

Entrepreneurial career development strategy

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The phenomenon of entrepreneurship has emerged as a very current topic in recent decades, both in developed and less developed countries. It is believed that the concept of entrepreneurship, as well as management, is as old as human civilization. The etymological root of the term entrepreneurship comes from the French *entreprendre*, which means to take over, to rush, to do. Due to the importance attached to entrepreneurship in modern economies, faced with a series of difficulties in generating growth and establishing sustainable socio-economic development, there is a need to monitor entrepreneurship more intensively, to provide quality empirical bases for formulating appropriate support policies, and to monitor the effects of those policies and measures based on them. To that end, certain conceptual definitions were adopted that enable standardized monitoring in national and international frameworks. In the current conditions of global business, individuals must be mobile in the field of careers, so they must be ready to educate and learn several times in their life, acquire new knowledge and skills. In the past, all this was meant only for managers and entrepreneurs, but now it is also meant for all employees in a company and for lifelong learning. Successful career management is an active role of the individual and his taking responsibility for its development. The individual should look for the opportunity and pay attention to the knowledge and skills that enable the planning and development of his career, namely: - self-assessment, - Interests, - values, - strengths and weaknesses, - professional information, - appropriate goals, - planning, - decision-making skills and abilities - skills, ability to solve problems,... The authors (Astebro, Yong, 2016) believe that "people who have various skills and experiences will be better entrepreneurs and have a better career." While others (Klepper, Sleeper, 2005) believe that "new entrepreneurs are more inclined to open a business in the same economic activities where they previously worked and thus believe that they will have a better career." Or, according to (Eesley, Roberts, 2012), entrepreneurs "from personal experience open the business that brought them the most results up to that point, so their career will be even more more successful." According to (Van der Horst, Klehe, 2019) in today's world of work, "workers have to adapt their careers to constant and changing demands and circumstances from the environment, and this can be a possible new chance and challenge for employees in traditionally organized companies." Successful career of an entrepreneur it can usually "entail job improvement or job changes, and indicators of such transitions are often used as criteria in entrepreneurial career research, they believe (Behr, Juntunen, 1990). Entrepreneurs who are to the greatest degree satisfied with their choice of their profession, find such a job that is compact with their: interests, values and abilities. The overlaps of the aforementioned with the work that the entrepreneur performs, give satisfaction with his workplace in the company. Gone are the days when companies were responsible for the career development of their employees, now is the time for each individual to manage their own career independently. Career planning is an individual process. It is a process in which an individual becomes aware of: - myself, - your knowledge, - your skills, - your abilities, - your aspirations, - its limitations, i - its consequences, In order to achieve his goals and program his training that he can achieve in his personal career. A career, which is individual, does not have to be tied to just one company. Every employee must actively according to: - to pursue their own careers, - to think responsibly about career development, - to be permanently trained for

promotion to more responsible and demanding jobs"Entrepreneurs often implement changes in their companies. "The challenge is for entrepreneurs to come up with a way to unite their wishes and wills, as well as the wishes and wills of the market and the company's employees."It can actually do that, if they are not averse to new ideas and introducing changes"(Thompson, 1992) believes. According to (Kottler, 1996) "the manager's responsibility is indisputable for introducing business changes in economic entities."Companies must have capable and creative entrepreneurs who can effectively lead changes in them, says (Mašić, 2006). In the 21st century when: education, knowledge and skills of entrepreneurs along with; IT, business communication, working in teams, exchanging and mediating information are the most important factors in the development of companies in general. Every successful entrepreneur must always pay attention and evaluate business changes. Companies and entrepreneurs must change and adapt to constant business changes from the environment, and only then will they be able to: maintain, develop and survive in the future.

References

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