

The Importance of Entrepreneurial skills and growth aspects of Entrepreneurs

^{1*} Thurga Kanapathy 

Perdana University, Malaysia,

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ABSTRACT

Entrepreneurship plays an essential role in economic activity. An entrepreneur is someone who starts a business on their own. A successful entrepreneur is constantly aware of new changes and innovations that they may implement. Being an entrepreneur means taking risks and facing problems. An organization is formed only through the efforts of an individual who is willing to take on the venture with them. However, what distinguishes an entrepreneur from a successful entrepreneur are his or her achievements in the sphere of his or her firm. Individuals must possess a specific trait called as entrepreneurship. The purpose of this case study is to uncover problems and opportunities for entrepreneurs. This case study method applies both primary and secondary data. The case study technique was chosen; their history is thoroughly explored, as are the aspects that define their secret of success and the obstacles they encounter. Purposive sampling procedures are utilized because the population is chosen for inclusion in the sample based on convenience of access. Case studies entail extensive investigation and analysis of persons. In this study, the Purposive Sampling approach was applied, and a structured questionnaire was used to gather data.

1. Introduction

Entrepreneurship has long been seen as an important economic growth strategy (Schumpeter 1934; Landes 1998). However, empirical research on the impact of entrepreneurship in economic growth yields conflicting results (Stam 2008). This is hardly surprising given the diversity of both the types of entrepreneurships and the economic settings in which economic growth occurs. Until date, studies have not adequately accounted for this variation on the micro and macro levels, limiting our understanding of entrepreneurship's contingent role in economic growth. Important issues in this regard are: 'How does the role of entrepreneurship differ across high-income, transition-income, and low-income countries?' and 'What types of entrepreneurships are most important for economic growth? The objective of this paper is to provide the entrepreneurial skills, growth aspects of Entrepreneurs and how to overcome challenges faced by entrepreneurs in present era.

2. The Entrepreneurial Process

The entrepreneurial procedure covers all of the processes, activities, and actions connected with identifying opportunities and forming organizations to pursue them (Bygrave & Hofer 1991). Despite the fact that the entrepreneurial process is a complicated phenomenon (Minniti 2004), it is essential to comprehend entrepreneurial progress. According to Kobia and Sikalieh (2010), academics should focus on the entire entrepreneurial process, including before, during, and after the entrepreneurial process. Based on Ucbasaran et al(2001) illustration of two broad dimensions of the entrepreneurial process; opportunity recognition and information search, and resource acquisition and business strategies, this study attempts to understand the entrepreneurial process that Malaysian entrepreneurs go through in their pursuit of business growth.

3. Review Analysis on Resource Acquisition and Business Strategies

Once the opportunity has been recognized and necessary information for the business has been collected, the next stage for the entrepreneur is to acquire additional resources or successfully manage current resources in order to capitalize

on the potential. Following resource acquisition, entrepreneurs must acquire skills and choose competitive tactics to make greater use of the resources. Various studies have sought to investigate entrepreneurs' resource endowments and resource acquisition tactics. The literature on the resource-based theory of the company (see Penrose 2009 (first edition published in 1959); Wernerfelt 1984) is a good place to start for this debate. According to the resource-based approach, a firm's performance is mostly determined by resources with certain qualities.

Strategy may be seen of as a "constant search for rent" (Bowman 1974, p.47), with rent defined as a return that exceeds a resource owner's opportunity costs (Tollison 1982). Rent is the topic of competitive advantage analysis (Porter 1985). In an uncertain/complex environment, entrepreneurial rent may be obtained through risk-taking and entrepreneurial insight. A company's approach for generating rents is determined by its resource capabilities. Firms have a strong foundation for competitive advantage if they can successfully analyse their resource situation in terms of strengths and limitations (Andrews 1971). The distinctive skills of the firm in terms of technological know-how and management aptitude are major sources of heterogeneity that may result in a competitive advantage (Penrose 2009).

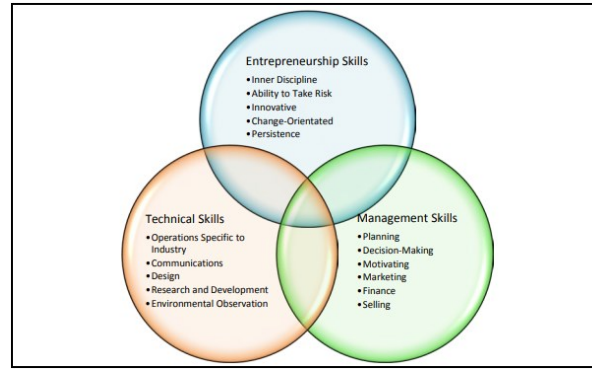
The structure of a firm's available resources and market possibilities in the environment determine the direction of its diversification (Mahoney & Pandian 1992). Several research support the resource-based hypothesis, which states that an enterprise's distinct resource drives its diversification approach. For example, Lemelin (1982) discovered that sectors classified as producers of products, consumer convenience goods, and consumer non-convenience goods are more likely to diversify into other industries classified as producers of goods. According to Lemelin (1982), this trend is compatible with the resource-based concept, which states that organisations strive to move intangible capital among related activities. MacDonald (1985) discovered that enterprises are more likely to join industries linked to their principal operations.

4. Significance of Entrepreneurship Skills for Growth-Orientated Businesses

The educational technique required in today's world is one that assists in the development of an individual's mindset, behavior, skills, and capabilities and that can be applied to create value in a variety of contexts and environments ranging from the public sector, charities, universities, and social enterprises to corporate organizations and new venture start-ups. It is important for service providers to recognize that entrepreneurs come to entrepreneurship with varying degrees of expertise, and hence each entrepreneur requires a unique 'game plan' for skill development. They also emphasized that skill development is a qualitative, rather than quantitative, shift that necessitates some amount of transformation on the side of the entrepreneur.

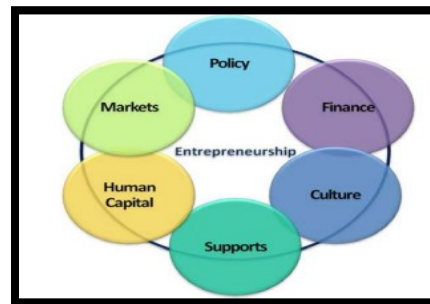
Figure 1 highlights many of the important needs stated by numerous researchers. These skill sets are divided into three categories: entrepreneurship skills, technical skills, and management skills. The quantity of education and training necessary to build each of these abilities will be heavily influenced by the amount of human capital that individuals may already have before commencing on their entrepreneurial path.

Figure 1 – Entrepreneurship Skill-Sets



Many countries and international organizations have worked to encourage growth-oriented entrepreneurship, either directly or indirectly through policy tools (European Commission, 2002). As a result, it is logical that policymakers are eager to compare and evaluate national government programs promoting entrepreneurship. They want to locate examples of best practices in the creation of entrepreneurship policies and make suggestions to national governments. While addressing an entrepreneur's management skills is essential for enabling people to grow their business, enterprise support agencies and policymakers must also consider how they can improve public policy, enable access to markets, provide hard and soft supports, create a supportive culture, and offer greater access to finance if they are to engender a positive entrepreneurship ecosystem as shown below in Figure 2. In the broader entrepreneurship ecosystem, training for the development of entrepreneurship skills for growth-oriented enterprises would fall under Human Capital and Supports.

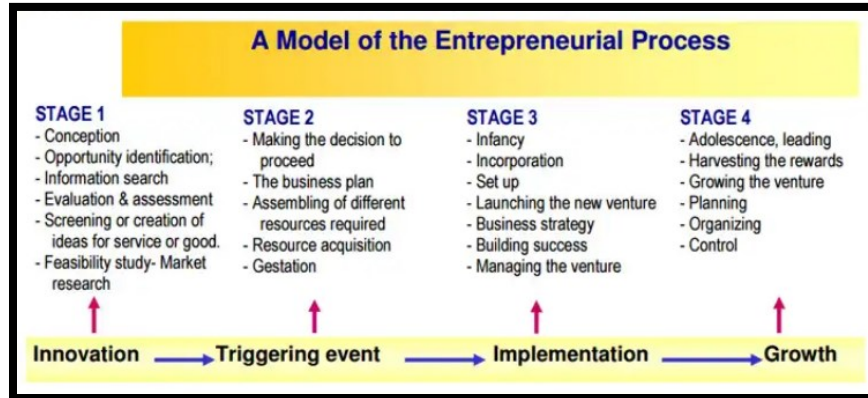
Figure 2 – General Entrepreneurship Ecosystem



The importance of mentoring and how mentors must be individuals who have previously achieved success within the subject picked by the growth-oriented entrepreneur is maybe the most important result from the examination of existing programs. This individual has the experience and access to networks that allow a growth-oriented entrepreneur to broaden their horizons. The mentor also serves as a role model, reinforcing the confidence that goals may be met. However, the mentor is unlikely to remain with the mentee on a long-term basis, and it is for this reason that the growth-oriented entrepreneur must also build their respective skill sets, particularly in the areas indicated above.

5. Data Analysis and Results

Figure 3: The adapted entrepreneurial process model



The entrepreneurial process stages required to establish a firm are not easy for anyone. Many individuals have reasons to be an entrepreneur, many discuss what should be done, and just a few really do what is required to get started. There are many individuals who think, but only a few who act. The stages of the entrepreneurial process can be developed one at a time, although some entrepreneurs choose to live this way.

When the entrepreneur begins to spend resources and start working, it is a time of relief for the entrepreneur since they will see the initial steps of their firm. After the first few months of operation, the corporation will determine if revenues decrease, remain constant, or increase. Before caring about having a great workplace, the entrepreneur should endeavor to sustain income growth. Managing a firm is not simple, but the experience that entrepreneurs gain through time will undoubtedly make it easier to manage all resources. One may argue that the entrepreneurial process stops here, but We believe one is no longer an entrepreneur and has evolved into a full-fledged businessman or businesswoman. Figure 3 shows the adapted entrepreneurial process.

This study demonstrates HOW case-based research contributes to teaching, research, and organizational and individual development, in addition to affirming and advancing findings of WHAT happens during the stages of entrepreneurial growth and providing exploratory evidence of WHY some actions occur for each growth stage. Case-based research is more than just a way for discovering and disseminating new information. It completes a UNBROKEN CIRCLE that assists instructors, researchers, students, practitioners, and policymakers in understanding cause-and-effect relationships in a dynamic, real-world setting.

5.2 Challenges and Obstacles to Business Growth

Despite the significance of growing for SMEs, there is widespread acknowledgement in the literature of the constraints and restrictions that SMEs encounter, preventing them from going further and placing them in a crucial position to confront new issues that occur (Churchill & Lewis 1983). Commercial banks have been more willing to lend to major businesses. These and other issues have restricted small firms' ability to generate wealth, lowering their voice and political power, and hence their access to government patronage. Lack of technological capability and competent labour, as well as market constraints and competition, have kept their turnover and profit low, impeding their potential to grow. Moreover, small businesses must compete with corporations owned or controlled by politicians, who are often guaranteed favorable government treatment, notably in the awarding of licenses and contracts, as well as access to funding and information. As a result, numerous additional authors have given ideas and recommendations to help and support small businesses. However, there might be additional hidden difficulties and restrictions that delay or prevent their business's progress.

5.3 Findings

Shortage of operating cash is a common financial issue that entrepreneurs confront while establishing their businesses. The government-related challenge is that government departments are not cooperating frequently encountered by entrepreneurs when establishing their business. Entrepreneurs confront a challenge in marketing competition. The biggest labor-related issue that entrepreneur encounter is a lack of competent labour. A successful entrepreneur possesses the characteristics of confidence, daring, planning, and expertise. With the rise in entrepreneurial awareness in the country, entrepreneurs have risen to lend a helping hand and create a welcoming atmosphere for the development of entrepreneurship in rural and urban areas.

7. Conclusion

According to this survey, the biggest hurdles faced by entrepreneurs are market competitiveness, financial constraints, and marketing. According to the current study, entrepreneurs are confronting a dilemma. Entrepreneurs must understand their field's strengths and limitations and work to overcome them by using practical knowledge and a suitable business strategy in their organization. Making people aware of their capabilities and significant role in society, as well as the largest contribution they can make to the manufacturing, commerce, and service industries, as well as the overall economy. Entrepreneurship has a significant role in emerging nations. Every entrepreneur needs motivation and assistance from family, friends, financial institutions, and the government. Entrepreneurs can access financial institutions and government initiatives as a result of this research. However, people are not aware of these initiatives. If a financial institution and a development organization work together to carry out a program. Entrepreneurship is improved as a result of the programs and training. Entrepreneurs are creating job possibilities. There is no question in this study that entrepreneurs are willing to accomplish something on their own. Perhaps every entrepreneur needs more information, more assistance, a proper atmosphere, the necessary infrastructure, and, last but not least, inner power, passion, and a sense of dedication to the trade.

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