



ENTREPRENEURSHIP IN TERMS OF SUSTAINABLE DEVELOPMENT

Viorica PUȘCACIU¹, Florin Dan PUȘCACIU², Rose-Marie PUȘCACIU³

¹University of South-East Europe Lumina, E-mail: viorica.puscaciu@lumina.org

²Danubius University of Galați, E-mail: fdpuscaci@univ-danubius.ro

³Danubius University of Galați, E-mail: rosemarie.puscaciu@univ-danubius.ro

Abstract This paper intends to point out the importance of the entrepreneurship in our contemporary economy that has to be based on the sustainable development. In this line it is under review some of the previous literature in the field, taking into account the constructive idea. The main methods used in this approach are the survey and observation that is more a qualitative method, than a quantitative one. The research hypothesis stands in the link between the two variables enunciated in the title: entrepreneurship and the sustainable development. This study might be useful both for the researchers, and for the economic analysts. And that is why we believe that the reader is convinced of the paper's added value.

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Economy, initiative,
entrepreneur,
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Motto: “Be the change you want to see in the world!” (Mahatma Ghandi)

1. Introduction

Louis XVI used to say that a country is rich when its people are rich. Of course the statement is as true today, as proven realities in many countries. In contemporary conditions the main artisans of wealth are entrepreneurs. So rich countries that will have to pay special attention to the entrepreneurs. William Shakespeare said that “we know who we are, but we know who we can be.” And if we want to find out who can be entrepreneurial pedals must click to trigger a revolution in our own conception of entrepreneurial performance and success. But keep in mind that there is no need for this radical change, only a few small adjustments, improvements in skills and practices regarding entrepreneurial thinking as an owner, innovation, initiative, project-based thinking and risk taking. Besides these ingredients, we just need a spark of emotion to trigger action.

2. Literature review

Recognition entrepreneurs dates back to the eighteenth century in France, when economist Richard Cantillon (2010) associated risk-taking in the economy with entrepreneurship. In England, around the same period, the Industrial Revolution involve and entrepreneurs played a visible role in transforming resources. Joseph Schumpeter (2008), a genius of the twentieth century economy, said: “in entrepreneurship there is an understanding that we do about a certain type of behavior that includes initiatives, organizing and

reorganizing mechanisms social-economic and accepting risk and failure”. Entrepreneurship as a subject of discussion and analysis of economists was introduced in the eighteenth century and continued to attract the interest of economists in the nineteenth century.

Entrepreneur in different meanings

The entrepreneur, a human resource capable of producing surplus value in the society which he lives in, through ideas, creativity, innovation, vision, courage, responsibility, risk and a dose of “madness” has not escaped, being “defined from “the most ancient times, by those who were able to preserve their contribution to knowledge, until today. Here are some examples:

- Some expect it to change times. Others take the receipt and change their times (Alighieri; 1998);
- The journey of 1000 miles begins with the first step (Tzi, 1993);
- Creativity is the gift to see things not seen (Swift; 1706);
- People with ideas are thought up crazy when their idea is put into practice (Twain, 1992);
- You become what you think (Gandhi; 1960);
- Something to do, someone to love, something to hope (John Paul II);
- Contractor economic resources out of an area with low productivity and introduce them in an area with high productivity and high yield (Say; 1860).

The work of defining basic concepts related to

entrepreneurial system, with all that that - concepts, structures, decision, strategy, leadership, case studies - is written by Peter F. Drucker (1985).

Larry Farrell (2003) provides all the data required to successfully manage your own business and make sure, in this way, independent financial. In addition, you will find application exercises and case studies of famous entrepreneurs with courage and inspiration, who risked and succeeded, like Bill Gates, Walt Disney, Ed Penhoet, Michael Dell. You will learn all the tricks by which you can transform your idea into a great business and terms such as preparing a business plan, market and product choice, identify potential customers, competition testing will not hide any secrets.

Constantin Raduti (2003) defines entrepreneurship as "a process of value creation through an innovative way to manage resources and exploiting - in the positive sense of the word - of opportunities" and the contractor as "a man with a taste for initiative arising from the need for development with entrepreneurial spirit, creative, able to assume the responsibilities and risks, tenacity and intuition change".

Entrepreneurs are people passionate about their purpose, which to achieve it, spend more time and energy transforming their ideas into reality, difficulties sometimes, but gradually found support, energy and understanding to achieve the objectives. People around who understand the goals become an energy field that surrounds them and protects them. They identify internal intention (as can benefit from the implementation of the idea) and the external (as offers other benefits idea). Their intention from the heart and passion, give free rein mind open to the fun, joy and enthusiasm that comes with creating something new. Also clarify the intent of helping other people understand the idea with an opportunity to help. However lies in the qualities of emotional intelligence defined by the great psychologist Daniel Goleman (2008) in his books as: self-knowledge, self-control, motivation, empathy and managing relationships.

3. Presentation

Entrepreneurship - the only source that can create new jobs and develop

Entrepreneurship is the safest way to thrive in an uncertain world, constantly changing. Reducing the number of jobs is just one of the consequences of economic crises and often people who never had scheduled to arrive entrepreneurs choose this solution to overcome the crisis situation. Entrepreneurship should be viewed as activity in the service business goals and subordinate its purpose - maximizing profit. As the term "entrepreneur" began to be used more often in the context of economic development, meaning and characteristics have received attention increasingly

higher. Demonstrated entrepreneurial economy and still can do that is important. Through it they could launch new products and technologies to better meet consumer demands and increased productivity. It also represented his greatest strength throughout the long and thorny history of human ascent from underdevelopment to prosperity. US It is considered unique due to the entrepreneurial economy and the performance of America lies in its ability to create jobs by developing small and medium enterprises, but also permanent jobs in large companies that have existed since the 70's. Should not be forgotten was technology, which benefited America, but that is due to all creation and development of entrepreneurship.

Regarding Romania's situation, we can say that experts evaluate and agree that the development of a viable SME sector in the country's economic structure is essential. While it is still preferred a job in the state even underpaid than risk taking to manage your own business, in Romania entrepreneurship can be developed. One way is to involve universities, which through their training programs can develop entrepreneurial economy practices. Entrepreneurial system in the US is largely due Universities who knew how to create and develop programs to stimulate entrepreneurship in recent decades EU countries have become increasingly aware that the gap with the US is due to a shortage of entrepreneurship, and they have sought ways of stimulation.

Entrepreneurship is considered an engine of development, which takes risks and responsibilities of a business. Beyond the fact that this issue deserves to be raised - share the skepticism of Adam Smith (1776) related benefits that can be expected from, those who inclined to trade for the public good - "the above argument must be rejected on principle. It boils down to the assertion that those who support fees and charges raised have not been able to bring the majority of citizens in their consent and that now seeks to obtain, through undemocratic means, which could not obtain through democratic means. In a free society, people, bad "it is hard to do „bad", since good a man is evil other".

In countries with low GDP/capita national economy is characterized by a greater number of small businesses. As you increase the level of GDP/capita, industrialization and economies of scale allow large firms to meet the increased demand of emerging markets and to increase their role in the economy. Also, with the increasing role of large companies, may see a drop in the number of small businesses, as it creates an increasing number of jobs in big companies, thereby increasing the opportunity cost of any individual decisions acceptance entrepreneurial status.

Comparatively, in countries with low levels of

GDP/capita, a decrease in early-stage entrepreneurial activity can be considered a good thing, especially if accompanied by economic growth and economic stability. If the economy grows and an increase in living standards, the role of the business sector may also increase because more people can access resources to start your own business in an economic environment that facilitates the opportunities.

In order to obtain better results on entrepreneurial activity in Romania, it is necessary to improve the infrastructure of business support the creation and development of industrial parks, business incubators, further reducing bureaucracy regarding the establishment and operation of new enterprises, a better inform the public on government programs to stimulate private initiative, popularizing a greater business success stories registered by Romanian entrepreneurs (Ștefănescu, 2010).

Social entrepreneurship, ideas and people who change the world

David Bornstein (2007) states that "Social entrepreneurs identify resources where other people see only problems. They see the villagers a solution, not just passive recipients. They begin by assuming powers and resources found in the communities they serve." Regarding social entrepreneurship, it is hard work for a social entrepreneur in order to change the system for the better. The social entrepreneur is one who identifies social problems and finds new solutions that others have not thought to bring a viable long-term social change. The terms social entrepreneur and social entrepreneurship were used for the first time in the literature on social change in the 60's and 70's. Terms have spread rapidly in the 80's and 90's, being promoted by people like Bill Drayton, founder of Ashoka: Innovators for the Public and Charles Leadbeater, advisor to former British Prime Minister, Tony Blair and author of "The Rise of the Social Entrepreneur". One of the best known social entrepreneurs is Muhammad Yunus, founder and manager of Grammenos Bank, winner of the Nobel Peace Prize in 2006.

Areas that stood out most projects of social entrepreneurs are: public services, education, health system, but the list remains open and the possibilities of involvement in different sectors and regions grow further with the development of the Internet and new technology. As underline Bill Drayton, a social entrepreneur will not settle just above and to offer people to learn to fish. He will not have peace until it will revolutionize the fishing industry.

But what distinguishes a social entrepreneur by other entrepreneurs? A social entrepreneur wants primarily to generate "social value" and not profit. He acts as an agent of change for society, finding innovative

opportunities to improve the system and identify sustainable solutions. All their efforts are focused on obtaining long-term results, but also on creating a measurable impact by opening new roads in sustainable development.

Entrepreneurial development in the new conditions of the contemporary era

There are six major trends that are reshaping our world, it said in a report published by Dan Popa (2015). Each of these trends has the ability to change and reshape the world in surprising and unexpected ways both now and in the future. They are: digital convergence; strengthening entrepreneurship; creating a global market; increasing global demand for resources; redefining health; urbanization. These trends are described as major global forces that define the future through profound impact on economies, sectors, companies and individuals. Goods, capital and labor move globally with greater speed than ever after new patterns. Both technological innovations rewrite every industry and how people manage their lives. In this world, accelerating the growing change is one of the few constants.

Even if every trend is freestanding, between them there is certainly a connection. The digital revolution, for example, is closely linked to the level of transformations expected other five mega-trends. Big Data, sensors and applications for social networks will mark redefine how public health is managed; digital technologies will lead to the implementation of "smart cities" of tomorrow. The ability to generate business models based on digital technologies has facilitated the development of new innovative companies by entrepreneurs worldwide. The pillars of a strong economy are representatives of domestic capital and entrepreneurial class. The economic power continues to shift eastward. There are new markets and new business connections. The boundaries between industry sectors are blurring. New players in the market, where digital environment is native overturns existing business models. Players from one industry (technology) penetrate other sectors (such as health) with new and interesting proposals. As the world is advancing at the speed of the 2030 developments of these six mega trends and their interactions will definitely be continuously monitored.

Increasing global demand for resources

The increase in absolute population, economic development and increasing number of middle-class consumers will feed the increasing global demand for natural resources-both renewable and non-renewable. While non-renewable resources of the planet are finite technically, new technologies continue to change the picture of the supply of resources in the future by new

possibilities of accessing reserves of oil, gas and minerals that were previously difficult to access. Application of new technologies and the changing landscape of supply will facilitate the adaptation of business models and innovation- and changing geopolitical balance of power. Increasing concerns about environmental degradation, the need to conserve strategic resources and ensuring our food and water resources indicates that we protect and preserve the planet are imperative for the future.

Key aspects of this mega-trends could be:

- The intensification of the competition for natural resources as they are limited.
- Offer growing renewable and unconventional will change the dynamics of the global energy mix.
- Water scarcity will generate a number of challenges for the food industry and energy; 90% of world energy production depends on water; by 2030, water demand will exceed the 40% offer, according to the United Nations.
- Climate change and extreme weather events will require proactive measures to adapt or develop capacity to adapt; costs of adaptation to climate change will rise between 70-100 billion each year until 2050.
- Transparency and security of global supply chains will become extremely important.

Today companies face countless challenges that modern management has no right answers: increasing the pace and speed of change to be competitive decreasing control over business results by developing values that ecosystems or networks, and increasing purchasing power via Internet.

These new challenges require the current management paradigm another approach to business and organization, new patterns of thinking and behavior, as well as other roles and specific skills. It becomes obvious need for a revolutionary innovation in enabling transformation of the company management in order to increase performance.

4. Conclusion

Innovation in management consists, primarily, in the growth outlook entrepreneurial development thinking and entrepreneurial skills and consequently the culture and processes of organizational entrepreneurship and such a framework organizational encourages the development and enhancement initiatives and projects business at the level of each employee. This gives employees a new perspective to create value in what they do, to bring sustainability add value to their job site in order to increase long-term value of the company. Entrepreneurial revolution is transforming, changing deep, meaningful way of running a business (a business management, organizational structure and culture) creating added value at all levels.

Perspective entrepreneurial create value-added business does not replace the perspectives of management and leadership of, but complement and updated in an ecosystem of management that works to significantly increase business value in a predictable and sustainable, based on a strong consensus of the employees at all organizational levels.

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