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Module Title: Dissertation

Dissertation Title: Strategic Leadership and Emotional Intelligence influence in Medical Entrepreneurship Success

Dissertation Proposal

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Dissertation Supervisor: Dr. Gladius Kulothungan

1. Working title

Strategic Leadership and Emotional Intelligence Influence in Medical Entrepreneurship Success

The research question: Are emotional intelligence and strategic leadership important in medical entrepreneurship success?

2. Introduction

2.a. Research purpose

This research purpose is to find out how the successful entrepreneurs use the emotional intelligence and strategic leadership in their medical business

2.b. Aim of the research

The aim of the research is to find out how strategic leadership and emotional intelligence influence the medical entrepreneurship.

We shall study how using strategic leadership and emotional intelligence the medical entrepreneurs became successful.

2.c. What the research will cover

The research is focus on private medical sector. We shall analyse the environment where the medical businesses have been developed, taken in account the business is developed in few countries.

We shall cover the influence of entrepreneurship environment; we shall analyse the entrepreneur by using the entrepreneurial model of behaviour, model of orientation and innovative entrepreneurship.

We are going to study how is used and how influence have the strategic leadership and Emotional Intelligence in medical entrepreneurship.

2.d. What the research will not cover

The research will remain strict on medical business area, private sector. We are not going to extend the analysis over the medical area controlled by the government.

3. Theoretical framework

We are not going to provide here the reference list either the bibliography. We are going just to present the areas of interest regarding this research.

The area of interest is: Strategic Leadership, Emotional Intelligence, Entrepreneurship models, Medical Entrepreneurship, Business Excellence, Medical private sector environment in USA, Romania, Germany.

4. Research objectives

- 4.1. Create a clear view, over the strategic leadership, emotional intelligence, medical entrepreneurship and business excellence, in the literature
- 4.2. Present the private medical business environment in all three countries in discussion, USA, Romania and Germany
- 4.3. The medical entrepreneur analysis
- 4.4. Discussion over the results provided by the used research methods
- 4.5. Conclusions

5. Research strategy and methodology

We are going to do qualitative research, case study. We are going to make a comparison between the business developed by the entrepreneur that applied the strategic leadership and emotional intelligence and the business where the entrepreneur did not use the strategic leadership and emotional intelligence.

Strategic leaders have to respond rapidly to a very dynamic and evolving business environment. Strategic leaders have to be open, focused, courageous, prudent and to have a vision. Strategic leaders are able to think about the long-term implications of what they are doing and of their decision's consequences. They are different from the great leaders that can motivate people through a universal vision, and they are giving them the tools and the skills required to get them done. So, they are much more focus on here and now, despite of strategic leaders that are focus on there and then.

Entrepreneurs with high emotional intelligence have empathy, they have problem solving and social skills to come up with solutions, they are able to create strong relationships and they are bringing the people together. Emotional intelligence has been proven to have a positive impact on entrepreneurial behaviour.

We have chosen the qualitative research method because it allows us to study the entrepreneur's behaviour, their motivations and opinions and these are very important for us.

As mentioned on the aim of the present dissertation proposal. We are looking to find out the role of strategic leadership and emotional intelligence in entrepreneurs' success, and we rely on entrepreneurs' behaviours, motivations.

The medical business developed by the entrepreneur is in different medical areas like ambulance services, clinical services, international ambulance services, international treatment. This reflects very clearly the fact our entrepreneur is an innovative person because is not afraid to take risks and expands the business on various medical areas.

By permanently creating new business processes, our entrepreneur is showing his innovative side. An innovative entrepreneur is able to create innovative products, in our case, services accordingly to the market requirements. All these business changes, new business changes are asking for using their strategic leadership abilities and emotional intelligence in order to be successful.

We are going to analyse the innovative entrepreneurship models. It is known the innovative business model is a method of doing business that determines rapid growth of a business and is bringing also competitive stability.

The sustainability of the business model is achieved by having the correct vision of key aspects of creating new value, innovation.

To collect the data, we are going to use questionnaires and interview. The number of questions and the questions will be established in due time.

6. Logistical and ethical consideration

The Objectives Time schedule

Objectives presentation		Period	
Objectives	Objectives description	No of days	From - To
Objective 1	Create a clear view, over the strategic leadership, emotional intelligence, medical entrepreneurship and business excellence, in the literature	20	01/03/2020 to 20/03/2020
Objective 2	Present the private medical business environment in all three countries in discussion, USA, Romania and Germany	10	21/03/2020 to 31/03/2020
Objective 3	The medical entrepreneur analysis	30	01/04/2020 to 30/04/2020
Objective 4	Discussion over the results provided by the used research methods	20	01/05/2020 to 20/05/2020
Objective 5	Conclusions	11	21/05/2020 to 31/05/2020
	Final review	5	01/06/2020 to 05/06/2020

Entrepreneurs that accepted to participate to present research asked to remain anonymous.

Taken in account the extension of their business, the entrepreneurs did not agree to be provided their personal data, either the organisation.

7. Outcomes

The research will help us to show the connection between successful entrepreneurs and emotional intelligence and strategic leadership.

Unfortunately, often the entrepreneurs forgotten that emotional intelligence role in keeping their team calm during difficult times.

Entrepreneurs are confronting often with challenges in their quest and strategic leadership is helping them to be followed even in the moments when the team is sceptical over their decisions.

Medical business environment is very demanding, permanently in move, nothing is smooth, each minute is different mainly when we are dealing with matters of “ life or death”.

8. The planned timetable

Adapted Gantt Diagram

Objectives / Time scale	Mar-20		Apr-20		May-20		Jun-20	
	01/03/2020 to 20/03/2020	21/03/2020 to 31/03/2020	01/04/2020 to 30/04/2020	01/05/2020 to 20/05/2020	21/05/2020 to 31/05/2020	01/06/2020 to 05/06/2020		
Objective 1								
Objective 2								
Objective 3								
Objective 4								
Objective 5								
Final review								