

SOCIAL AND CULTURAL IMPORTANCE OF INNOVATIVE ENTREPRENEURSHIP

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Entrepreneurship is becoming more and more socialized owing to its intellectualization. The new type of entrepreneurship – intellectual, which is carried out by people with higher education, developed intellect and high level of creativity, is successfully developing today. The main result of their entrepreneurial activity is socially-oriented complex innovative intellectual production. The representatives of intellectual entrepreneurship anticipate needs that haven't come into being on the market yet, form the demand.

Entrepreneurship is a special form of economic activity based on innovative independent approach to production and putting on the market of goods and services bringing income and realizing of his self-importance to the subject of entrepreneurial activity [1].

Like any other kind of system, the economic system aims at stability and is inertial to a certain extent. The specific role of entrepreneurs is in overcoming of economic system persistence and convergence of

economic subjects to act according to customary practice. Any innovation in economic sphere entails high risk the traditional economic subjects try to avoid. The entrepreneur is constantly breaking the system stability finding new models of management, new behavior strategies. The entrepreneur estimates the suitability of idea (innovation) and leans on his intuition. Market is the sphere where crystal clarity and stability is absent. Therefore the key success factors of the entrepreneur are intuition, feeling and other not-rationalized factors. For the entrepreneur the research of new risky situations and the ability to solve them have self-sufficient value. Only on the early stages money and profit are adequate reward for risk. Further an increasing weight is acquired by individual "me". At the same time the entrepreneur can't be assimilated to imprudent player. Despite widespread opinion, identifying entrepreneurship and risk, successful entrepreneurs risk moderately, behind the courageous decisions they hide sober accounting of objective opportunities and their own forces.

According to J. Ronen, D. Kahneman, A. Tversky, P. Fishburn and some other scientists entrepreneurs have an electoral heuristic. They are able to solve common problems in a non-standard way and resist to external circumstances pressure more actively than other people. Furthermore they give up minor tasks and dwell on the main. Projects which are favorable to the success they conceive and carry out more quickly than those neutral and containing danger [2, 3].

Thus the ability to find instantly action appropriate for present situation, determine its temp, realize flexible behavior model to achieve the aim, find out fruitful ideas, choose correct information. Actions of innovative entrepreneur resemble those of a scientist: he can find a hidden sense in information. Constant return from new positions to former aim and research of alternative ways of its achievement are significant aspects of entrepreneur's mentality. Value structure with constant renovation determination is peculiar to entrepreneur-innovator.

From social point of view the entrepreneur role in society innovative development is extremely important. The entrepreneur as a founder of a new business is more concerned about its perspectives than about quick profit. He is noted for combination of high level of achievement motivation and high level of social responsibility.

Innovative potential can be considered as one of the components of cultural capital. Innovative potential as intellectual and business preparedness to take part in innovative processes has a tendency of concentration in narrow society segments.

Nor upper neither lower society layers have a sufficient innovative potential. Upper layers are inert as a result of their self-containment and don't have a motivation to innovative activity. They are not interested in change of current system.

Historical experience shows that the upper layers are usually characterized by rather conservative than innovative-reformative positions. The lower society layers have neither motivation nor cultural capital. The one who has a resolution to launch a challenge against current customs and regularities becomes the entrepreneur. It's instantly inherent to the society collision of innovative values and opposing traditionalistic and conservative life-meaning positions.

P. Drucker wrote: "What we need is an entrepreneurial society in which innovation and entrepreneurship are normal, steady, and continuous. Innovation and entrepreneurship have to become an integral life sustaining activity in our organizations, our economy and our society." Ideally in such kind of the society any person able to work should become an entrepreneur, be aimed on search and realization of innovations in his professional activity. One of economic development key factors is system of values and sense that motivate an entrepreneur [4].

When speaking about Eastern Europe countries this period of historic development is specified by certain lack of innovative entrepreneurship spirit. It is caused by absence of axiological-semantic motivations in post-Soviet culture along with certain economic causes.

Effective functioning in noosphere economy requires modifications of principles and models of successful entrepreneurial activity. Innovative development of entrepreneurship assumes entrepreneurial structures to integrate into their activity different kinds of innovations – technical, organizational, marketing, etc. in order to improve/develop self-competitiveness. Development of innovative entrepreneurship can be provided by mutual efforts of three key subjects of national innovative system – government, entrepreneurship and education system.

Principal conditions ensuring innovativeness management in entrepreneurship sphere:

- developed engineering and science base;
- research intensity of production and output;
- availability of innovative structures;

- developed industrial base by group of indicators;
- science and technology level of production;
- availability of high-qualified personnel.

One of the ways of optimizing entrepreneurial activity is creation of networks. In institutional theory networks are considered as alternative to markets and hierarchies forms of management structures. Networks enable to use of mutual resources more effectively, achieve maximal synergetic effect and considerably reduce risks peculiar to innovative entrepreneurship by way of their distribution among network participants. There are actual questions of industry and interindustry associations creation, aggregation of small and large business, where large business is the source of financing of innovations generated by small businesses. Effective network interaction of innovative development contributors is a factor of knowledge economy sustainable development.

Education system should become key integrator of economic subjects intellectual and innovation ensuring. One of the forms of innovative and entrepreneurial activity cooperation is cluster structures with involvement of institutions of higher education departments providing effective transfer of knowledge from education system to entrepreneurship for innovative development achievement. Integration of education system and entrepreneurship promotes more effective knowledge exchange, introduction of more complete production methods, increase in entrepreneurship accomplishment and morality, i.e. sociologization of entrepreneurship.

In addition entrepreneurship intellectualization problem can be solved through introduction into education of humanitarian entrepreneurial orientation contributing to entrepreneurship general intellectual and cultural level increase.

System of motives, stimulating innovative activity, form innovative culture which is an essential part of innovative potential. Problem of innovations motivation has its specificity. It involves economic, psychological and ethic aspects of relations occurring during innovative activity, i.e. innovative activity in its development is impelled by innovative entrepreneurship integrated motives system. Formation and functioning promotion of motivation system should be provided by government.

Coincidence of governmental views on methods of economic problems solving and entrepreneurial interests provides quality and quantity increase in entrepreneurship innovative development. Innovative development is impossible without innovative mentality and innovative culture of a separate person along with society as a whole. Premises of innovative culture formation lie in creation of innovative activity motivation developed system.

Despite the number of problems one has to notice increasing entrepreneurship socialization. Entrepreneurship acquires status of driving force of positive social-economic transformations and instrument of economy innovative development.

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