

THE NEW ENTREPRENEURSHIP, VECTOR OF GLOBALIZATION

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Abstract: This article describes the important roll that the new type of entrepreneur has in the globalization. Entrepreneurs are the agents of change in our world. They can be considered as a vector of globalization. Entrepreneurship is the engine that drives our society and creates real change. One business initiative can cause a chain of events that eventually leads to large-scale change, for better or for worse: in company, family, the economy, the world at large. The new entrepreneur understands that we are already together. As individuals, as a nation, and as a global community, we can solve our challenges. The new entrepreneur will need to find new ways to connect and collaborate with others in all world, so we can capitalize on more sustainable values. It need to implement business models that generate profit by supporting life. This article presents a new entrepreneurial renaissance. It describes the Lean Startup movement whilch make entrepreneurship accessible to a whole new generation of founders who are hungry for new ideas about how to build successful companies. The entrepreneurs are everywhere and the Lean Startup approach can work in any size company, even a very large enterprise, in any sector or industry. The new entrepreneur should be considered a job title in all modern companies that depend on innovation for their future growth.

Key-words: entrepreneur, entrepreneurship, business model, globalization, Lean Startup.

Introduction

The entrepreneurs play an important role in capitalism because they are a source of innovation. Three historical economists founded the theory of entrepreneurship: Richard Cantillon Jean-Baptiste Say and Joseph A. Schumpeter.

Schumpeter in *The Theory of Economic Development* describes that the entrepreneur is the economic individual who realizes new "productive combinations." Schumpeter provides five sources of change and profit. Schumpeter underlines that the entrepreneur is embedded in society. He is not atomistic, isolated, and immersed in a process quite different from the other social phenomena.

Frank Knight in *Uncertainty and risk* (published in 1921), underlined the existence of a direct relation between the entrepreneur, uncertainty, profit, and risk.

The entrepreneurs are unique because they are capable of bringing together the money, raw materials, manufacturing facilities, skilled labor and land or buildings required to produce a product or service. They are willing to risk their resources in the pursuit of profit.

Entrepreneurs occupy the most important position in a market economy because they are the engine in economy and stimulate all economic activity. The most dynamic societies in the world have the most entrepreneurs and rewards and encourages entrepreneurial activity and the entrepreneurial instinct. The entrepreneur is the vector of development and have the central role in all economic activity. Entrepreneurs are the agents of change in our world. and they are also a vector of globalization.

They are the most important people in a market economy, because they create all wealth, all jobs, all opportunities, and all prosperity in the nation. Entrepreneur personifies his

dynamic of change; the entrepreneur is not an individual but an economic function. The entrepreneurial function introduces economic and technical change and contributes to the reproduction of a socioeconomic system based on competition and individual property. The entrepreneur as a key factor for rapidly removing barriers, and to create synergies for accelerating development and an entrepreneurial spirit obtained by harmonizing vision, shaping the future, design, strategy, involvement of local actors, innovative entrepreneurs, etc.

The fundamental unit of the economic system is no longer the entrepreneur, the family, the firm, or the state but the network composed of different organizations (Zahra, S.A., Kuratko, D.F., & Jennings, D.F. 1999, pp. 5-9.). Thus, this network gives birth to the new entrepreneur.

New entrepreneurs

The knowledge-based economy requires further research on the characteristics of the new entrepreneurs: the ability to adapt and the efficiency of the entrepreneur's capability depend on the cognitive categories, on the interpretation codes of the information itself, on the tacit skills and procedures in solving the problems it encounters, and on his/her capacity to integrate innovation networks.

Today's entrepreneurs steer away from the old business-as-usual model to find instead ways to connect, collaborate, and contribute. They are more flexible, in-the-moment decision makers. The new entrepreneurs live in the here and now while scaling their businesses for future expansion.

New entrepreneurs are prepared to:

- monetize what is most meaningful to them
- are fulfilled to the extent that they are spending their lives in pursuit of their dreams
- make a concerted effort to balance work with their preferred lifestyle
- do not delay rewards and enjoyment until retirement
- are as values-driven as they are profit-driven
- do well by doing good. (Abraham H.M., 2015, p. 33)

The new entrepreneur is a socialized entrepreneur because he develops his activity in a particular economic environment which is structured by the business networks.

In a network economy, local economies are now seeking to develop by relying on private initiatives coupled with targeted public and individual action. Investment attractiveness, the capacity to create enterprises, and the creation of jobs determine the performance of an innovative milieu. The milieu is integrated in a context resulting from the development of complex interactions between its actors. These actors and interactions constitute a system which is defined at the same time by its objectives and its composition. The analysis of the innovative milieu as a complex system leads economists and sociologists to study the whole of the local actors (enterprises, authorities, public services, etc.) in relation with the outside. Inside this system, the innovation plays a central role. The integration of the actors within the milieu contributes to the emergence of new enterprises by offering to the future entrepreneur the essential financial, relational, and cognitive resources. Whether new entrepreneurs are early or late developers, globalization is revealing new entrepreneurial mindsets to think

about the global and local strategies when small businesses go on international markets. The new entrepreneurs are called “lifestyle entrepreneurs.” They may be both locally embedded and be connected to global networks . They have to promote their own creativity and originality to acquire a personal, unique style (Schine, Gary L. 2003, pp. 7-9.).

The specific literature implies the existence of four new entrepreneurial figures: the “cognitive” entrepreneur, the “social” entrepreneur, the “ecological” entrepreneur, and the “entrepreneurial” entrepreneur.

The “cognitive” entrepreneurs are experts who root the creation of their business in new knowledge (new fields of knowledge) that they have either helped develop or benefited from without contributing to it. This new knowledge may or may be incorporated into technical systems.

“Cognitive” entrepreneurship is a heterogeneous category. It is possible to distinguish between several types of entrepreneurs within “cognitive” entrepreneurship itself, depending on the main field of knowledge addressed and their contribution to knowledge in this field.

Social entrepreneurship can be performed at a local, national, or international level. The field of action of social entrepreneurs is the social and solidarity economy.

It is a nonprofit entity (a nonprofit organization entrepreneur) and it can also be a public organization or a private company and increasingly a hybrid form of commercial and noncommercial activities.

The “Ecological” Entrepreneur is often considered as a specific expression of the farmer.

The ecological entrepreneurs develop their activities around “green technologies,” they mainly focus on agricultural or industrial entrepreneurship (Andersen 1998;11(2), pp.135-144).

Unlike the social entrepreneur (in the strict sense), the ecological entrepreneur appears to work, in the main, in a commercial environment (Hockerts 2010, pp.481-492).

The “entrepreneurial” entrepreneur refers to a set of service mechanisms targeted at producing entrepreneurs and which are generally called business incubators.

The incubator is an organization providing complex services that aims to create entrepreneurs (who may belong to the different categories (Bosma, N., Levie, J., Bygrave, D., Justo, R., Lepoutre, J., Terjesen, S. 2009, p.64).

The cyberentrepreneur and its role in globalization

The cyberentrepreneur may generate the new dimensions:

- Social capital: a shift from personal and family environment to social networks.
- Financial capital: a shift from local venture capitalists to global financial markets.
- Cultural capital: a shift from database to knowledge management. Elevation of quality level of intervention of entrepreneur may strengthen, in the territorial environment of the firm, exclusion effects, such as digital illiteracy, unemployability, networks access shadow zones etc.(Carayannis Elias, 2013, pp.514-516). The expansion of social, financial, and cultural functions of the cyberentrepreneur transforms its relations to the territories:

- Management of production becomes ubiquitous; it can act on several areas simultaneously.

- Research skills are expanded: they bring together geographically dispersed knowledge in a unified process.

- The assembly is the product of agile and collaborative methods, raising levels of quality and quantity of human and technical interventions (on the place of production, for marketing).

Cyberentrepreneur may provide local activities access to foreign markets, and enable local staff to have additional income as a form of endogenous local economy.

- Cyberentrepreneur may stimulate into territory services related to production economy at very low costs that previously would have severely strained the budgets of local staff.

- Cyberentrepreneur may through teleworking enable local officials to have a job in a firm located in the economic system of the territory.

With digital technology, teleworking is possible. It implies a redefinition of local and regional strategies: The goal is less filling preinstalled industrial estates as the attraction of jobs in the territory of reference, that is to say people coming to live and telework on this territory, their employers may be located in places far removed from that territory, creating a growing interweaving of the positions of centrality and situations peripherals. So, the travel time between home and workplace does not is much importance, this shift takes place can be achieved outside the peak hours. Benefit to the employee: In addition to the gain resulting from the removal of daily commuting, he can keep his home even if he changes jobs.

Advantage for the firm: In addition to gains in productivity and lower management costs, the company can expand its recruitment area and retain employees, even when changing their place of residence. This means to introduce a new model of territorial organization, “re-personalization” of space and grows the role of cyberentrepreneur to find a research field to develop its potential. (Carayannis Elias, 2013, pp. 514-517)

In social field, the action of cyberentrepreneur can stimulate the effects of connection between individuals by stimulating the need to develop social networks, but the action of this new form of firm can also worsen the isolation of people who are outside the ways of accessing these networks.

On the economic plan, the trend identified by experts on territorial dynamics (the fragmentation of settlements and erratic aspects that contain many strategies of location) the cyberentrepreneur can oppose another form of structuring of space, based on cross-linking the organization of production, itself made possible by the use of teleworking (distanciation of internalities, marginalization of physical moves) and subcontracting (outsourcing, globalized research skills).

On the political plan, the rise of clubbing behaviors may be overcome or circumvented, thanks to the effects of the economic work of cyberentrepreneur, with the wide use of practices of e-learning, strengthening specialized networks, etc. (Carayannis Elias, 2013, pp.15-16).

Conclusions

This article assumes the challenges of social economic sciences: of complexity and of entrepreneurial innovation. It is based on mobilizing (economic, social, cultural, institutional) entrepreneurs as the key factor in quickly eliminating the development gaps.

The entrepreneurship requires a managerial discipline to harness the entrepreneurial opportunity. There are more entrepreneurs operating today than at any previous time in history. This has been made possible by dramatic changes in the global economy.

The entrepreneurial spirit is universal, judging by the enormous growth of interest in entrepreneurship around the world in the past few years.

The entrepreneurial and managerial domains are not mutually exclusive but overlap to a certain extent. The former is more opportunity-driven, and the latter is more resource- and “conversation”.

A new entrepreneur has to mobilize a network that must be more dense and must include as many diversified resources as possible to favor the setup of the firm. New entrepreneurs can mobilize partnerships with customers and suppliers of the firm where they were employed before the setup of their own firm, or they can create totally new partnerships with new actors.

Entrepreneurship can obviously develop simultaneously in different fields – cognitive, social, and ecological. The entrepreneurship follows two main goals: on the one hand, to encourage the creation of start-up, especially in the more high-tech sector of the economy, but on the other hand, to encourage the creation of their own job by the entrepreneurs during the time of economic crisis. Whether entrepreneurs are early or late developers, globalization is revealing new entrepreneurial mindsets to think about the global and local strategies when small businesses go on international markets. Entrepreneurship is a kind of management. The Lean Startup movement is making entrepreneurship accessible to a whole new generation of founders who are hungry for new ideas about how to build successful companies.

Entrepreneurs are everywhere. The concept of entrepreneurship includes anyone who works of a startup: a human institution designed to create new products and services under conditions of extreme uncertainty. That means entrepreneurs are everywhere and the Lean Startup approach can work in any size company, even a very large enterprise, in any sector or industry. A comprehensive theory of entrepreneurship should address all the functions of an early-stage venture: vision and concept, product development, marketing and sales, scaling up, partnerships and distribution, and structure and organizational design. It has to provide a method for measuring progress in the context of extreme uncertainty. It can give entrepreneurs clear guidance on how to make the many trade-off decisions they face: whether and when to invest in process; formulating, planning, and creating infrastructure; when to go it alone and when to partner; when to respond to feedback and when to stick with vision; and how and when to invest in scaling the business. . Successful entrepreneurship requires a blend of analytical, creative, and practical aspects of intelligence, which, in combination, constitute successful intelligence.

Globalization can be considered as an opportunity for entrepreneurs, as it widens the perspectives for both supply and demand. On the supply side, entrepreneurial creativity is infused with a range of new ideas coming from other entrepreneurs across the world. Furthermore, it offers a worldwide platform for new partners and suppliers around the world,

giving entrepreneurs a wider scope for adding value to their offer. On the demand side, responding to various market needs from different countries and cultures also enhances creativity and can lead to creating new products and markets. Thus, globalization increases the scope for detecting and exploiting market opportunities from around the globe.

However, globalization can also be a threat for entrepreneurs. It shifts competition at a higher level. Local markets are open to global competitors who can easily invade these markets with competitive products at a lower cost of production. If such market entrance might offer new products at lower prices for the customer, it can also contribute to the destruction of local producers who can hardly compete despite distinctive competencies.

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