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## Social image of the entrepreneur

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### Abstract

Currently the role of entrepreneurship has a special significance. The entrepreneur in the world is considered as “an engine” of a scientific and technological progress, a creator of spiritual and material benefits and the owner of special personal qualities. He/she is able to change the values of society and cultural traditions in addition to creating “new” ones. The new aspects of social function belonging to the entrepreneur can be observed. Entrepreneurship is a social and economic phenomenon that is necessary for the effective society development. Moreover, entrepreneurship education is a social order of the State. The purpose of training is not to turn everyone into entrepreneurs, but to help to understand entrepreneurial thinking, to see the world in different perspectives, to ensure the production of new knowledge. This paper formulates the concept of “entrepreneurial skills for a University student”.

*Keywords:* Entrepreneurship, way of life, social function, entrepreneurship education;

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### 1. Introduction

The economic and social world is changing. There is a general models crisis of business organization and management. The uncertainty of the external environment and competition is increasing. There is a “fear of being late”. Therefore, it is necessary to transform the approaches to the organization, business and economic processes. In such a situation, the role of entrepreneurship has a special significance. Starting from Weber, Sombart, Schumpeter and to this day the entrepreneurship “excites” the minds of many authors. In the Weber’s and Sombart’s works the entrepreneurship is presented as a special side of the active life of society, and entrepreneurs are presented as a special socio-economic group, whose representatives are the owners of special human qualities. According to Schumpeter, entrepreneurs are figures who break previous forms of production and organization of society, who are revolutionaries in the economy, initiators of social and political revolution. The entrepreneur constantly carries out “creative destruction”, playing the main part in the economic development of society.

### 2. The concept of “entrepreneur”

Who are entrepreneurs? Entrepreneurship as a sphere of human activity has been a subject of study in political, philosophical, economic, social scientific schools. Currently the entrepreneur in the world is considered as an engine of a scientific and technological progress, a creator of spiritual and material benefits and the owner of special personal qualities.

Who are entrepreneurs? These are people, whose activity perform two important functions: economic and social ones. In the literature, there are two main interpretations of entrepreneurship – the first one, when it comes to the foundation and management of business at entrepreneurs' own expenses and risks, and the second one – when it is associated with the nature of behavior.

Modern authors fill the meaning of the concept of "entrepreneur" with such qualities as non-standard thinking, creativity, ability to foresee. At present, entrepreneurs are associated with freedom of choice, financial independence, and independence from the State. Entrepreneurship is positioned as a way of life. It is necessary not only to demonstrate economic achievements, but also to represent a certain type of personality, to have a specific way of thinking, strong will, to have intuition to belong to the community of entrepreneurs [2].

But there are other standpoints. An Entrepreneur is a poor fellow and an eternal debtor; an irrepressible optimist who voluntarily choses a life career in which he/she will have to change the objects more than once. Moreover he/she is a person who probably goes bankrupt and tries to get back; an self- exploiter without a normalized working day and vacations, not allowing him/herself to spend on his/her own consumption more than a skilled worker even if he/she has a successful business.

Entrepreneurs are seen as the owners of services and goods that pursue only the goals of profit. Employees look at entrepreneurs as owners who can offer jobs and exploit their workforce. There is an opinion that entrepreneurs are the embodiment of profit, greediness and indifference to the State and other people.

However, the public opinion about entrepreneurs is gradually changing. Entrepreneurship takes the form of a respected profession. According to Yu. B. Rubin modern entrepreneurship is a strange mixture of a creative flight and a daily routine, the desire to realize the dream independently and the obligations to bring benefits to the environment, the rights to conduct their own business and the responsibility to the society for the opportunity to have this right [3]. Modern entrepreneurs are an important sector of society. And entrepreneurship is a bright way of self-realization of people who are active in the economic context.

It is also necessary to pay attention to the social function of entrepreneurship, which mainly implies the creation of jobs and the production of goods and services for society. But now there are new aspects of the social function of entrepreneurship. For example, social and innovative activity of an entrepreneur, which transforms the sphere of social relations, forms new stereotypes and social relations, forms the value orientation of employees.

The socio-political aspect of entrepreneurship also plays an important role. The entrepreneur is interested in the society stability, property guarantees, regulating its activities by laws. Thus, entrepreneurs have political needs.

Thus, the development of the social function of entrepreneurship contributes to the social integration of society, leads to the democratization of property relations and management, which in turn stimulates the social progress of society [5].

### **3. Entrepreneur's social responsibility**

The topic of entrepreneur's social responsibility is also relevant. On the one hand the social responsibility of the individual entrepreneur is s/her ability to carry out a creative act to project effectively the values and interests into the world of his/her being. On the other hand, social responsibility is also the perception and assimilation of the values and interests of the outside world through "working with meanings". To do this the entrepreneur must be able to overcome the threats of spiritual and social alienation and social partnership, remain an active participant in

the system of social interaction [1]. Social responsibility of an entrepreneur is related to partners, consumers, government, competitors, etc. Applicable legislation includes such types of social responsibility as charity work, care about the environment, urban infrastructure development, formation of civil position and so on. The State should create favorable conditions for entrepreneurship, which will contribute to the formation of the entrepreneur as a socially responsible person towards society.

So, who is an entrepreneur? Entrepreneurship is a way of life, freedom of choice and financial independence combined with charisma and social responsibility. Although many authors believe that attention should be paid to what the entrepreneur does, rather than who s/he is, the personality of the entrepreneur and his/her qualities will always be the subject of study by many researchers.

Entrepreneurship is not just the process of making profits, but innovation, creativity, generation of ideas, non-standard approaches to activity. It contributes to the formation of a self-developing society. Entrepreneurs are interesting, self-sufficient, creative individuals who make life diverse and contribute to the history of the State and civilization.

The entrepreneur performs important social functions: innovation, employment, replenishment of the state budget, insurance and pension contributions.

Entrepreneurs are needed as an image of a successful and free individual. They also contribute to the revival of socio-economic life of society. The entrepreneur has an impact on society. S/he is able to change the values of society and cultural traditions in addition to creating "new" ones.

In some cases entrepreneurship is a survival means. Entrepreneurship can be done by people who feel the internal need for such activities; employees, dissatisfied with the performed work and citizens who had lost their jobs.

#### **4. Entrepreneurial skills for a University student**

Currently, the entrepreneur skills have a special meaning and they are important as "soft skills" to various specialties. The requirements for University graduates are increased in the conditions of rapid development of technical systems. It is necessary that they possess not only the main aspects of professional activity, but also were capable of innovative, innovative activity. Currently, entrepreneurship training is an urgent task at the state level. The students' entrepreneurial competence development can enable them to become competitive specialists in the global market. Training is characterized by the transition to the so-called "flexible" specialties. You can increasingly hear concepts such as a "cost-effective" graduate or a "multifunctional" specialist.

The training purpose is not to turn everyone into entrepreneurs, but to help to understand entrepreneurial thinking, to see the world in different perspectives, to ensure the production of new knowledge. Entrepreneurship is a source of independence and realization. The study of entrepreneurship as a whole is a means of intellectual development, since it is entrepreneurship that demonstrates the ability of the human mind to turn a new idea or invention into a successful innovation, to introduce non-standard approaches and solutions, to implement bold projects.

It is widely believed that entrepreneurial skills are a combination of the main characteristics of the entrepreneur, allowing him/her to achieve sustainable success, namely life position (attitude), personal values, beliefs, knowledge (including social, managerial, technical), skills, abilities, experience, mental and behavioral inclinations [4].

Entrepreneurship can and should be considered by the organizers of education as a unique opportunity for the integration training of students to carry out professional and entrepreneurial

activities at the same time. In the process of training, a student can acquire an integrated set of competencies and at least several options for career prospects as a hired professional, a freelancer, a free entrepreneur.

We formulate the concept of entrepreneurial skills for a University student. In addition to professional and general cultural competences, students should develop entrepreneurial skills.

An entrepreneurial skill is a system of knowledge, skills and personal qualities that involves:

- entrepreneurial literacy (knowledge of the theoretical foundations of the creation, management, termination of business, the ability to create business plans);
- ability to identify problems, generate scientific, technical and entrepreneurial ideas and evaluate the effectiveness and profitability of these ideas;
- ability to be interdisciplinary (knowledge in various fields, e.g. physics, information technology, entrepreneurship, patenting, etc.);
- ability to search and analyze the market of resources;
- ability to plan, develop and market a new product (technical system, inventions), as well as the ability to control the implementation process;
- ability to manage intellectual property and to assess risks;
- knowledge of project skills in the field of commercialization of scientific and technical ideas and team work skills;
- knowledge of business communication skills and the art of presentation.

Certainly, many students do not plan to be engaged in entrepreneurial activities. And not all University graduates can become successful entrepreneurs, as an entrepreneur must have a set of certain personal characteristics, which are not manifested in every person. Nevertheless, the graduate should have adequate training and sustainable competencies in the field of entrepreneurship. Whatever profession the student receives, entrepreneurial skills will help in the implementation of professional activities and further self-realization.

## 5. Conclusion

We concluded that entrepreneurship is a specific factor of economic development. Entrepreneurship is not just making a profit, but innovation, creativity, generation of ideas, non-standard approaches to activity. Moreover, an entrepreneur is a Creator of the new, a Manager of his/her life, a generator of ideas, applying non-standard and creative approaches to profit. The attitude towards entrepreneurs in Russia is ambiguous. But it is an indisputable fact that entrepreneurship is a socio-economic phenomenon necessary for the effective development of society. Entrepreneurship education is a social order of the State. In our country, the process of teaching entrepreneurship is at the stage of formation and has a number of problems. These are problems of motivation, lack of a unified system of training and often a negative attitude to entrepreneurship. But the entrepreneurship evolution continues

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