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Entrepreneurship Assessment 2/1

CURRENT PERSPECTIVES IN ENTREPRENEURSHIP AND THE IMPACT OF THE ECONOMIC AND CULTURAL ENVIRONMENT ON ENTERPRISES

This paper will deal with an analysis of the prospects of the entrepreneurship in small business and how the economy and the social environment affect ideas, implementation and motivation.

Before we start looking at the current environment, it is necessary to understand the trends in the ideas of which sectors have prospects for development in the current and future reality. "Scenarios offer plausible alternative views of how the macro-environment might develop in the future, typically in the long term. Thus scenarios are not strategies in themselves, but alternative possible environments which strategies have to deal with"(Johnson, G., Whittington, R., REGNER, P., Scholes, K. and Angwin, D., 2016, p.51), bearing in mind that we are all equally committed, sometimes within the framework of a perspective created by the environment. It is of paramount importance how everyone puts themselves in their current environment in order to conclude about the need and the creation of the necessary opportunities.

Taking into account the definition of small enterprises "Bolton Report (1971) suggested a qualitative or economic approach that tried to capture the range and diversity of the smaller enterprise relative to the larger enterprise: independent, managed in a personalized manner, relatively small share of the market" (Jones-Evans, D., Carter, S., 2006, p.8). Of course, there are also contenders of Bolton's statement as "Keasey and Watson have argued that small enterprise owner-managers often run sole proprietorships or partnerships" (Jones-Evans, D., Carter, S., 2006, p.8) based on the facts of the failure of young business owners due to misunderstanding of the given business or their lack of qualities for growth and communication/motivation of employees.

In order to be aware of what is happening in the market economically, it is necessary to study the statistics for the periods of time in order to be able to make an analysis of the sought-after and developing sectors in the future or the reasons for their growth. We start with the research from March 2020 "the largest sector, with an estimated 4.97 million jobs, was the wholesale and retail trade; repair of motor vehicles and motorcycles; this represents 13.9% of total jobs" (Caldwell, L., 2020) of course after the appearance of Covid-19 the losses are huge from missing seasons and shrinking fashion trends. Most people started shopping online, but their focus shifted. Human health and social work, "with 4.48 million jobs in March 2020" (Caldwell, L., 2020) this sector has increased significantly due to the created global situation. "Several sectors were at a record high in March 2020, including professional, scientific and technical activities (3.29 million jobs), accommodation and food service

activities (2.53 million jobs), information and communication (1.56 million jobs)" (Caldwell, L., 2020) these businesses have grown and found other working channels to their clients.

The availability of a variety of opportunities depending on personal desire for development and interests need action factors related to entrepreneurial processes such as "Motivation to make a difference; the ability to create and innovate; spot and exploit an opportunity; find the required resources; use networks extensively; determined in the face of adversity; manage risk; control the business; putting customer first; creation of capital... - the opportunity-spotter and the project champion – which together make up the entrepreneur" (Bolton, B., Thompson, J., 2004, p.32-33).

In this case we can use the observation of Jill Garrett, a former CEO of the Gallup organization in the UK "Every person can do something better than 10,000 other people" (Workshop, 2020) the question is how we find it in ourselves depending on experience, interests or talent, or the appearance of 'Angel' who guides us and indicates a possible path. The discovery of an idea and opportunities for realization depend on both internal and external economic and social factors and on the point in time chosen for it "Talent and temperament combined with knowledge helps us find out and discover new possibilities..." (Bolton, B., Thompson, J., 2004, p. 260). The existence of theories in this direction are guidelines for discovering, building and self-building entrepreneurs such as Kitching's statement "Freelancers are 'genuinely in businesses on their own account, working alone or with partners or co-directors, in non-manual occupations" (Peters, P., Blomme, R., De Jager, W. and Van der Heijden, B., 2020, p. 493-506).

One of the driving forces in small business strategies is choice, and it is Eisenhardt and Schoonhoven's statement "The choice of environment is constrained by the owner-manager's past experience and by previous choices made, and is therefore not an active decision variable" (Jones-Evans, D., Carter, S., 2006, p. 413). After creating the idea and its launch, it is necessary for the entrepreneur's attention to be turned in many directions to prevent risky situations. Building strategies, researching a selected industry, selecting staff and channels to reach the consumer in line with political and social commitment are one part, the other is related to financial stabilization and growth such as borrowing, sales and cash "The control of working capital, or rather lack of it, is the main reason why most start-ups fail" (Bolton, B., Thompson, J., 2004, p.398). The operational environment must be carefully considered and more precisely entrepreneurship as a ship "may have been well prepared and stocked with provisions but in a severe storm all is lost" (Bolton, B., Thompson, J., 2004, p.344).

When starting a small business as an entrepreneur, it is very important to know the position of the respective government and the opportunities it provides, as well as the industries to which it has focused its attention for the development of its economy. This includes fees, whether the government finances or co-finances start-ups, whether there is a business climate, problems or specifics of the social environment in the country and the solvency of the population. All this is necessary to build an investment plan and a framework for return and profit.

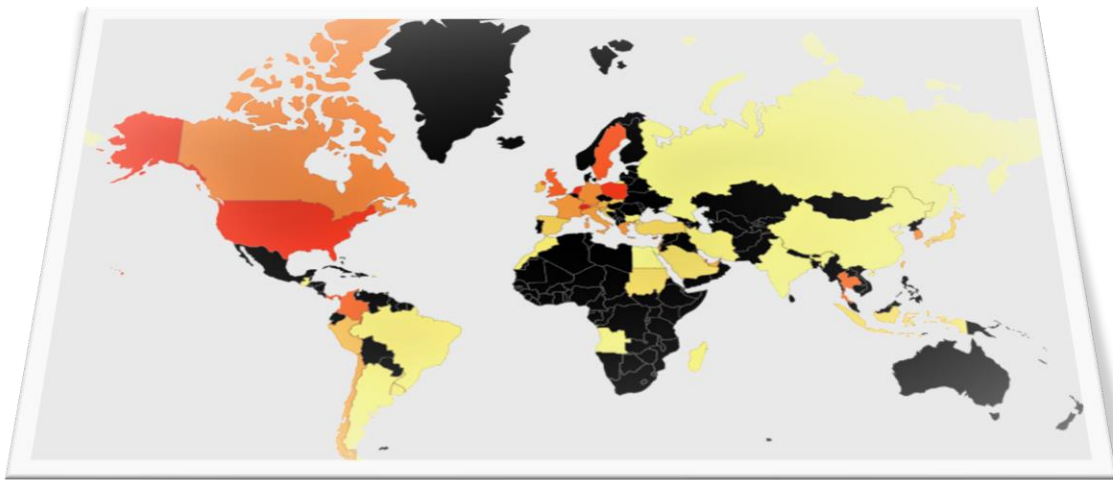


Figure 1 Motivational Index: 2018 (Gem, 2020)

We turn to the Gem indicator for Motivational Index: 2018 "Percentage of those involved in TEA that are improvement-driven opportunity motivated, divided by the percentage of TEA that is necessity-motivated" (GEM, 2020) colour distributed from dark range Highest to light Lowest, for countries in black no data.

A combination of many qualities of personal, internal and external factors contribute to the construction of entrepreneurship for its growth, sustainability and profit. We can not ignore the fact in 2020 and the presence of Covid-19, which stopped or defaulted many small businesses and reflected large ones. In certain countries with powerful economies a great deal has been done for large, medium and small businesses, and particularly the United Kingdom, to keep the level of business relatively high, but in relatively weaker economies, the damage could be long-term. Despite the whole vacuum situation, some of the small and large enterprises used innovation, flexibility and correct reaction to the situation, realizing profit and opportunity for development through new channels not present in their activities before /internet, online connections, interactive connections, change in production of articles/. Which allows us to think that entrepreneurship has a huge future motivation and potential driven by individuals and ideas with concern for society and the environment around us.

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