

Leadership and Entrepreneurial Behaviour of the CEO and Founder of Facebook Mark Zuckerberg

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01.Introduction

The importance of entrepreneurship is a highly stressed topic in the contemporary business world due to its ability to affect economy performances. Maier and Zenovia (2011) demonstrated that entrepreneurship is a process of developing and recognising an opportunity to generate value through innovation and seizing that opportunity to make new business creation or value creation to an existing product or company (Maier and Zenovia,2011). As cited by Stokes, Wilson and Mador (2010) entrepreneur is the person who pursue to create value through a new conception or expansion of economic activity by exploiting and recognising new processes, products or markets. Entrepreneurship is the phenomenon accompanying with entrepreneurial action or activity. The successful entrepreneur pursues the qualities of high level of energy, self-confident to take risk, ability to get other people to work and achieve the goal, clear idea to generate wealth, high and reliable goals, readiness to make mistakes and learn from them, long term business vision of the future business, strong competitive and innovation ideas.

Therefore, the term 'entrepreneurship' emerged with the growing importance of effective leadership. Researchers argue that entrepreneur is a leader and in contrast some researchers claim that entrepreneur cannot be a leader. Wamy and Swamy (2014) claim that leadership is social influencing process of voluntary participation of followers to reach organizational goal. Leader is the person who can influence and delegates the subordinators to carry out specific task or objectives to achieve organizational goal.

However, Cuervo,Ribeiro and Riog (2007) pointed out that any business corporations required entrepreneur to generate new business idea, manager or leader to lead and manage the business and capital or capitalist to function the business activities in the market. The same person can be performing all three if that person is capable to do. Hence that person needs to develop leadership and innovative capabilities to carried out business activities in effective manner. In contrast, Eu Colbert (2003) accentuated that leadership and entrepreneurship are interconnected as if any entrepreneur wants to success that person must possess leadership skills. Entrepreneurship is the ability to achieve a goal by innovation and accumulate the resources in an effective manner and the leadership is the ability to guide the followers to achieve the goal.

Nevertheless, Bhattacharyya (2006) put forward a different view, he elaborates that some excellent innovative entrepreneurs fail due to lack of leadership capabilities to grow their business. There are some leaders, but they are not entrepreneurs, they lead and manage the company successfully. Entrepreneurs who have leadership abilities can run and grow their business successfully. Supporting Bruggemann (2014) affirmed that the critical success factor of the entrepreneur is leadership style. The leadership style encourages to guide the employees to achieve the goal. Therefore, this report focusses on the concept of 'entrepreneurship' and aims to critically review and analyse the leadership and entrepreneurial behaviour of the CEO and founder of Facebook Mark Zuckerberg.

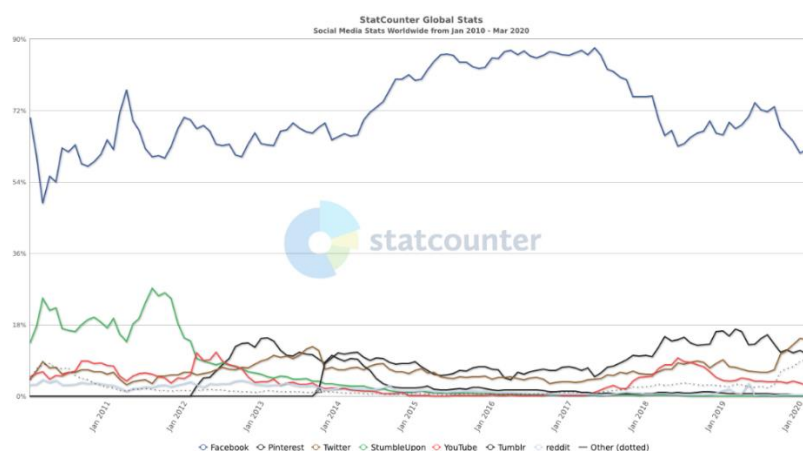
02. Mark Zuckerberg and His Business Success

Succeeding as an innovator and entrepreneur in today's competitive business world is a challenge (Bhattacharyya, 2006). Then how Mark Zuckerberg, the university of Harvard student became most innovative and successful entrepreneur in the world. How he introduced world's most visited social media site on the internet? His entrepreneurial behaviour has disrupted the whole world and businesses have fundamentally disrupted the industry. Thus, the success story of the Mark and Facebook provide an inclusive depiction for the concept of entrepreneurship.

The major motivation for Mark Zuckerberg to be an entrepreneur is to find a solution for a problem by creating better ways to make the world more open. The innovative idea was generated when he was in the Harvard university as a student. He wanted to find an easy and electronic way to browse his collage book that listed students with their photos and it has now grown as Facebook. The challenge to reach into and imperceptible barrier and create countless visibility became a central feature of the Facebook. It was really challenging when he was opened his first site as Facemash in 2003. Mark identified that struggle was about circumnavigating a relationship around the existences of an invisible barrier. Identification of his capabilities made him to an extra level of his entrepreneurial process as he conscripted few expertise to his project to achieve his goals.

In February 2004 he launched novel website called the Facebook with membership restriction to the Harvard students. In few months later Mark expanded his web site to the other universities and colleges together with his team's support. In 2004 Mark found investors to invest in his project and purchased the domain name of facebook.com for \$200,000 by changing the name from 'The Facebook' to 'Facebook'. In 2006 Facebook announced that anyone can join Facebook if that person is over 13 years and has valid email address. Since 2009 Facebook is the world's most used and innovative social media website (Bellis, 2020). Nevertheless, this digitalized development disrupted the entire world and the way of interacting with people and thereby the world is turning towards online communication. Facebook is most popular and widely used social media in the world for last 10 years. The world market share of Facebook is 59.84% and net worth is \$527 billion in 2020 (GlobalStats, 2020).

Figure 1- Social media market statistics from 2010 to 2020



Source - (GlobalStats, 2020)

03. Analysis of the Mark Zuckerberg's Leadership and Entrepreneurial Behaviour

Analysing the poverty of entrepreneurship and leadership will be benefited to the economy as it enhances the economic growth. Whereas economic theory of entrepreneurship has identified that entrepreneurial endeavours create economic growth. The researches put forward different definitions, views and arguments about the entrepreneurship. The question is practical entrepreneurship is the same as theoretical entrepreneurship in the real world, can theorists identify the practical entrepreneur who practice the same in the real business work as a successful entrepreneur. This discussion of the Mark Zuckerberg's leadership and entrepreneurship behaviour will provide acumens to these concepts.

Schumpeter's theory of innovation emphasise that entrepreneurs disrupts industry and economy by introducing innovative creations and it takes economy to a novel level of development (Sledzik,2013). The Mark Zuckerberg's innovation behaviour virtuous example as he introduced innovative channel, concept to the whole economy by creating digitalization. This digitalized development has changed the way people intact with each other and thereby it enhances the business organizations to run their companies and improve two-way communication through Facebook. The company's net income was \$18.48 billion in 2019 because of Mark's innovative business creation in the economy. However, Mark's entrepreneurial behaviour is not only the innovation business idea, it includes other entrepreneurial functions, such as risk, social change, uncertainty, resource management and the leadership towards the goal. Conversely Schumpeter's theory failed to address the other important entrepreneurial behaviours. On the other hand, opportunity-based theory explicates that entrepreneur require to take advantage of the opportunities create by the technological, cultural and social changes. Entrepreneur generate innovative business creation when he discovers attractive opportunity to cultivate their own capabilities and values (He et al.,2020). Mark Zuckerberg identified the opportunity and market gap for digital connectivity in the form of virtual reality and he seized the opportunity to create his unique business creation on it. Perter Drucker has elucidated entrepreneur as a change agent who search for innovation, responds to it, and feats it as an opportunity (Steyaert and Hjorth,2006). The Drucker's view demonstrated the Mark Zuckerberg's entrepreneurial behaviour as an innovator and change agent by seizing the unsatisfied market opportunity of digital connectivity.

Nevertheless, Facebook reports highest market share in the word compared to other social networking sites being the market leader in the industry for last 10 years. It could argue that the success of this company is based on the leadership and entrepreneurship behaviour of Mark Zuckerberg. He has an indefatigable visionary with a clear goal, risk taker, not afraid for challenges and he has pushed boundaries to develop the market for his innovative idea and determined to succeed.

Mark Zuckerberg stands as professional manager, good communicator and good leader to lead his company to the success by demonstrating three leadership styles such as democratic, laissez-faire, and transformational. He involves his followers to the decision-making process by discouraging the traditional hierarchical approach and has a clear vision and legitimacy to change the way employees stay connected with each other. He encourages flexibility and freedom in the workplace to create innovative processes, ideas and empower the employees by introducing intrapreneurship in the company.

Facebook has facilitated its employees to create innovative business creations by encourage them to take the risk of their business creation. Supportively Aina and Solikin (2020) elaborate that companies can succeed by creating entrepreneurial climate within the organization. Hence Facebook leader promotes that culture within the company to create new and fresh ideas emerge and company is investing funds on it. On the other hand, it can also argue that capabilities and experiences are different from one person to another, intrapreneurship culture creates flexibility and if the intrapreneur fails on the idea the cost of failure needs to manage by the company.

Nevertheless, Mark's innovative process continues with the support of his team, and his future innovations are on connectivity, artificial intelligence, virtual reality and regimental reality. According to Mark, 'world is changing very quickly the biggest risk you can take not taking any risk' and 'that risk of uncertainty involves in any business decision entrepreneur make'. Thereby, introduced his unique business creation as a risk taker and he continues his development process facing for the uncertainty and risk factors. It can claim that Mark is practicing uncertainty-bearing theory throughout his business process.

Furthermore, Mark Zuckerberg became one of the world's youngest multi-billionaires and he spread his wealth to the charity to fight the Ebola virus and improve lives through education, scientific research, energy and health (bellis, 2020). Recently, Mark gave \$ 13. million for a research project to prevent coronavirus (Au-Yeung, 2020). These facts demonstrate the social entrepreneurial behavioural insight of the Mark Zuckerberg. Whereas, he intent to find solutions for social problems.

04.Conclusion

The above analysis demonstrated that Mark Zuckerberg and his unique entrepreneurial behaviour made Facebook as a successful company. Mark's continues innovation process enlighten the Facebook to survive in the market with its cognitive capabilities. Mark's practical entrepreneurial behaviour demonstrated the real insights of entrepreneurship and leadership concepts. Therefore, It can conclude that Mark Zuckerberg's achievement as entrepreneur and leader provided a practical perception to the theorist that leadership capability is a critical success factor of an entrepreneur.

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