

WORK VALUES OF ENTREPRENEURS IN THE REPUBLIC OF NORTH MACEDONIA

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Abstract: Having an entrepreneurial action, or being an entrepreneur, implies having a certain set of skills, qualities, behaviors and values. As a result of the different approaches, the many definitions and the different aspects of definition (economic, psychological, sociological, managerial, etc.) it is evident that entrepreneurship is related to a wide set of skills and behaviors that vary from creativity, innovation, risk taking, leadership and a sense of initiative, up to the skills of creating a network of contacts and great dedication in work. Maintaining positive attitudes and perceptions about entrepreneurship in general is one of the key policies of many national economies. The main driver for this principle is the claim that the existence of positive attitudes towards entrepreneurship influences to stimulate people to take entrepreneurial steps. Entrepreneurs in the Republic of North Macedonia, similarly to elsewhere, exhibit a distinctive set of work values that are shaped by the local economic, cultural and social context. These values not only drive their personal motivations, but also influence their business practices and contributions to the economy. The historical context of North Macedonia provides a unique background for understanding the challenges and opportunities for entrepreneurship in the region. The transition from a planned economy to a market-oriented system required a cultural change towards the acceptance of entrepreneurship. Despite a legacy of risk aversion, there is growing recognition of the importance of entrepreneurial activities in contributing to economic growth and development. A few key work values commonly observed among entrepreneurs in North Macedonia: Resilience and determination, community and relationships, adaptability and innovation, ethical business practices, quality and craftsmanship, family and heritage, educational achievement, global perspective. In general, the work values of entrepreneurs in the Republic of North Macedonia reflect a blend of tradition, endurance, innovation and community spirit. These values not only shape their individual business ventures but also contribute to the wider economic development and prosperity of the country. Culture refers to the enduring set of values of a nation, region or organization. However, the unique leadership demonstrated by entrepreneurs and the important role they play in economic development worldwide have led scholars to question whether the characteristics associated with entrepreneurship are similar or different across countries. In this context, entrepreneurship researchers generally assume that characteristics associated with entrepreneurs in the United States, such as risk taking, high need for achievement, initiative taking, and innovativeness, are universally attributed to entrepreneurs. In other words, cultural value indicates the degree to which society considers entrepreneurial behavior, such as risk-taking and independent thinking, to be desirable. The increase in the rank of entrepreneurial culture in a country, in the recent period, can be a significant indicator of the increase in people's awareness in terms of building an appropriate system of shared values, beliefs and social norms, for accepting the essential characteristics of entrepreneurship.

Keywords: Entrepreneurship, culture, values.

1. INTRODUCTION

In defining entrepreneurship, some authors take as a basis for explanation the characteristics of the entrepreneurial firm (small, fast-growing, flexible, well connected to the market, etc.), others, the profile of the entrepreneur (courage, determination, taking calculated risks, etc. .), others focus on the course and results of the entrepreneurs' work (process, work output/results, etc.).

Schumpeter believed that innovation and 10 creativity is what makes an entrepreneur different from other businessmen (business owners), that is, entrepreneurs are the ones who moved the industrial revolution in the 19th century. So for example, a focus on the characteristics of the entrepreneur can be found in the research of:

- Miner – tried to define different types of entrepreneurs;
- Filion – presented the differences between the entrepreneurial and management process;
- Thompson – established a new framework for recognizing entrepreneurs;
- Petrakis - analyzed the entrepreneur's attitude towards risk taking

As a result of the different approaches, the many definitions and the different aspects of definition (economic, psychological, sociological, managerial, etc.) it is evident that entrepreneurship is related to a wide set of skills and behaviors that vary from creativity, innovation, risk taking, leadership and a sense of initiative, up to the skills of creating a network of contacts and great dedication in work.

Economic development is essential for enhancing the well-being of all individuals living in developing countries around the world, and especially the young population entering the labor market and at the beginning of their

economic activity. Entrepreneurship has proven to be a way to boost economic activity through new entry and growth of entrepreneurial firms.

2. MAIN PART

Maintaining positive attitudes and perceptions about entrepreneurship in general is one of the key policies of many national economies. The main driver for this principle is the claim that the existence of positive attitudes towards entrepreneurship influences to stimulate people to take entrepreneurial steps.

The Republic of North Macedonia is a country that until 1991 had a planned economy with very few examples of private companies and private initiatives in the economy. Having your own company and investing in your own business was not an option nor was it considered an option for self-employment. Back then, it was believed that workers should strive for stable personal incomes by working in state-owned companies, where the risk of bankruptcy is low or non-existent. Over the years, socialism has contributed to the emergence of generations of risk-averse young people, which is the opposite of desirable behavior in entrepreneurship. In that sense, the wishes and aspirations of young people for the working environment should be highlighted. Youth entrepreneurs are of the opinion that young people often lack energy and enthusiasm, and most importantly the courage to bring ideas to light.

According to several surveys from 2017, 57% of young people most wanted to work in public administration, while only 20% wanted to start their own business. Another comparative study shows that in 2018, the percentage of respondents who wanted to work in the public sector increased by 6%, while the desire to work in the private sector decreased by 5%.

Another key element that determines entrepreneurship is unemployment rates, as well as the level of education, knowledge and skills.

The focus on countries with an advanced economy, towards which the Republic of Macedonia also aims, is aimed at the following goals:

- enabling comparison of the level and characteristics of entrepreneurship in different economies; determining the impact of entrepreneurial activity on economic growth; identifying the factors that encourage or hinder entrepreneurial activity; providing direction for the formulation of more effective and expedient policies to encourage entrepreneurship.

Entrepreneurs in the Republic of North Macedonia, similarly to elsewhere, exhibit a distinctive set of work values that are shaped by the local economic, cultural and social context. These values not only drive their personal motivations, but also influence their business practices and contributions to the economy.

Here are some key work values commonly observed among entrepreneurs in North Macedonia:

- Resilience and determination: Macedonian entrepreneurs often demonstrate a strong sense of resilience in the face of challenges. Given economic fluctuations and bureaucratic hurdles, persistence and determination are highly valued traits.
- Community and relationships: building strong interpersonal relationships and community networks is critical. Macedonian entrepreneurs often rely on personal connections and local networks for business opportunities, support and advice. Trust and reciprocity play a significant role in these relationships.
- Adaptability and innovation: flexibility and the ability to adapt to changing market conditions are essential. Entrepreneurs in North Macedonia often innovate within their industries, finding new ways to meet consumer demands and differentiate themselves in competitive markets.
- Ethical business practices: Integrity and ethical behavior are highly valued. Maintaining a reputation for honesty and fairness in business dealings is considered essential to long-term success and sustainability.
- Quality and craftsmanship: Entrepreneurs take pride in their craftsmanship and often use traditional skills passed down through generations.
- Family and heritage: Many businesses in North Macedonia are family owned or have strong family ties. Entrepreneurs often see their businesses as a legacy to pass on to future generations, which encourages a long-term perspective and commitment to sustainable growth.
- Educational attainment: While practical experience and street smarts are highly valued, there is also a growing appreciation for formal education and specialized knowledge. Entrepreneurs are increasingly looking for educational opportunities to improve their skills and stay competitive.
- Global perspective: With advances in technology and connectivity, many entrepreneurs in North Macedonia are looking for opportunities beyond national borders.

In general, the work values of entrepreneurs in the Republic of North Macedonia reflect a blend of tradition, resilience, innovation and community spirit. These values not only shape their individual business ventures but also contribute to the wider economic development and prosperity of the country.

There are many other characteristics characteristic of entrepreneurs explained in various studies. In this context, according to Beugelsdijk and Noorderhaven who aim to add insight to the existing literature on the personality characteristics of entrepreneurs, entrepreneurs can be characterized by an incentive structure based on individual responsibility and effort and hard work. ethics. Additionally, in enumerating the characteristics of a successful entrepreneur, Arthur Stone Diving wrote about the qualities of imagination, initiative, judgment, and restraint.

Culture refers to the enduring set of values of a nation, region, or organization. However, the unique leadership demonstrated by entrepreneurs and the important role they play in economic development worldwide have led scholars to question whether the characteristics associated with entrepreneurship are similar or different across countries. . In this context, entrepreneurship researchers generally assume that characteristics associated with entrepreneurs in the United States, such as risk taking, high need for achievement, initiative taking, and innovativeness, are universally attributed to entrepreneurs. In other words, cultural value indicates the extent to which society considers entrepreneurial behavior, such as risk-taking and independent thinking, to be desirable.

Perceptions of entrepreneurship depend on several factors from the intermediate and immediate environment. They should be seen in the context of the factors affecting the given national economy. Determining the reasons and making decisions about starting a business is a complex process. Some decide to start their own business after seeing favorable opportunities on the market, others believe that they do not have the appropriate abilities and skills to start it, and some of them would not start a business due to fear of failure.

Entrepreneurial perceptions of opportunities to start a business increased in 2013, in contrast to a steady decline from 2008 to 2012 (from 47% in 2008 to 30.79% in 2012), but are still 10 percentage points lower. since 2008. On the other hand, the perceived abilities and skills to start a business for the first time in the survey period in 2013 are at the lowest level - 49.7%. This may indicate an increased awareness of the need to constantly improve knowledge and skills for running a business.

Entrepreneurial education is presented as a driving force for innovating teaching, revitalizing culture, developing learning and strengthening achievements. Entrepreneurial education is key to involving the business world and the wider social community in the educational process, while at the same time establishing the necessary links between educational systems and businesses. Education should encompass both theoretical knowledge and practical skills to prepare young people to be responsible citizens. of our society, but also to be ready for the world of work.

According to the opinion of Macedonian experts and in accordance with the regional average, the entrepreneurial culture (cultural and social norms) in 2015 is ranked eighth, and according to the European average, cultural and social norms are ranked as the 5th condition. in order of importance among the 12 conditions for the development of entrepreneurship included in the research.

The increase in the rank of entrepreneurial culture in the country, in the recent period, can be a significant indicator for increasing people's awareness in terms of building an appropriate system of shared values, beliefs and social norms, for accepting the essential characteristics of entrepreneurship.

3. CONCLUSION

In conclusion, the definition of entrepreneurship is complex and multifaceted, as it encompasses different perspectives and aspects. Although there is no universal definition, it is clear that the entrepreneur is key to economic development, with characteristics such as creativity, innovation and leadership. The historical context of North Macedonia shows how the transition to a market economy affects the acceptance of entrepreneurship, while the growing importance of entrepreneurial activities contributes to the economic and social development of the country. It is crucial to foster a positive entrepreneurial culture through educational initiatives and policies to create a supportive environment for entrepreneurs and harness their potential for innovation and growth.

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