglu & Demirgunes, 2018).

Innovation Sustainability

Innovation Sustainability is the process of developing and implementing new products, services, or processes that contribute to environmental, social, and economic sustainability, balancing business goals with ecological integrity. Botchwey Adams and Mensah (2024) Defined Innovation Sustainability as a deliberate integration of sustainability principles into the innovation process, demanding holistic redesign of how goods and services are created, consumed, and sustained. Innovation for Sustainability is about the intentional introduction of (radically) new or (incrementally) improved products and services or entire systems, which, based on traceable comparative analysis, lead to environmental and (or) social benefits over the prior version's physical life-cycle." Ayeni-Agbaje, Adebayo and Owoniya, (2024) Defined Innovation Sustainability as "new products and processes which provide customer and business value but significantly decrease environmental impacts." The focus is on environmentally conscious innovation that also creates market value.

Innovation sustainability in an organizational setting encompasses the application of concepts for cost-cutting or reorganization, enhanced communication, new technology for manufacturing procedures, new organizational design, and new personnel strategies or initiatives (Fitriana & Wardhani 2020). According to Dada Igbekoyi & Dagunduro (2023) innovation sustainability is the secret to raising productivity through the process of producing new, higher-value goods and services. Because things change so quickly in the age of globalization, organizations are taking steps to innovate sustainably in order to thrive and outperform their competitors. The actual application of novel or enhanced concepts into modified or new

procedures, goods, or services that add value for both companies and society is known as innovation sustainability. It entails turning imaginative ideas into workable solutions that spur development, adapt to shifting demands, and address issues. Idea development, problem-solving, and implementation are crucial components of innovation sustainability, with the aim of achieving general adoption or economic success (ME, Dada & Asubiojo, 2023).

The adoption of ideas for cost-cutting or restructuring, better communication, new technology for production processes, organizational structure, and new personnel plans or programs are all examples of innovation sustainability in an organizational setting, according to Atanda Okoye Abubakar (2021) Innovation in SMEs refers to the introduction of a new or substantially improved product or process, a novel marketing method, or a creative organisational approach to business practices (Gault, 2018; Rena, 2023). Innovation sustainability is closely related to the idea of renewal, major improvements, and reconfigurations in physical, relational, or virtual aspects; it involves interactions at the individual and organizational levels, including the acquisition, sharing, or imitation of knowledge, all of which help solve problems, add value, and satisfy current or potential customer needs,Yacob Darren & Khor, S2022).

Organizational Productivity

Productivity is a measurement or calculation between input and outputs. Inputs are the amount of resources such as human resource, money, time, physical, technological and effort spent working in the organization, while output are the result. If the inputs are equivalent to the outputs, the worker is considered productive. When the organization are productive, they accomplish more in a given amount of time. In turn, efficiency saves their company money in time and labour. When employees are unproductive, they take longer time to complete projects, which cost employee′s more money due to the time lost (Ateke & Akani, 2018). Productivity is a ratio to measure how well an organization converts input resources (labor, Materials, machines, money) into goods and services.

Hadi, Yanita, Hartanto, & Sychanina. (2020) defines productivity as "the increased functional and organizational performance, including quality. Rolloos (2017) claims that productivity is that which people can produce with the least effort. Hamadamin, & Atan, (2019) describe employee productivity as the measure of output per unit of input economically. Höglund, Caicedo, Mårtensson, & Svärdsten, (2018) adopt a different view and see employee productivity as the log of net sales over total employees. Productivity refers to the real output per unit of labor. It is a powerful driver of international capital flows. James & Akintoye, (2023) defined productivity as the employee′s ability to produce work or goods and services according to the expected standards set by the employers, or beyond the expected standards. Productivity is calculated by comparing total amount of output to the total amount of input used to produce this output James & Akintoye, (2023). Productivity is defined by Ateke & Akani, (2018) as the measure of how efficiently and effectively resources (inputs) are brought together and utilized for the production of goods and services (out puts) of the quality needed by society in the long term. This implies that productivity is a combination of performance and economic use of resources. High productivity indicates that resources are efficiently and effectively utilized and waste is minimized in the organization. Productivity balances the efforts between different economic, social, technical and environmental objectives (Choi & Luo, 2022). High productivity provides more profit for investors and promotes the development of the enterprise. Productivity measurement indicates areas for possible improvements and shows how well improvement efforts are faring. It helps in the analysis of efficiency and effectiveness.

Theoretical Review

Resource Based View (RBV)

The Resource-Based View (RBV) emphasizes that what sets successful firms apart is not merely the external environment but their unique internal resources and capabilities. According to Barney (1991), when a firm possesses resources that are valuable, rare, difficult to imitate, and effectively organized, it can gain a lasting competitive edge. More recent studies have reaffirmed this idea, arguing that in today's dynamic business environment, firms must leverage their internal strengths such as knowledge,

innovation, technology, and human capita to sustain productivity and performance (Nwachukwu & Chinomona, 2021; Rahman & Singla, 2023).

In the context of this research, the RBV provides a useful lens for understanding how fishery and poultry enterprises in Delta State can enhance productivity through sustainable entrepreneurship. Firms that effectively combine their internal resources like skilled labor, efficient feed utilization, eco-friendly production techniques, and managerial innovation are more likely to achieve sustainable growth. By managing these assets responsibly and strategically, they can improve both their competitiveness and long-term performance.

The proponents of Resource Based View (RBV) are Wenerfelt (1984); Barney (1991) in their work on firm resources and sustained competitive advantage. The theory states that a business organization must have valuable, rare, inimitable and non-substitute resources to have a sustainable competitive advantage, and these resources includes everything internal to the organization. Under the theory of the firm, the resources-based view was produced in which an Enterprise is defined as the summation of strategically important resources where everything matters. Choices matter, the leader matters, the culture matters, the values matter random events matter, and so on which assists in determination of advantages of long-term competitive strength. Resources-Based View is often related to Entrepreneurial orientation performance and growth since the analysis of orientation of entrepreneur values in terms of pro-activeness, risk taking and autonomy has become one of the most important estimation tools in the last decade for enterprise performance and competitive strength as well as innovation.

Barney, (1986) argues that firm possesses resources, a subset of which enables them to achieve competitive advantage, and a subset of those that lead to superior long-term performance. Resources that are valuable and rare can lead to the creation of competitive advantage. That advantage can be sustained over longer time periods to enjoy long term performance. The RBV takes the perspective that valuable, tangible firm resources and capabilities provide the key sources of sustainable competitive advantage (Hart, 1995). The RBV articulated that there are relationships among firm resources and competitive advantage (Hart, 1995). Penrose (1959) argues that firms' resources are important to a firm's competitive advantage. Similarly, Barney (1991) posits that firms that possess Resources that are valuable and rare would attain a competitive advantage and enjoy improved performance. The resource that makes a competitive advantage is resources that are valuable and rare. Penrose (1959) focus on the internal resources of the firm as the major determinant of competitive success.

Empirical Review

Thi, et al. (2025) explored the factors influencing sustainable entrepreneurial intentions in Vietnam. A survey of 330 university students in Vietnam was conducted, and the data were analyzed using multiple regressions. Applying the theory of planned behavior and the entrepreneurial event model as theoretical lens, the findings suggest that attitude toward sustainability and perceived entrepreneurial feasibility influence positively sustainability-oriented entrepreneurial intentions. Contrary to what expected, perceived entrepreneurial desirability has no impact on sustainability-oriented entrepreneurial intentions. In addition, attitude toward sustainability is positively influenced by altruism and intrinsic rewards, whereas perceived entrepreneurial feasibility is positively related to self-efficacy and negatively related to job security. Finally, perceived entrepreneurial desirability is positively influenced by intrinsic rewards. The research applies the entrepreneurial intention model to sustainable entrepreneurship in the Vietnamese context, highlighting the need to consider variations in entrepreneurial opportunities in intention models and the potential conflict between different work values

Attah and Lamidi, (2025) explored how sustainable entrepreneurship integrates environmental responsibility with financial success. Drawing on survey data from 380 companies across various industries, including SMEs and large corporations, the study examines how eco-friendly practices, sustainability-driven innovations, and green business models influence financial and environmental outcomes. Using descriptive statistics, correlation, and Structural Equation Modeling (SEM), the analysis reveals that companies emphasizing sustainability such as improving energy efficiency and reducing waste achieve both enhanced profitability and stronger environmental performance. The findings suggest

that green strategies reduce resource use and emissions while also bolstering long-term competitiveness and resilience. Entrepreneurs who embed sustainability into their business models tend to attract capital and loyal customers, as stakeholders increasingly appreciate transparent and environmentally responsible behavior. This underscores the value of supportive policies, sustainability certifications, and collaborative initiatives across industries to foster greener supply chains and infrastructure. Furthermore, the study advises managers and policy makers to support knowledge-sharing networks and incentive programs that encourage environmentally sound production. By integrating sustainable entrepreneurship with financial and environmental performance, this study offers a unique framework for understanding the synergies between profitability and sustainability. It advances the literature by going beyond a singular focus on either financial or environmental impact or applying SEM to reveal their interconnectedness and mutual reinforcement. Overall, this research expands our knowledge of sustainable entrepreneurship and its capacity to deliver lasting value across economic and environmental dimensions.

Syahida, et al. (2025) examined the impact of entrepreneurial skills on the sustainable performance of homestay businesses in Terengganu, Malaysia. Despite the recognized significance of entrepreneurial competencies for business success, research on their impact on sustainable performance in home stays remains limited. The research examines how entrepreneurs' skills, knowledge, and attitudes contribute to their sustainable business performance. The research employed a quantitative approach and purposive sampling to analyse 102 completed questionnaires using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results revealed an unexpected outcome: While a positive attitude towards sustainability significantly influenced sustainable performance, entrepreneurial skills and knowledge did not directly impact it. These findings challenge the conventional understanding of entrepreneurial competencies, emphasizing the critical role of attitude in driving sustainable performance. The study suggests that technical skills and knowledge are essential. However, they may not directly translate into sustainable performance. Hence, the study underscores the need for further research to explore contextual factors influencing the relationship between competencies and sustainable performance in home stays. These insights have crucial implications for entrepreneurial development programmes and policies in the tourism sector, particularly in fostering sustainable business practices.

Nwaobia and Omoniyi, (2025) examined the connection between stated Nigerian manufacturing companies' financial performance and environmental sustainability measures. The study, which is based on stakeholder theory, uses an ex post facto design to assess whether sustainability measures affect two important financial metrics, Return on Assets (ROA) and Earnings Per Share (EPS), while adjusting for business size, liquidity, and leverage. Data from sustainability and annual reports covering 2015–2024 were taken out and subjected to panel-corrected standard errors (PCSEs), fixed effects, random effects, and pooled OLS regression models. PCSEs were required because diagnostic testing showed cross-sectional dependency and heteroskedasticity. The results show that while firm size and debt have little bearing on financial performance, environmental sustainability policies and liquidity have a large and beneficial impact. In terms of ROA and EPS, Nestlé did better than Cadbury, demonstrating a more deliberate incorporation of sustainability into its business practices. Both companies, however, showed only mediocre adherence to GRI4 (Global Reporting Initiative) guidelines. The findings validate stakeholder theory and confirm the significance of sustainability in raising firm value, but they also highlight how inadequate current financial models are at explaining the full range of sustainability's effects. The report urges industry-wide adoption of comprehensive sustainability frameworks and suggests more robust legislative incentives for environmental compliance.

Sudjono, (2024) explored the development and implementation of sustainable business models that integrate environmental considerations into core business strategies. Through a review of existing literature and case studies, the research identifies key components of sustainable business models, including resource efficiency, renewable energy adoption, waste minimization, and ethical supply chain management. The article also examines how these models can drive long-term profitability by fostering innovation, improving brand reputation, and enhancing customer loyalty. However, it highlights several challenges, such as the potential for increased short-term costs and the complexities of transitioning from

traditional to sustainable practices. Despite these obstacles, the findings suggest that businesses embracing sustainability are better positioned to meet regulatory requirements, mitigate environmental risks, and capitalize on emerging market opportunities. This study provides insights into how businesses can strike a balance between profitability and environmental responsibility, ultimately contributing to the broader goal of sustainable development.

Odeyemi, et al. (2024) provides a comprehensive review of green business practices within the context of sustainable entrepreneurship, shedding light on the multifaceted dimensions of environmental impact. The study delves into the core principles that underpin sustainable entrepreneurship, examining the integration of environmental considerations into business strategies and operations. Entrepreneurs, driven by a heightened awareness of global environmental challenges, are increasingly adopting eco-friendly practices to mitigate negative effects on the planet. The paper explores various green business models, such as circular economy approaches, eco-innovation, and sustainable supply chain management, as key enablers of sustainable entrepreneurship. Furthermore, the environmental impact of sustainable entrepreneurship is assessed through an examination of case studies and empirical evidence. From reduced carbon footprints to resource efficiency and waste reduction, the positive outcomes of green business practices are elucidated. The paper also highlights the potential challenges and barriers faced by sustainable entrepreneurs, such as market acceptance, regulatory constraints, and financial implications.

Understanding these challenges is crucial for fostering a supportive ecosystem for sustainable ventures. Additionally, the review addresses the role of technology and innovation in driving sustainable entrepreneurship forward. Technologies like renewable energy, advanced materials, and data analytics are explored as catalysts for environmentally friendly business practices. The paper emphasizes the need for continuous research and development to enhance the effectiveness and scalability of green solutions. This review contributes to the growing body of knowledge on sustainable entrepreneurship by offering a comprehensive overview of green business practices and their environmental impact. As businesses worldwide grapple with the imperative of sustainable development, the insights presented herein serve as a valuable resource for entrepreneurs, policymakers, and researchers seeking to navigate the intersection of economic growth and environmental responsibility.

Mohammed, et. al. (2024) explored the concept of sustainable entrepreneurship, focusing on how entrepreneurs integrate environmental and corporate social responsibility into their business ventures for developing smart Bangladesh. It examines the motivations behind sustainable entrepreneurship, the challenges faced by entrepreneurs in implementing sustainable practices, and the impact of such practices on business performance and societal well-being and corporate motives regarding sustainable entrepreneurship. Existing published literature and case studies were analyzed for developing the literature review of this study. This study identifies the current state of sustainable entrepreneurship and the extent to which environmental and corporate social responsibility are integrated into business ventures. This study evaluating the impacts and outcomes of sustainable entrepreneurship practices on business performance, environmental sustainability, and corporate social responsibility. This study also providing insights and recommendations for entrepreneurs, policymakers, and other stakeholders to promote and enhance sustainable entrepreneurship for developing smart Bangladesh.

Egieya, et al. (2023) explored the intricate relationship between sustainable entrepreneurship practices and long-term business viability. The literature review highlights the positive impact of sustainable entrepreneurship on financial performance, market positioning, and employee satisfaction by examining key concepts, theoretical frameworks, and empirical evidence. Despite the evident benefits, entrepreneurs face barriers such as regulatory complexities, resource constraints, and a lack of awareness. Looking to the future, emerging trends like technology integration and circular economy adoption offer opportunities for forward-thinking entrepreneurs. Recommendations include continuous learning, stakeholder engagement, transparency, sustainable innovation, and educational initiatives. In conclusion, sustainable entrepreneurship emerges as a strategic business imperative, fostering a future where economic success aligns harmoniously with environmental and social responsibility.

Min, et al (2023) analyzed the impact of collaboration and innovation on SMEs sustainability practices and business performance. A total of 169 samples were obtained from metal manufacturing companies located in the Tegal, Klaten, and Greater Jakarta regions through purposive sampling. The results showed that collaboration significantly and positively affected SMEs sustainability practices, using SEM-PLS analysis. Innovation also positively influenced sustainability practices and business performance. Furthermore, the positive impacts of collaboration and innovation on business performance were mediated by sustainability practices. Sustainability practices also positively affected business performance, showing that the enhancement of sustainability practices commitment was required to achieve Sustainable Development Goals (SDGs) without sacrificing SMEs business growth. From the results, the implementation of other variables was recommended for future analyses, to improve the understanding of the different factors driving sustainability practices in SMEs.

Kanayo, Agholor and Olamide, (2021) explored the influence of Sustainable Entrepreneurship factors (SE) on Small and Medium-sized Enterprises (SMEs) in South Africa. A simple random sampling was used to estimate statistical measures proportional to the population size of 3000 SMEs. A total of 1590 questionnaires were distributed and 980 responses were received. Multiple regression technique was used in estimations. The results indicated that financial resources and government support influenced the success of SMEs in South Africa. Findings also show that social index and environmental index had no significant impacts on the success of SMEs. It is obvious that premium is not placed on social and environment issues by SME operators in South Africa. Policy makers and stakeholders must recognise that small businesses operate in specific sectors, and that sector-specific factors have impacts across the spectrum of the economy. The article recommends that opportunities that increase financial resources, entrepreneurship skills, social capital, environmental awareness and networks needs promotion to foster sustainable entrepreneurship. This will require the enhancement of the growth potential of SMEs through access to information, ICT, and good infrastructure.

Parmitasari and Rusnawati (2023) examined the relationship between financial literacy, the sustainability of SMEs and the performance of SMEs. Theoretical framework: SMEs must have resilience and strength in maintaining the continuity of their business which is exposed to risks that must be faced (Kot, 2008 and Southiseng, and Walsh, 2010). Indicators of the success of SMEs can be measured through the business continuity of SMEs and the performance of SMEs. However, this has challenges, especially related to financial literacy in the use of financial products and services both digital and non-digital. Therefore, the study needs to be developed to gather more information about the role of financial literacy to the sustainability of SMEs and the performance of SMEs. This study uses quantitative research with primary data and secondary data. The population in this study was all SMEs and samples were taken using the saturated sample technique as many as 82 registered SMEs and 50 unregistered SMEs. The data analysis technique in this study used Structural Equation Modeling (SEM) with SmartPLS. The results of this study indicate the contribution of financial literacy to the SMES's sustainability and performance. Financial literacy has a positive effect on the sustainability of SMEs. Research also shows that financial literacy has a positive effect on the performance of SMEs. The future research should highlight other essential factors that could contribute the SME's sustainability and performance such as Halal branding and label as trending factors nowadays. The results indicate the importance role of financial literacy on the sustainability and performance of SMEs especially SME's financial management would determine the successful of SME's livelihood.

Ahmad, et al. (2024) explored the effect of environmental sustainability and entrepreneurial orientations on the performance of greenhouses in Iran. It is a sort of descriptive-correlational research conducted by the survey methodology. The data collection instrument was a questionnaire whose validity was checked by a panel of entrepreneurship and environment experts, and its reliability was estimated by conducting a pilot study and calculating Cronbach's alpha ($\alpha = 0.88–0.91$). The statistical population was composed of all greenhouse units in Mahallat County in Markazi province, Iran ($N = 405$). The sample size was determined to be 197 greenhouses by Krejcie and Morgan's table. The independent variables included environmental sustainability orientations (including the dimensions of environmental knowledge and

awareness, practices, and commitment) and entrepreneurial orientation of greenhouse managers (including the dimensions of innovation, proactiveness, and risk-taking), and the dependent variable was the performance of greenhouses (including the dimensions of increasing customers, increasing sales, and increasing profitability). The results of structural equation modeling showed that the dimensions of environmental sustainability orientations and entrepreneurial orientations of the greenhouse managers were decisive factors in the performance dimensions of the greenhouses. Furthermore, the entrepreneurial orientations had a positive and significant effect on the environmental sustainability orientations.

Zvarikova, et al. (2024) developed a thorough model of the viability of SMEs in the V4 countries based on predetermined variables. The following factors were defined: human resources management, business ethics, corporate social responsibility, company digitalization, environmental considerations, financial management, and sustainability of SMEs. The model was developed on the solid empirical research carried out in the Visegrad. Four countries in June 2022 by the renowned external agency MNFORCE using a sample of 1,398 respondents and the "Computer Assisted Web Interviewing" technique. According to the re- search, the developed complex model of SMEs' sustainability depending on the listed criteria is statistically significant. Each investigated factor has a favourable impact on SMEs' sustainability. The study's findings supported the notion that the environmental aspects of the business have the strongest positive impact on the long-term sustainability of SMEs. The study's findings indicate that the management of human resources, finances, and the degree of digitalization of SMEs significantly influence the viability of businesses. The findings provide an important platform for managers responsible for the sustainability of the SME segment at the worldwide level (International council for small business), national level (particularly for V4 nations), as well as institutions supporting SMEs and SME owners.

METHODOLOGY

Research Design

The study adopted descriptive survey research design. This study was conducted in Delta State.

In testing hypotheses, the calculated value of the test statistic was compared with critical or table value of the statistic.

Analysis of Data

Hypothesis Testing

Hypothesis One

Ho4: Financial sustainability has no significant effect on revenue rate of fishery and poultry firms in Delta State.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.696[a]	.685	.674	.81713	.485	551.154	1	585	.000	1.744

a. Predictors: (Constant), RVR

b. Dependent Variable: FIS

Table 1 shows that R^2 co-efficient of determination which measures the strength of the effect of independent variables on the dependent variable has the value of 0.85. This implies that 85% of the variation in Financial sustainability is explained by variations in revenue rate. This was supported by adjusted R^2 of 0.68%. Test for autocorrelation: This is used to test whether errors corresponding to different observations are uncorrelated. If the value of the durbin-watson from the regression result is close to 2 no autocorrelation in that regression result, but if it deviates significantly then there is autocorrelation. The Durbin-Watson statistic (D.W) of 2 reveals no autocorrelation in the model. Hence, the result is good for business analysis because the Durbin Watson result is 1.744 which indicates that the study is free from the problems of autocorrelation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	368.005	1	368.005	151.154	.000[b]
	Residual	390.605	585	.668		
	Total	758.610	586			

a. Dependent Variable: FIS
b. Predictors: (Constant), RVR

The f-statistics value of 151.154 in table 2 with F-statistics probability of 0.000 shows that the independent variables have significant effect on dependent variable such as financial sustainability can collectively explain the variations in revenue rate.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.537	.062		8.654	.000	.415	.659
	RVR	.667	.028	.696	3.477	.005	.611	.722

a. Dependent Variable: FIS

A'priori Criteria: This is determined by the existing business theories; it also indicates the signs and magnitude of the business parameter under review. In table 4.4.3 we found out that financial sustainability has a positive sign given its value as 0.67; this implies that a unit increase in financial sustainability increases the revenue rate by 66%, this conform to the a' priori expectation.
T- Statistics: The t-test is used to measure the individual statistical significance of the explanatory parameters in the model. From table Coefficients above financial sustainability is 3.477 this is statistically significant, this suggest that it contribute significantly to revenue rate.
Financial sustainability has a T-statistic of 3.477 and a probability value of 0.000 which is statistically significant. Therefore, we accept the alternative hypothesis and reject the null hypotheses which state that financial sustainability has significant effect on revenue rate. of fish and poultry firms in Delta State

Hypothesis Two

Ho5: Innovation sustainability has no significant effect on employee' efficiency of fishery and poultry firms in Delta State.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.547[a]	.799	.788	.91955	.299	249.543	1	585	.000	1.646

a. Predictors: (Constant), INV
b. Dependent Variable: EPE

Table 3 shows that R^2 co-efficient of determination which measures the strength of the effect of independent variables on the dependent variable has the value of 0.79. This implies that 79% of the variation in innovation sustainability is explained by variations in employee efficiency. This was supported by adjusted R^2 of 0.78%. Test for autocorrelation: This is used to test whether errors corresponding to different observations are uncorrelated. If the value of the durbin-watson from the regression result is close to 2 no autocorrelation in that regression result, but if it deviates significantly

then there is autocorrelation. The Durbin-Watson statistic (D.W) of 2 reveals no autocorrelation in the model. Hence, the result is good for business analysis because the Durbin Watson result is 1.646 which indicates that the study is free from the problems of autocorrelation

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.007	1	211.007	149.543	.000[b]
	Residual	494.660	585	.846		
	Total	705.666	586			

a. Dependent Variable: INV

b. Predictors: (Constant), EPE

The f-statistics value of 149.543 in table 2 with F-statistics probability of 0.000 shows that the independent variables have significant effect on dependent variable such as innovation sustainability can collectively explain the variations in employee efficiency.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.057	.069		5.209	.000	.920	1.193
	INV	.415	.026	.547	3.797	.004	.363	.466

a. Dependent Variable: EPE

A'priori Criteria: This is determined by the existing business theories; it also indicates the signs and magnitude of the business parameter under review. In table 4.4.3 we found out that innovation sustainability has a positive sign given its value as 0.67; this implies that a unit increase in innovation sustainability increases the employee efficiency by 41%, this conform to the a' priori expectation.

T- Statistics: The t-test is used to measure the individual statistical significance of the explanatory parameters in the model. From table Coefficients above innovation sustainability is 3.477 this is statistically significant, this suggest that it contribute significantly to revenue rate.

Innovation sustainability has a T-statistic of 3.797 and a probability value of 0.000 which is statistically significant. Therefore, we accept the alternative hypothesis and reject the null hypotheses which state that innovation sustainability has significant effect on employee efficiency of fish and poultry firms in Delta State

DISCUSSION OF THE FINDINGS

Financial Sustainability and Revenue Rate

The result implies that fishery and poultry firms with strong financial sustainability characterized by effective cash flow management, adequate capital structure, and prudent financial planning are better positioned to generate steady and increasing revenue. Financial stability enables firms to meet production demands consistently, thereby improving sales volume and revenue rate. The positive relationship suggests that financially sustainable firms can reinvest profits into expansion activities such as increasing stock size, improving storage facilities, and adopting better processing techniques. These investments enhance production capacity and market reach, which directly translates into higher revenue rates. Financial sustainability allows firms to adopt competitive and stable pricing strategies without compromising profitability. This stability helps attract and retain customers, reduces revenue volatility, and supports sustained income growth in the fish and poultry market. The finding implies that firms with sound financial sustainability can effectively manage production and operating costs. Reduced financial strain minimizes disruptions in supply and operations, ensuring uninterrupted sales activities and

improved revenue flow. Financially sustainable firms are better equipped to withstand market shocks such as feed price fluctuations, disease outbreaks, or seasonal demand changes. This resilience protects revenue streams and supports consistent revenue performance over time.
The significant positive effect indicates that financial sustainability is a critical driver of both short-term revenue improvement and long-term business survival. Firms that maintain financial discipline are more likely to achieve continuous revenue growth and remain competitive in Delta State's fishery and poultry sector. The findings are in line with the study of Botchwey, Adams, & Mensah (2024) Browman, (2018), Cheah, Yuen, Suganthi & Ramasamy (2023), Choi, & Luo, (2022), Chukwujama, & Alika, (2023). Dada, Igbekoyi & Dagunduro (2023)

Innovation Sustainability and Employee Efficiency

The result implies that sustained innovation such as the adoption of improved production techniques, modern equipment, digital record-keeping, and better feeding and breeding technologies enhances employees' ability to perform tasks more efficiently. Innovation reduces manual stress, errors, and delays, thereby improving overall work efficiency. The positive relationship suggests that innovation sustainability promotes continuous learning and skill development among employees. When firms consistently introduce new methods and technologies, employees become more competent, adaptable, and confident in their roles, leading to higher efficiency levels. Innovation-oriented firms tend to create a dynamic and stimulating work environment. This finding implies that employees are more motivated and engaged when they work with modern tools and innovative processes, which enhances their commitment and efficiency on the job. Innovation sustainability supports better utilization of resources such as time, feed, water, and energy. Efficient systems and innovative practices simplify work processes, enabling employees to achieve more output with less effort and time wastage. The significant effect indicates that firms that sustain innovation are more productive and competitive. Improved employee efficiency resulting from innovation enhances product quality, reduces production costs, and strengthens the firm's position in the fishery and poultry market in Delta State. The findings are in line with the study of Bao & Xinying, (2024) Beehner, & Beehner, (2019). Douye,.& Chukwu, (2024). Du, Bhattacharya, & Sen, (2023), Edeh, & Emeka, (2024), Egieya, Ewuga, Omotosho, Adegbite, & Oriekhoe, (2023), Eshra, & Beshir, (2021).

CONCLUSION

The findings provide strong evidence that financial innovation sustainability play a critical role in enhancing productivity within the fishery and poultry subsector. The study concludes that financial sustainability was also shown to be a major driver of productivity, as access to stable funding, effective financial planning, and sound capital management improve production capacity and business continuity. Lastly, innovation sustainability enhances productivity by fostering the adoption of modern farming technologies, improved feed formulations, disease control methods, and innovative management practices, which increase output and efficiency.

RECOMMENDATIONS

Below are clear policy and practice-oriented recommendations aligned specifically with each sustainability variable,

i. Fishery and poultry entrepreneurs should strengthen financial planning, record-keeping, and budgeting practices to ensure efficient use of funds. Financial institutions and government agencies should design affordable credit schemes, grants, and insurance products specifically targeted at agribusiness operators to enhance capital availability and business resilience.

ii. Firm owners should invest in continuous innovation by adopting modern production technologies, improved breeds, advanced feeding systems, and digital management tools. Research institutions and extension services should collaborate with entrepreneurs to facilitate knowledge transfer, technology adoption, and innovation-driven productivity improvements.

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