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**“FINDING OPPORTUNITIES & BUILDING BRIDGES IN THE  
AUTOMOTIVE INDUSTRY BETWEEN TURKEY AND THE EU”  
TEBD/019 PROJECT**



**ENTREPRENEURSHIP**



POLISH CHAMBER OF COMMERCE



## **ENTREPRENEURSHIP**

Entrepreneurship is a concept that has been highly supported in our country in recent years and that almost everyone has heard at least once. One of the simplest definitions for entrepreneurship is “establishing and running one's own business.” Another definition that can be used for entrepreneurship is the process of creating value from opportunities using resources.

It's not surprising that entrepreneurship is so popular when increasing population, rising young generation, unemployment rates are examined. However, although the number of new companies established and one who call themselves as entrepreneurs increases every day unfortunately, every entrepreneur does not achieve the success he / she expects. As a result of the general rules accepted, entrepreneurship should be examined by 3 main topics, especially if this initiative is still in the idea stage. The first of these issues that need to be carefully considered and cared for is “resources”. Resources can be categorized under the headings as current and potential resources, resource utilization and potential access to resources. The entrepreneur who will set up his/her business must correctly determine the

resources and capacity to use these resources before they come to life.

Another one of the 3 main topic that should be considered is “opportunities”. Just like the issue of resources, the person who defines himself as an entrepreneur should determine people who will take part in this initiative, and the opportunities that he will create in various subjects. An entrepreneur must identify the disadvantages which he / she can face during the realization of his / her project as well as disadvantages which may arise due to commercial competition very well and accurately.

### **The Entrepreneur Model of the New Normal: Effective Entrepreneurs**

Effective entrepreneurship, as a logic, is accepted by entrepreneurs who do not like to spend too much time planning in general in the period of uncertainty caused by the pandemic, who like to act relying on their experiences and intuitions, who can adapt very quickly to any change and change their strategy accordingly.

Effective entrepreneurs, especially focusing on their own resources and relationships, are seen as the shapers of the new normal, while the new normal discussions are increasing.

When all of these are considered, It is beneficial for the entrepreneurship ecosystem to review the stereotypes of its stakeholders and to be open to stretching them. Facilitating the admission requirements for the programs and expanding the verticals of the sectors determined for investment, liberalization of the formats of the application files and personalization of the incentives to be provided, will also enable influential entrepreneurs to easily enter the playground. Thus, it will be much easier for projects with high potential to turn into successful enterprises by bringing in diversity into the entrepreneurship ecosystem.

### **Techno-entrepreneur and Techno- entrepreneurship**

Many talented young people who want to make a difference through entrepreneurship, achieve their dreams and at the same time achieve their economic independence; focuses on the entrepreneurship opportunities instead of general and mainstream career opportunities. Entrepreneurship also offers

new opportunities for companies that have been around for a long time and have started to lose their former profitability. Entrepreneurship, for new generations and companies that update themselves, can be defined as “developing a new product with a human-oriented structure in an extremely intense uncertainty and chaos environment” by differing from traditional management approaches.

Especially in the second half of the 20<sup>th</sup> century, the concept of digital entrepreneurship has emerged in our globalizing and digitalizing world, which is getting faster and faster every moment. One of the definitions made for technological entrepreneurship defines the concept as “a complex phenomenon involving many disciplines and levels of analysis”. Additional definitions also exist. Technological entrepreneurship can also be defined as creating a technological idea, uncovering the possibility of high commercialization while working on this idea, combining resources such as capital and workforce to grow the idea by applying new marketing channels and methods.

Factors affecting technological entrepreneurship, and supporting or preventing the formation of this environment are basically grouped under three main headings. These

headings are **1)**

### **Regional factors, 2) Individual Factors and 3) Country Factors.**

Each factor is equally important, regardless of their particular importance. Situation determines the order of importance of these factors on a case by case basis. In other words, the importance of each factor may differ in any case.

**1) Regional Factors:** The technological entrepreneurship support policies that will be created by determining new focus areas in line with the needs of the region based on the studies to be carried out at a regional level will be more effective. Regional factors can be differentiated as follows: R&D capacity of the region (patent applications, publications of research institutions, comparisons with other regions etc.), Entrepreneurship supports, Incubation Centers, Support organizations, Tax incentive structures, All kinds of necessary infrastructure conditions, angel investors, existence and quality of educational institutions, and overall quality of life. One of the most important items that can be evaluated under this title is university administrations and their policies. According to the researches, university policies are directly related to the rates of technology-based enterprises in the region.

**2) Individual Factors:** The impact of individual characteristics plays an important role in technological entrepreneurship formation and success as well as environmental factors. Factors affecting individual entrepreneurship are Age, Gender, Education level, Household Income, Self-Efficacy, Interest in Entrepreneurship, Opportunity. According to another research and definition, techno entrepreneurs have: vision, creativity, industry knowledge, persuasion ability, trust in people, etc. Individual factors that affect entrepreneurship are just as important as others.

**3) National Factors:** Factors affecting the techno-entrepreneurship at the country level are divided into two as variable and control factors: these rates can be researched together and new policies can be developed in order to create techno- entrepreneurship.

- **Variables:**

Intellectual Property Rights, Foreign Direct Investment, Barriers to Adopting Technology

- **Country-controlled:**

National Income, Financial Freedom, R & D Expenditures to national income

## **TECHNOLOGY AND INNOVATION MANAGEMENT**

Along with the rapidly changing technological developments, the impact of globalization, diversity of needs, and changing resources are driving businesses into competition. It is seen that companies that are not open to change and innovation do not have the power to compete. We see that the strategies of many successful businesses today are built on the basis of technology-based innovation management. Today, we see that the strategies of many successful businesses are built on the basis of technology-based innovation management. The innovation system approach, which emerged as a result of the transformations in theory regarding the nature of the innovation process, can also be addressed at sectoral, regional and national levels.

Information, technology and innovation are the most important elements in ensuring economic growth and sustainability and gaining global competitiveness. Innovation is considered as one of the most important factors that determine competitiveness in the globalizing economy. In the

conditions of global competition, the knowledge economy, needs innovation-oriented industrial policies and strategies in order for countries to reach their future targets. The realization that innovation is a non-linear, complex process that requires interaction between parties, and the idea that it must be handled with a systematic approach have both spread across the world, while the concept of "innovation system" has emerged.

## **Definition of Innovation and Technological Innovation**

### **What is Innovation?**

According to the OECD, "innovation" is defined as a new or significantly improved product (service) or process, a new marketing method or a new organizational method in internal practices, workplace organization and foreign relations".

### **Concept of Technological Innovation**

Technological innovation includes technological product and process innovation. Here, the product refers to both a physical product and a service. In addition to developing a technologically new product or process, important technological changes in existing products and processes are

also included in this scope. Technological innovation

is fully achieved when a developed product is rolled out into the market and/or is used in production.