

ENTREPRENEURSHIP EDUCATION FOR VET SCHOOLS

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AND APPROACHES



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Economic developments in the world and the dizzying acceleration in technology require constantly revisiting entrepreneurship in the light of new approaches. For example, businesses that gained competitive advantage through economies of scale in the 1970s are now transferring most of their work to other sub-suppliers and remaining on small scales.

They prefer to have a more flexible structure. Changing world conditions and increasing technology levels constantly bring new concepts and approaches to the literature. In order to facilitate the understanding of entrepreneurship, some concepts that are becoming popular today need to be explained. In this study, we will try to clarify the concepts of digital entrepreneurship, sharing economy and Asset Light Business Models.

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Digital (Technological) Entrepreneurship

Technoentrepreneurship was first mentioned in a symposium held at Indiana Purdue University in 1970; technology-based entrepreneurship, high-tech entrepreneurship, etc. It is also included in the literature with other names. Studies on technological entrepreneurship, which is an important tool that increases the level of welfare at the level of individuals, companies, regions and countries, serve an important function far beyond what is anticipated. Technological Entrepreneurship is investing in projects that can add value to the business and bring together heterogeneous assets and technical elements fed by scientific and technical sciences. This aspect of technological entrepreneurship, which is directly affected by scientific and technical developments, makes it It is the most basic element that distinguishes it from other types of entrepreneurship.

Many definitions developed in the literature emphasize the technological entrepreneur's aspect of revealing existing but undiscovered knowledge. In another definition, technological entrepreneurship is the use of skills and resources in opportunities with high growth potential and high added value by using decision-making methods. It is described as a process of discovery and stated that it is a type of leadership (Dorf and Byers, 2007:42).

The characteristics of technological entrepreneurship and its main aspects that distinguish it from other types of entrepreneurship are listed below (Bailetti, 2012:10):

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- ◆ High Opportunity Potential,
- ◆ High Risk of Failure,
- ◆ Excess Demand for Infrastructure, Services and Resources.

A significant amount of studies have been conducted on the importance and impact of technological entrepreneurship on new business creation, economic and social development and growth; It is stated that technological entrepreneurship is the key source of economic and social progress, and that by creating new companies in this field, it creates new job opportunities for job seekers and increases the competitive advantages of businesses by providing technological progress. (Zahra and Hayton, 2007:185-208).

Radical and economically valuable innovations are important not only because of their positive contribution to the economy, but also because they change the direction of consumer preferences. technopreneurship

It is possible to summarize their role on socioeconomic development as follows (Siyanbola et al., 2011:11):

- ◆ Integration of Innovations into the Market,
- ◆ Development of Technological Capabilities,
- ◆ Increasing the Number of Patents,
- ◆ Diffusion of Successful Technologies,
- ◆ Development of Technical Sciences.

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One of the most important data showing the digitalization in the production levels of countries is the Number of Industrial Robots in Operational Status data published by the World Robotics Federation. As seen in Figure 1, as of 2016, Turkey is in the category of medium technology-intensive countries with approximately 7,000 robots in the production process (UNDP, 2018: 55).

The positive contribution of technopreneurship to the economy and country development is greater than other types of entrepreneurship, and it is emphasized that entrepreneurial activities have a growth potential rather than general support.

The need to support entrepreneur entrepreneurs has been researched by many academics. A study conducted by GEM in 2006 showed that technological entrepreneurs with growth potential contribute more to the country's economy and that these initiatives

It has been revealed that the return on support given is higher (Stam and Stel, 2006:21).

As a result of the study conducted by GEM in 2013, which tried to understand the contributions of entrepreneurs to growth, it was revealed that the economic value production capacities of the sectors are different from each other, and especially the contributions of technology-intensive entrepreneurs are greater. Policy makers mostly follow a policy of supporting traditional entrepreneurial activities, especially the low-tech service sector (business lines such as restaurants and retail stores).

It was observed that it was encouraged. It is accepted that high-tech entrepreneurs can stand on their own feet because they are educated and opportunity entrepreneurs, and therefore they are deprived of support. The study revealed that it is more important to develop the type of entrepreneurship with high technology potential rather than improving the level of 5