

## EDUCATION MANAGEMENT IN THE FIELD OF LIFE SCIENCES- SKILLS NEEDED TO START AND DEVELOP AN INNOVATIVE SME

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### Abstract

*It is generally thought that in order to start a business, it is necessary for the entrepreneur who proposes to do so to have some native skills. For this purpose, we have designed a study in three European countries (Romania, Lithuania and France) to show to what extent this statement is perceived as conforming to reality. The methodology used was based on the responses obtained in a survey conducted in the form of questionnaires, distributed to target groups which manifested their interest in starting an innovative business in life sciences. Thus, even if the education system and the economic context are completely different from the three countries participating in this study, the survey showed that in all cases some native abilities are indeed necessary for a potential entrepreneur of success. The affirmative answers obtaining at some questions such as: the capability of being independent, the ability to work independently and hard, to judge on the basis of insufficient information, to lead projects holistically, to use their creativity imaginatively, to looking forward and think positively, to feel the profitability of an innovative business, to take the initiative, to organize / attend meetings in professional business networks, indicate that these are just a few of the skills needed and important for entrepreneurs of the 21 century.*

**Key words:** entrepreneurs, skills, innovative business

### INTRODUCTION

Abilities and entrepreneurial culture play a key role in the success of a new company. This happened because these skills help the entrepreneurs to identify market needs and respond to these needs with competitive products, developed in their own company. Entrepreneurial culture and their own abilities is important, because only in this way the entrepreneurs will be able to start and develop a new business; and then depends only of them to identify and cover the market needs with innovative products. Skills may be general, and may refer to technical or

managerial knowledge acquired through learning or may be personal, native even, and the latter most often determine the success of a company [5, 6, 15]. Thus, an individual's innovativity is a feature that can announce the emergence of a successful entrepreneur in the future [9]. And then, the success of a business is a function of individual personality of person who leads it. That because the entrepreneur mobility (that component of scanning and searching for the business opportunities) and the entrepreneur evaluation (the entrepreneur's ability to associate a business opportunity with the market demands and with potential competitors) can determine

the success of her business [1]. The studies performed in America have shown that those who are creative and passionate about what they do can become potential successful entrepreneurs [2]. Instead, the Poles consider that a single psychological profile of an entrepreneur, or rather the unique personality traits, are not sufficient to ensure the success of a company. [13]. Regarding this aspect, some researcher considering that the personality traits of an individual can often be discovered using the fingerprints left on social networks; so according to this theory, the successful entrepreneurs are creative and independent, that is, they have a "Schumpeterian" personality type [10]. Additionally, emergences of the skills like leadership and responsibility at early age are factors which can lead to the appearance of successful entrepreneur [16].

In Germany, a key factor in the emergence and development of the successful entrepreneurship is the innovation policies practiced and with the development of the technologies [3, 14]. And since the western countries are spending important material resources on innovation policies, then this is definitely a decisive factor in developing successful entrepreneurship in these countries [3]. Another aspect is represented by aging of the population, which poses problems in terms of their life quality. The existing statistical data demonstrate that the passage of work of individuals from the organizational level to the entrepreneurial level has the effect of increasing the quality of life of these persons which reaching to the maturity [8].

## MATERIALS AND METHODS

In order to characterize the evolution of the main skills needed to develop an innovative SME, a survey analysis was in three countries: Romania, France and Lithuania, during the period 2014-2015. The interest for France is due to:

(i) their concept regarding Entrepreneurship, meaning the ability to set up a more innovative entrepreneur, which favouring a continuous adjustment of working practices to the problems of the recipients, which develop

negotiation and organizational skills of the future entrepreneur;

(ii) in France, usually the main training in Entrepreneurship is focused to: (a) Partnership and Networking, (b) Methodology and project Management; Assessment tools; (c) Methodologies and teamwork tools; (d) Ethics and methodology of partnership network management [7].

The interests for Lithuania come from their original approach regarding entrepreneurship; in this country the Entrepreneurship I mean knowledge in the fields of: Management; Risk management and business law; SME marketing; Business finance and economics; Management of a firm; SME taxation; Business plan [12].

In Romania, the Entrepreneurship was beginning after 1990, but the mechanism in which some person can become a successful entrepreneur does not yet understand. So, we considering that a comparison study between Romania (in which the entrepreneurship do not represent a tradition before the year 1990), France, (a country with tradition in Entrepreneurship, in which the personal skills represent a important part for a success entrepreneurs), and Lithuania, (in which the accent is done on knowledge regarding law and business administration) is interesting and will provide a comparative perspective on entrepreneurial skills between the three countries. In this study were involved a total of 246 persons. From these, 49.9% were the Entrepreneur from the life sciences business, 27.7% were Scientist preparing to pass from research field to business sector and 22,64% were Trainers involved in teaching entrepreneurship. In this part of questionnaire respondents were asked to mark answer choosing number scale from 1 to 6, with the increasing importance in the same direction.

## RESULTS AND DISCUSSIONS

The entrepreneur is a person which has the ability to put their own ideas into practice. The ideal entrepreneur is creative, takes risks, plans and coordinates projects, meaning he can communicate with persons from inside and outside Company in order to make the

profit. To communicate and participate / organize professional/social business networks is very important for all survey participants (Figure 1), from these 72% of French persons think that this skill is important in business; the next are the Romanian 59% and Lithuanian with 48 %.

The practice of successful companies has shown that a good communication has effect on the growing of business performance. Communication has two major roles: it brings information to employees and builds trustworthy relationships. A company where exists a good communication is productive and works smoothly.

In their study, Watson and Wyatt [17] estimated to exist a probability of 50% that a company in which exist a good communication, the turnover to be 50% above of the average reported by the competitors. In comparison, in the study are revealed that in the Companies where the degree of communication is less effective, existing a probability of 33% that the turnover will be above of the average of competitors. Entrepreneurs who are not able to communicate on their own employees the company's objectives so as to motivate them to participate in their realization will have more material losses in comparison to those who know how to communicate and motivate their employees [4-11].

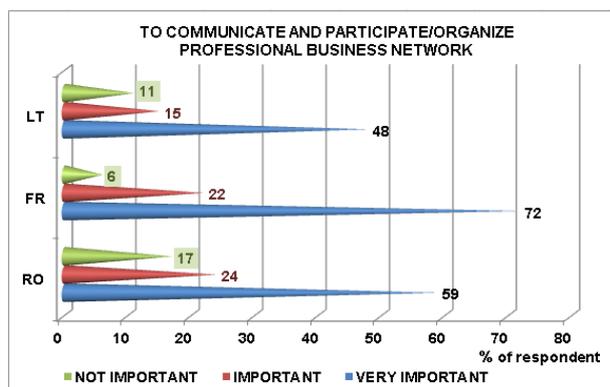


Fig.1. The answers distributions (%) regarding "To communicate and participate /organize professional business".

Source: own calculation and design.

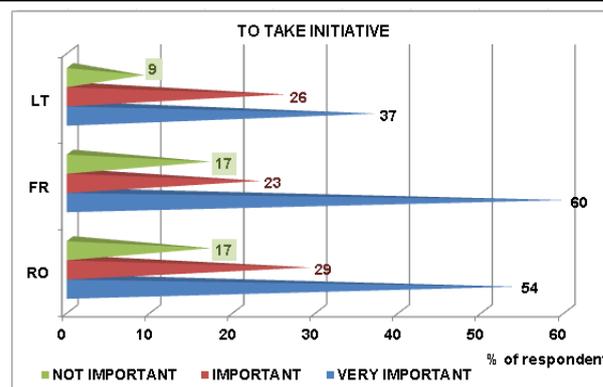


Fig. 2.The answers distributions (%) regarding "To take initiative".

Source: own calculation and design.

To take initiative represent a skill recognized to be very important for 60% of French people, 59% for Romanian people and for only 37% of Lithuanian people (Figure 2). To take initiative, represent the ability to do what needs to be done without being prompted by others or who wants another approach.

The persons who show initiative or demonstrate they can think for themselves and take action when necessary can become managers or entrepreneurs. The data obtaining in the survey for Fr, Ro and Lt, reveal that the France is a leader from this point of view.

Regarding the ability "To feel business opportunity on an innovation process", the results indicate a great score for Romania (59%), followed of France (54%) and Lithuania (28%) (Figure 3). The company approach to innovation will be driven by business strategy, adaptability, market understanding and commitment regarding these processes. Often, the innovation processes will add additional costs for Company. But the business competitiveness and survival is directly linked to capacity of Company to innovate.

To be forward looking and think creatively is very important for 55% of French respondent, respectively for 54% of Romanian respondent and 46% for Lithuanian. This skill is important for 40% of French, only for 29% of Romanian respectively for 30% of Lithuanian (Figure 4).

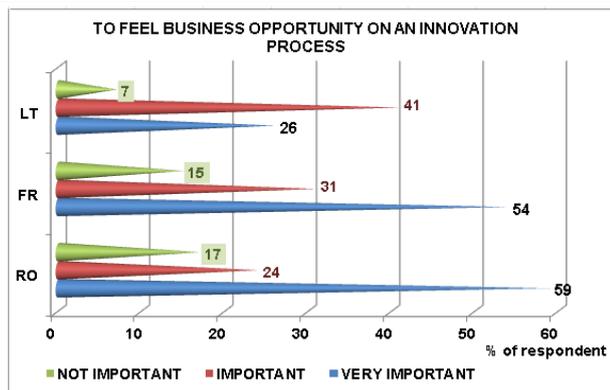


Fig. 3. The answers distributions (%) regarding "To feel business opportunity on an innovation process". Source: own calculation and design.

Thinking creatively represent a powerful business tool, because this fact can help a business to identify and exploit new opportunities, to help in problem solving, having potential to increase the turnover levels for Company. So, for this point of view, the values obtained from international Survey reveal the France represents a model for Romania and Lithuania. Determined to be independent is very important for 48% of Romanian respondents, for 31% of French respectively for 28% of Lithuanians. This skill is important for 38% of French, for 33% of Romanian and for 28% of Lithuanian (Figure 5). An independent business is actually a business in which decisions cannot be influenced by others; decisions belong to one person or those persons who created the Company. The advantages of the sole owner consist in fact that he does not have to answer in the front of a board of directors. The sole owner no needs to elaborate a partnership agreement to control operations and management. The owner can choose to run the business however she likes. At this skills Romanian respondents were situated on the first place followed by French and Lithuanian. At the first sight, this fact appears to be good, but, unfortunately the instability of political scene make the entrepreneurship very difficult to practice. Other ability important for entrepreneurship is the capacity to make judgment based on limited information.

Sometime, the businessman do not have all information's to realize an appropriate evaluation of some situation, and the majority

of entrepreneurs do not act in this conditions; but when they done, the respectively decision was taken based on business instinct. Some entrepreneurs have an ability to make the right choice at the right time, sell when everybody else is buying, to make the right moves at the right time. Those represent the business people whose instincts play a crucial role in their success. Most of the successful business people got their success due to the fact that they were willing to gamble on their instincts and what their instincts told them were good ideas. Business instinct means in the fact the capacity to recognize a business opportunity, the capacity to identify the needs and the capacity to solve these needs, for which the present market cannot cover them. The survey analysis reveal that this ability is very important for 41% of French, for 35% of Romanian and only for 15% of Lithuanians (Figure 6).

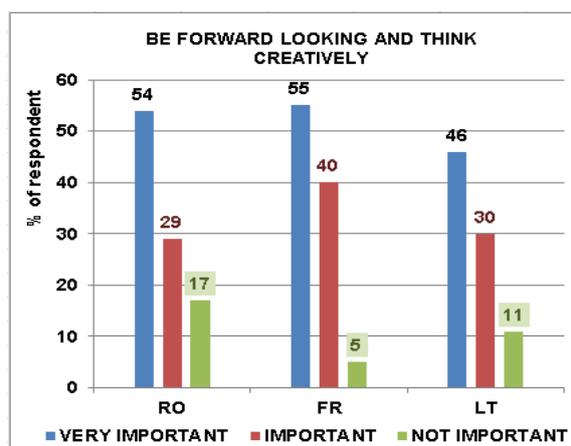


Fig. 4. The answers distributions (%) regarding "Be forward looking and think creatively". Source: own calculation and design.

At the same time, this ability is important for 43% of French and for 39% of the Romanian and Lithuanian too (Figure 6). Again the France is the leader regarding business instinct, followed by Romania and Lithuania. The skills regarding "To work hard and independently" (Figure 7) appear to be very important for French (47%) and Lithuanian (48%). In Romania only the 31% of persons think to be very important to work hard and independently

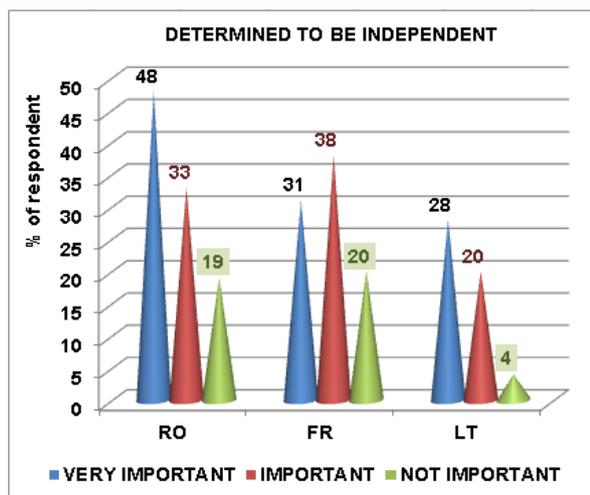


Fig. 5. The answers distributions (%) regarding "Determined to be independent".

Source: own calculation and design.

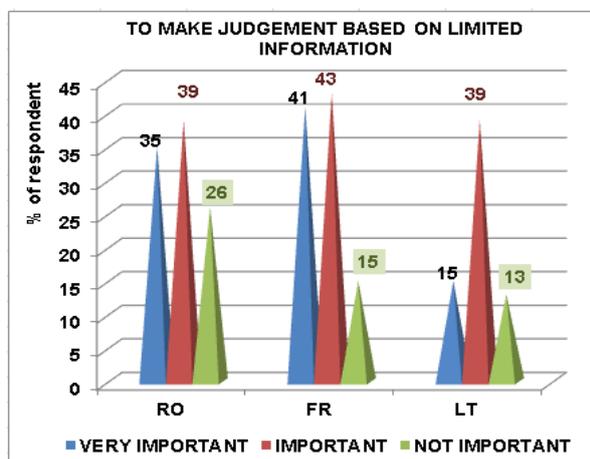


Fig. 6. The answers distributions (%) regarding "To make judgment based on limited information".

Source: own calculation and design.

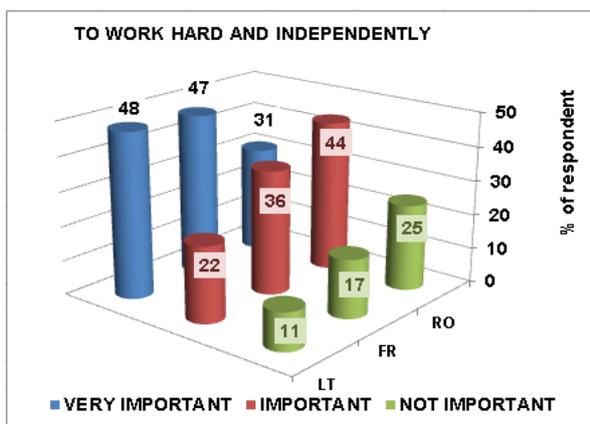


Fig. 7. The answers distributions (%) regarding "To work hard and independently".

Source: own calculation and design.

To manage project holistically (Figure 8) appear to be very important skill for French

(46%) and Romanian (32%); only 20% of Lithuanian considering this fact to be very important. 48% of Romanian considering that is important to manage project holistically, followed by French with 45% and Lithuanian with 30%. According to these values, this skill appears to be significant for French, then for Romanian and at the last for Lithuanian. To have an imaginative use of knowledge appear to be very important for Romanian (53%), followed by French (52%) and Lithuanian (41%) (Figure 9).

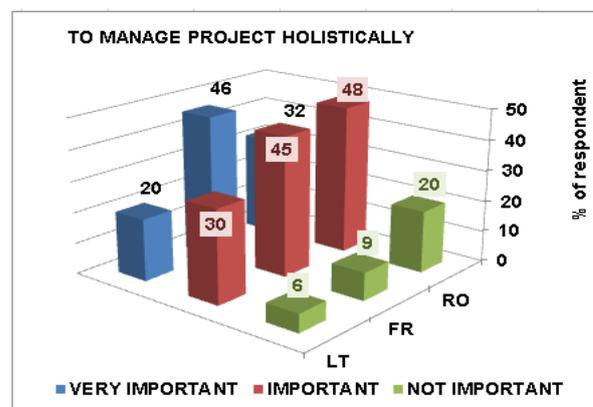


Fig. 8. The answers distributions (%) regarding "To manage project holistically".

Sources: own calculation and design.

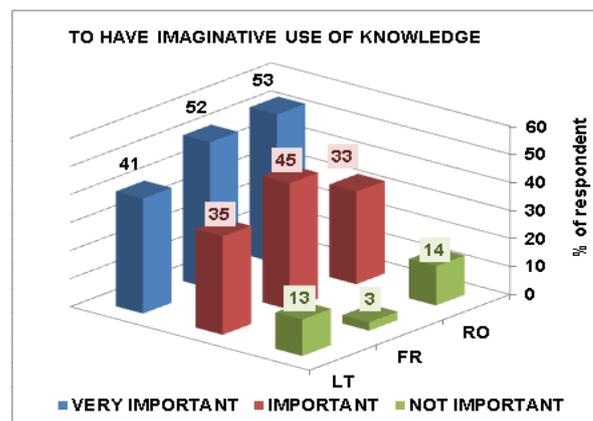


Fig. 9. The answers distributions (%) regarding "To have imaginative use of knowledge".

Sources: own calculation and design.

This skill is important for 45% of French, for 35% of Lithuanian and 33 from Romanian. Creativity and the new ideas are based on knowledge, and with ability to generating new concepts, used in order to create innovative products which then generate capital for Company. More of the people questioned answered that is important and very important

to have an imaginative use of knowledge respectively 97% from French and 86% from Romanian.

## CONCLUSIONS

There are a lot of issues to be considered when presenting the importance of entrepreneurship abilities, as the subject was analyzed based on answers of peoples from three countries. The entrepreneur competence as a whole represents the capacity of a person to accomplish in best conditions the following actions: find an idea; see problems as opportunities; learn from relationships; assess business development needs; know where to look for answers;

At the same time that entrepreneurship is about: identifying opportunities; realization of value; building and learning from relationships; being positive and taking risks. Analyzing the data obtained from this study, we found that as in a highly developed, economically and politically stable country, like France, the people give a great importance to some abilities such as "Communicate and participate in business networks" (72% of respondents)" "To take initiatives" (60% of respondents)," "Be forward looking and think creatively"(55% of respondents)," "To work hard and independently" (47% of the respondent).

France is followed closely by Romania as values and Lithuania, both being average developed countries, both have been the Communist countries in the past, until 1989 (Romania) and 1991 respectively (Lithuania). On the other hand, Romania was on the first place as the importance accorded to entrepreneurial skills like "Determined to be independent" (48% of respondents), "To have imaginative use of knowledge" (53% of respondents),"To feel business opportunity on an innovation process" (59% of respondents) followed by France and Lithuania. The values obtained reveal an approach of Romania with the Western countries, but perhaps due the socio-political climate that are in continuous moving and the lack of a traditions in entrepreneurship determine a relative understanding of the

entrepreneurial process and the human personality factors that actually determine the success of a business.

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