**Title of Article:** Motivational Patterns and the Performance of Entrepreneurs: An Empirical Study of Women Entrepreneurs in South-West Nigeria

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**Abstract:** This study examined motivational patterns and the performance of women entrepreneurs in South-West Nigeria. The study revealed that motivation has a positive impact on the performance of women entrepreneurs. The study recommended that irrespective of the factor(s) that motivate women entrepreneurs into business, there is need for them to go for training and other capacity building programmes so as to be equipped with the required skills for running their businesses.