Title of Article: Social networking and business performance: The case of selected entrepreneurs in Ota, Nigeria.

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Abstract This research study examined the nature of relationship between social networking and business performance using selected entrepreneurs in Ota, Nigeria as respondents. The specific objectives of the study are; (i) to ascertain the extent to which social media networks are used by entrepreneurs (ii) to find out the purpose for which those sites were visited (iii) to determine the effect of electronic networking on sales turnover and (iv) to identify the effect of physical networking on business efficiency. The study used survey research method with structured questionnaire that was distributed among the sampled respondents. The findings of the study revealed that Face-book and twitter were the mostly visited social network by the entrepreneurs for business purposes. The result further revealed that electronic social network has significant effect on sales turnover. Physical social network such as trade associations was also found having a significant effect on business efficiency. Based on these findings, conclusion was drawn and relevant recommendations were made.

Key words: Face-book, networking, twitter, entrepreneurs, social network.