



ASSESSMENT – 1

ENTREPRENEURSHIP

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Executive Summary

Entrepreneurship has the ability to improve organizational enterprise along business development. The study critically evaluates the concepts of entrepreneurs and entrepreneurship. There have some key traits which have been discussed such as creativity, leadership qualities, self-motivation, and strong sense of ethics. Entrepreneurs should have a strong peer network in order to collaborate with other regarding various topics. This study has included an entrepreneur theory which influences the working strategy of an entrepreneur theory is known as Schumpeter's theory of entrepreneurship. Additionally, the motivation trait of an entrepreneur has influenced the organization's development and also influences the economic growth in a constructive way. The theoretical concept of personality traits have been described and mentioned. The conceptual foundations of the for-profit and non profit organisations have been shown with examples.

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Introduction

Entrepreneurship is the ability and radius to improve an organisation and run a new business. It is an answer that influences the most prominent example for a new startup. The role of an entrepreneur is to influence economic development and build new businesses and provide job opportunities. The study is going to encompass the characteristics of an entrepreneur which helps to improve a newly started business. Schumpeter theory of entrepreneurship helps to motivate an entrepreneur and implement innovative ideas for business promotion. The impact of entrepreneurship is noticed in the area of job creation, technological advancement, social and cultural changes, innovation and wealth distribution.

Conceptual foundation for enterprise and entrepreneurship

The basic conceptual foundation of an enterprise is a project or an activity that works towards producing products and services. There have been two types of enterprises that conduct their intended works in the market (Callegari and Nybakk, 2022). These enterprises are for profit enterprises and social or enterprises that work with different intentions. As the terms indicates a for profit enterprise works for earning profit and revenues and a not-for-profit enterprise works for serving a noble cause without thinking about revenues. The basic concept of entrepreneurship is defined as the activity of an individual with some ideas to explore the business market with those new ideas (McClure and Thomas, 2021). An entrepreneurship has been usually identified as a small company with a huge and long-term mission.

Analysis and critical evaluation of concepts of entrepreneur and entrepreneurship - perspective of entrepreneur

The mindset of an entrepreneur has been a bunch of thought processes, beliefs and viewing ways of the world that serve as the drivers of entrepreneurial belief. As opined by Swedberg (2020), the perspective of entrepreneurs states that their life situation can be improved and they can live their lives on their own terms. They do not have the intention to work for somebody else and want to invest their time and skills in their companies to develop their own personalities. As argued by Larsen (2022), the entrepreneurial mindset has the intention of taking the total accountability of their own activities. They do not have the intention to blame others for the situation of their lives.

Conceptual foundation of Freud's theory with examples

The theory of Sigmund Freud suggests that the behaviour of any person has been the influential traits of their thoughts, unconscious memories and urges. The theory has the proposal that the human psyche has three major aspects named as, ego, id and superego (Solms, 2021). Id has been considered to be entirely unconscious, while ego has its operations in the complete conscious mindset. Superego has their operations in both conscious and unconscious mindsets of people. For example, the most popular entrepreneur, Bill Gates, has been known for his success and impacts of his personality traits over others. He had the thought that success is a lousy teacher that seduces smarter people to think that they cannot lose. This thought amended his behavioural pattern and focused him towards becoming the most successful man on Earth. Mark Zuckerberg has been another successful entrepreneur who had the vision of life that his project would make impacts on the lives of people (Yemenici, 2022). He worked according to that and Facebook rules the lives of people and also business companies.

Critically evaluate traits, characteristics, attributes and motivations of entrepreneurs

Key traits

Entrepreneurs have different traits that help them in reaching their goals and achieve effective outcomes. As stated by Yasir et al. (2019), creativity has been one of the key traits of entrepreneurs that help in maintaining discipline and managing things in the workplace. It gives birth to new things that need to be adopted by entrepreneurs. Apart from that, strong leadership qualities should be there among entrepreneurs that allow them to be successful in their job roles. As argued by Rosado et al. (2022), self-motivation can be considered one of the traits that have been essential for entrepreneurs in order to manage their work. Organisational vision and goals need to be achieved through effective leadership and entrepreneurship.

A strong sense of ethics makes an entrepreneur more dedicated and ethical towards his job. Every organisation has basic ethics and entrepreneurs should be aware of these in order to maintain effective ethical practice within the workplace. Entrepreneurs should be curious towards different areas and topics (Alshebami and Seraj, 2022). They should be honest towards their job and role in order to maintain ethics within the activity area. As stated by Altinay et al. (2022), empathy has been one of the key traits of entrepreneurship that need to be developed.

There have various key traits of knowledge and skills which entrepreneurs have to acquire in order to be successful in the journey. It has been seen that there have various factors which have helped

to achieve their goals. As stated by Yasir et al. (2019), creative thinking has one of the key traits in entrepreneurs that have helped in maintaining discipline and managing things in the organisation. It has been given a strong administration which has helped to build strong management in the workplace. Leaders have been playing an important role in every organisation. The managers have been managing the team and also maintaining the flow of cash in their business process (Altinay et al. 2022).

Characteristics

There have been traits of skills and knowledge that the entrepreneurs have to acquire in order to be successful in their journey. The entrepreneurs have been the people who try to set up strat ups which in turn create employment for more people and contribute towards increasing the employment ratio (Hmieleski and Sheppard, 2019). They have been a source of effective motivation for others and themselves as they have positive mindsets which drove them to the objective of setting up a new business. This positivity helps them to fight the challenges and overcome all the issues in their way of becoming successful entrepreneurs (Hameed and Irfan, 2019). There have been various factors that help entrepreneurs to achieve their goals.

They have been identified to be truly creative which helps them to establish their innovative ideas and implement in their companies to differentiate them from others. They need to perform all the activities in their workplace with utmost creativity and skill in order to accelerate their strategies of business in the target market (Troise and Tani, 2020). The entrepreneurs need to have some skills such as effective communication, problem solving and leadership. The effective communication of the entrepreneurs benefits them to get business deals cracked with ease. This skill has been also helpful for them to create a strong workplace culture and employee inclusion (Bhatti *et al.* 2021).

The leadership quality of the entrepreneurs have to be either innate or acquired while experiencing different situations and gathering experiences. This skill has to be adopted externally through the personal and professional experiences of life (Jafari-Sadeghi *et al.* 2020). Being a good leader has been noted as one of the most important skills of the entrepreneurs for leading the team to one particular objective. The entrepreneurs need to have this skill in order to work with culturally and socially diverse people and extract the maximum innovative ideas from them (Ondiba and Matsui, 2019).

Attributes

Entrepreneurship has been considered the best profession for any person as they work for themselves and do not serve others. However, this has not been considered to be possible for every person as the appropriate personality, skills and attributes have not been found in every person easily (Hinton, 2020). There have been various attributes of successful entrepreneurs which help them to be effective leaders and role models for others. The entrepreneurs require being not afraid of taking any chance to amend any risky problem. The new business starters have to take risks at every step and need not be afraid of loss (Bai *et al.* 2021).

Hesitation would result in stopping the entrepreneur from taking calculated risks in their new start ups that would let their business growth stop. The next attribute if the entrepreneur has been the will to work hard in their field and make the business grow faster (Nguyen and Pham, 2020). Especially in the beginning of the setting of the business the entrepreneurs have to work hard and take the business off the ground. This process has to be continued as the business has been started and entered into the target market (Stater and Stater, 2019). The long hours of work do not feel like a burden as they have the ambition to make their business a success.

The entrepreneurs need to have an attribute of handling the people in their company and team and manage the flow of cash in their business process. This helps the entrepreneurs to get the most innovative ideas to run their business and make it successful (Jiao *et al.* 2023). The successful management of the teammates have been intended towards encouraging each employee to contribute their essential ideas in the business process. These diverse ideas and innovations lead to making the business different from the competitors and helps the entrepreneurs to gain the competitive advantage (Nguyen and Pham, 2020). Thus, the attributes of the entrepreneurs help them to obtain the objectives and reach the organisational goal with the whole team.

Motivations of Entrepreneur

Entrepreneur motivation is the method that has motivated an entrepreneur to exert a higher level of effort. As opined by Wang *et al.* (2019), the achievement of this entrepreneurial goal has helped to improve the business status. Motivational factors have driven the entrepreneur and also affected direction with intensity and improved the behaviour of an entrepreneur. As argued by Duan *et al.* (2023), the motivation of an entrepreneur is two types such as extrinsic and intrinsic. In that case, both have accompanying subtitles and intrinsic motivation has come from within. It refers to

developing something with internal factors and shaking due to alliance with passion and personal values.

Conceptual foundations of for-profit and non-profit small organisations with examples

The organisations that have been categorised under for-profit organisations have been identified to work for earning money for profit. The primary objective for profitable organisation has been to earn economic and monetary benefits either by aiding or directly in the process (Hmieleski and Sheppard, 2019). However, the non-profit organisations have been considered to be working for some cause relating to the advancement of the society. These organisations have not been engaged in earning economic and monetary gains from their activities; rather they work for the society and have no need to pay government taxes. There have been various non profit organisations in the UK that work for some Nobel cause to support the wellbeing of the society (Hameed and Irfan, 2019). These organisations have been small nonprofit organisations of the UK which work for the well being of different classes of society.

There have been various for profit small entrepreneurship of the UK which have the beliefs of creating a monetary base for themselves. The values and belief of for-profit organisations have been identified as to make profit to support the economy of the society (Jiao *et al.* 2023). The main believes and value of the for-profit organisations has been to create certain creative ideas, visibility of their actions and accountability of their activities. The only belief of these organisations has been to earn profit and make the products and services of the organisation profitable in the market (Nguyen and Pham, 2020). The income which the business earns has been used to create accountability in the business.

This activity has been to achieve the values and beliefs of the entrepreneurs. The primary goals of these for profit small organisations have been to earn the most possible economic strength that makes the organisation strong and valuable in the intended market. For example, **Hopin** has been one of the for profit organisations of the UK which works to bring live events and conferences online (hopin.com, 2023). As per information from the management of the company an Annual Recurring Value (ARV) of the company has been **£77,646 million** (Find-and-update.company-information.service.gov.uk, 2023). Funding has been considered to be the beneficial activity for the for profit small organisations to gather monetary help and increase their visibility. For example,

Hopin has been recorded to be worth £60, 27,609 million after raising £349.99 in funding (Find-and-update.company-information.service.gov.uk, 2023).

There have been 5.5 million small and medium sized enterprises working in the markets of the UK which comprises a share of 99.9% of the total private sector of the UK. 5.47 of these have been categorised as small and 35,900 have been considered to be medium sized companies (Gov.uk, 2023). The for-profit organisations have been identified to earn the profit for their organisation that contributes to the total GDP of the country. As per governmental statistics the SMEs have been accounted to contribute a profit of £2.3 trillion in 2021 (Gov.uk, 2023). *Stint* has been one of the small companies of the UK which have the value of creating brand value and strategy in order to bring improvement in the use of analytics (Stint.co, 2023). On the other the value and belief of the nonprofits organisations have been to serve the society without intending to earn profit or revenue. They aim at helping different sectors of the society voluntarily. In the exchange of their activities they have not been able to earn any economic benefits and have to rely on the funds and governmental monetary help (Bai *et al.* 2021). Their motives have been to bring advancements within the society to improve the moral standards. They have been considered to be working for some noble cause. For example Action For Me have been a self help group and a nonprofits organisation of the UK which work for helping people suffering from a rare disease named as myalgic encephalomyelitis (Actionforme.org.uk, 2023). It has been a chronic fatigue syndrome that affects post viral fatigue.

Critical analyses of founder's values in for profit and not for profit organisations

The founders of a for profit organisation have the values and thoughts of earning money and being a successful leader. As opined by Zhang (2020), they have the intention of earning more and more revenues for their organisations and for this reason they work day and night to make it a success. They have people working under them who consider them to be their role model due to their values. They have the desire of earning huge profits and making a position and brand value in the current business market. As argued by Edmans (2023), in a non-profit organisation the basic value of the founders is to serve the society in different ways. They do not have the intention to earn profit for themselves but try to receive funds for the sake of their organisation. They run the operational side of the organisation with the passion towards a noble cause.

Conclusion

From the above study, it has been determined that an entrepreneur has developed a new business and also the economic status of a country is also influenced by the new business plan. The study has included entrepreneur attributes, motivational factors and a theory that influences entrepreneurs to improve their economic development. The key traits of an entrepreneur also help to improve an organisation's status and identify the key features of an entrepreneur. A business has to stand out against different challenges and an entrepreneur has to be mitigated by implementing traits. Furthermore, the characteristics of an entrepreneur have decided an organisation's future in these advanced decades.

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