

A Conceptual Model Of Entrepreneurship: From Perspective To Opportunity

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Abstract. This study discusses the activities in two major parts, namely the entrepreneurial perspective and from ideas to opportunities with literature search methods. Contains definitions and their effects about entrepreneurship, which contribute to the research area of entrepreneurship to reinforce previous studies, and are useful for future entrepreneurial research and the academic world who want to teach about understanding or definition. Using Literature Review approach taken from journals and books on entrepreneurship.

Keywords: Entrepreneurship, Entrepreneurial Perspective, Entrepreneurial Opportunity.

1. Introduction

Today, research on entrepreneurship (Entrepreneurship) is widely discussed both in management journals, marketing journals, social journals, and entrepreneurial journals. Not only in the form of journals, but many books on entrepreneurship are discussed starting from textbook books, to popular books containing practical entrepreneurship as a guide to becoming entrepreneurs.

The various contexts discussed begin entrepreneurship for beginners (start-up) [1];[2];[3];[4], entrepreneurship for MSMEs to entrepreneurship for large companies[5];[4]. The scale also varies from local entrepreneurship[6] to entrepreneurship that is global or international [7];[8];[9]. It is not only diverse contexts and scales but the activities carried out in entrepreneurship should be discussed a lot before starting from making ideas to how the efforts made can survive.

Entrepreneurship is divided into 5 parts, namely: 1) entrepreneurial perspective, 2) from ideas to opportunities, 3) from opportunities to business planning, 4) from planning to funding, 5) from funding to launching businesses, growing, and ending new businesses[10]. However, in this article discussing entrepreneurship in the literature study is limited to divided into 2 major parts, namely: entrepreneurial perspective and from ideas to opportunities, then discussing related content, its definition and its impact, which contribute to the research area of entrepreneurship to strengthen previous research conceptually.

2. Method

Entrepreneurship plays an important role in the creation and growth of a business. So it becomes important to know what activities are implemented in entrepreneurship. Starting from entrepreneurial activities upstream to downstream. But this paper does not discuss the overall entrepreneurial activities.

3. Result

In contrast to research [11] which divides entrepreneurship in 3 major parts, namely looking at entrepreneurship based on the organizational context, performance criteria and entrepreneurial behavior, in this paper discusses entrepreneurship divided into 2 (two) major parts of 4 (four) discussed[10], and each section discusses related entrepreneurial content. Where the description is explained in the following table.

Table 1. Entrepreneurial Activities and Entrepreneurial Topic

Entrepreneurial Activities	Entrepreneurial Topic	Definition	Illustration Studies
Entrepreneurial Perspective	Entrepreneurial Mindset	The entrepreneur's mindset in making decisions sometimes has to think structured / systematically, with regard to bricolage or in other words make a decision by making a combination of resources that remain owned, effectual or process with regard to what is owned, adaptability[10].	[12],
	Entrepreneurial Orientation	Related to the intention to apply using entrepreneurial principles, which are related to behavior, to get desired performance have competitive advantages, to maintain their business[13]. Sometimes it is associated with other things such as religion [14].	[13], [15]–[17].
	Corporate Entrepreneurship and Entrepreneurial Strategies	Entrepreneurial actions in established businesses [10] to innovate faster than competitors find company resources [18] as the capability to find new ways, develop new technologies and products, in entering new markets in an organization. Or in other words to	[21], [22]

		<p>identify and achieve entrepreneurial opportunities[19].</p> <p>The Entrepreneurship Strategy in this phase is a strategy to enter new markets to exploit new things for businesses to achieve competitive advantage, judging from the initial steps[10].</p> <p>Entrepreneurial strategies are also needed by the company to the next level, namely to achieve lasting excellence[20].</p>	[23]–[26]
	Entrepreneurial Intention and Cognition	Motivational factors that influence individuals to achieve entrepreneurial results [24].	[27], [28]
From Ideas to Opportunities	Creativity and Entrepreneurship	Creativity is an important attribute needed for important entrepreneurs by looking at individual potential through perceptual, cultural, emotional and organizational factors[10].	[27], [28]
	The Culture that affects Entrepreneurship	Culture has been defined by anthropologists [10] have 160 different meanings, but in general, culture is a way of thinking and behaving from parents to children or transmitted through social organizations, developed, and strengthened through social pressure. Culture is also an individual or community identity[10].	[30]

		<p>Important attributes needed for important entrepreneurs by looking at the potential of individuals through perceptual, cultural, emotional and organizational factors.</p> <p>Whereas culture related to entrepreneurship is the process of telling stories for an action that connects entrepreneurial capital resources and acquires further to acquire capital and create prosperity[29].</p>	
	View entrepreneurial opportunities in the domestic area and in the global area	Entrepreneurs conduct business until they exceed their citizenship limits not only within the country or the country, taking into account important factors such as political, economic, social and technological in the country where entrepreneurship is conducted[10].	[31]–[36]
	Social Entrepreneurship	Companies that aim to address important social problems, and aim to achieve maximum results for social influence[37].	[38], [39]
	Technological Development and Economic Development	<p>The technopreneur is The combination of technology and entrepreneurship is an important way for the commercialization of technological innovation and offers opportunities for development [40].</p> <p>The intersection between the area of Entrepreneurship and the area of economic development is a challenge</p>	[42]

		and potential for social researchers where the content associated with this is related to the development of the economy itself and its relationship with variations in the concept of entrepreneurship[41].	[43]
	Entrepreneurial Opportunities from Genders and Demographics	Entrepreneurship-related gender approach to see the type of business, the number of businesses per gender in social life [44]. Seeing the personal character of gender is associated with all aspects of entrepreneurship[45].	[46], [47]
	Opportunities to establish Family Entrepreneurship	Entrepreneurship where linking families within companies in various aspects, especially families as important resources, especially human resources[48].	[49], [50]

4. Discussion

4.1 Entrepreneurship Perspective

Undergo entrepreneurship by becoming a different entrepreneur from non-entrepreneurs. One thing that makes a difference is that entrepreneurs must have an entrepreneurial perspective or entrepreneurial perspective that is not owned by non-entrepreneurs.

This perspective can be seen from a structured or systematic entrepreneurial mindset [51] related to ideas, management of resources owned, to the creation process. Then the perspective can be seen from entrepreneurial intentions or the motivation of an entrepreneur in carrying out entrepreneurial[52]. Then the intention is added by the presence of an innovative attitude, risk-taking, proactivity, autonomy, and others called entrepreneurial orientation [14];[53];[54];[55].

This perspective is an added value for an entrepreneur to succeed in his business. The measure of success is its performance in the form of financial and non-financial performance, the continuity of its business, and its efforts to become large, becoming a large and well-established company, called corporate entrepreneurship[10]. For this reason, an entrepreneurial strategy is needed where the strategy needed in this phase is a strategy to enter new markets to exploit new things for businesses to achieve competitive advantage [10].

4.2 From Ideas to Opportunity

In entrepreneurship, just having a good idea is not enough but must be developed through various ways with creativity, innovation and seeing opportunities that exist from various aspects.

The importance of creativity and innovation in a dynamic market, where the combination of production factors is the essence of innovation[56]. The impact of innovation on companies is diverse, including the impact on performance[57], the sustainability of a company [58] and create an advantage that competitive[59]. Creativity is also important for an entrepreneur because it is an important attribute that is needed, by looking at individual potential through perceptual, cultural, emotional and organizational factors [10]. Then a good creativity and innovation are creativity and innovation that are manifested in the form of entrepreneurial activities or activities. These activities will later create a new product and/or process and or enter a new market opportunity, with a newly formed or existing organization[10]. The activities or actions of entrepreneurs on what is believed are what are called opportunities. Because doing entrepreneurship is the same as carrying out activities filled with uncertainty or high risk.

As is already known entrepreneurial opportunities if, in terms of regional demographics, the scope can be local, national or can even extend to international so-called international entrepreneurship. International Entrepreneurship operates at the borders between groups, where most of its entrepreneurship cannot be seen in the creation of a new business, goods or services which previously did not exist.

And to better understand international entrepreneurship as well as an international entrepreneur, it can be more competitive to introduce a method to understand an entrepreneurial process through a framework of Comparative, Discovery, Evaluation, and Exploitation (CDEE) [60]. Several studies have discussed a lot about international entrepreneurship and several factors associated with it. Among other things, International entrepreneurship depends on its geographical location, relates it to the social ties of the company, and companies that have high social ties enhance experience internationally[61].

The company's opportunity to penetrate to international or global is not only a large company, but MSME businesses can also spread to the international through research[62];[63];[64]. Not only regional demographic factors that can be an opportunity in establishing an entrepreneur. But gender or gender factors can also be opportunities that can be seen to set up a business[45].

An opportunity can also come from the field of technology, becoming a technopreneur[40], or also establishing a social entrepreneurship [37] establishing a business that has a social impact, or can also establishing businesses with families as their main resource [65].

5. Conclusion

As stated above, there is a lot of research on entrepreneurship in the form of journals and written in books. Both conceptual and empirical research, both about theory, definitions, and their implications in the world of entrepreneurship. Predecessor theories that predominantly underlie entrepreneurial research. These theories are an economic theory, human resource theory, psychological theory, sociology theory, and anthropological theory[66].

Then there is divides entrepreneurship into 1) entrepreneurship as an organizational context, for example from size, age, individual ownership to family, 2) entrepreneurship based on its performance, which here is based on innovation or growth, 3) entrepreneurship based on behavior, see the behavior of entrepreneurial orientation based on entrepreneurial opportunities[11].

While this paper emphasizes content related to an entrepreneurial activity which is linked to two entrepreneurial activities in general, namely the entrepreneurial perspective and from ideas to opportunities. Which can strengthen previous entrepreneurial studies and be useful for academically in teaching the entrepreneurial material, because here describes the definition and implications in the world of entrepreneurship.

The writing of this paper only limits the content related to any activities carried out in two major parts of the entrepreneurial perspective and from ideas to opportunities by definition and its implications. So it is recommended that further research continue as stated in related content 1) from an opportunity to business planning, 2) from planning to funding, 3) from funding to launching the business, grow, and end new businesses by definition, their impact and implications[10]. And it is also expected that further research will discuss entrepreneurship in a whole process that involves the underlying theory associated with the content or variables involved.

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