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STUDIES REGARDING PERSONAL SKILLS NEEDED IN ENTREPRENEURSHIP. CASE STUDY IN FRANCE, LITHUANIA AND ROMANIA

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Abstract

A study regarding the importance of personal abilities in entrepreneurship was conducted in France, Romania, and Lithuania on several 204 peoples with higher education. The applied methodology was that of opinion polls, in which the subjects were asked to give information regarding the importance in entrepreneurship, of some personal skills such as "To quickly analyze the data and make decisions", or "To direct and lead R&D activity". The importance of these skills was quantified in the questionnaire by granting notes from 1 to 6, notes whose value was directly proportional to the importance give it to the respective ability. Regarding the assessment of the importance of the ability "To quickly analyze the data and make decisions", from the total respondents, 29 % gave the maximum mark (note 6), and 24% gave mark 5. Regarding the respondent's position for ability entitled "To direct and lead R&D activity'', the overall answers have the same values (29% of the respondents gave mark 6 and 24% of them gave mark 5). Regarding the distribution of the answers by countries, it is found that the maximum score (6) was granted by 58% of the Romanian respondents, by 31% of the French respondents, and by 8 % of the Lithuanian respondents. In conclusion, the study achieved regarding the importance of personal skills in the entrepreneurial process carried in the three countries, showed the conditioning of the success of a business by personal entrepreneurial qualities, like: "To quickly analyze the data and make decisions", "To persuade others", "To be oriented to achieve" and' 'To direct and lead R&D activity". These answers placed Romania on the first because its own participants agreeing that these qualities are the personal skills of a successful entrepreneur.

Key words: *innovative company entrepreneurship, personal skills*

INTRODUCTION

The way in which the process of entrepreneurship in Europe can be seen may differ, and here the socio-cultural factors [4, 5, 8] and the geopolitical influences specific to each country are involved [1, 2, 19]. The experience of countries with tradition tells us the answer is yes [10-11]. It seems that age and the level of education have an important role in terms of attitude towards entrepreneurship [12, 13, 14].

Assessing the opportunity of a business is another important phase in the entrepreneurial process. Thus, estimating profits, estimating losses respectively estimating the feasibility of potential business is criteria that define the basis of a successful entrepreneur [15, 17]. A potential business will always be analyzed also in terms of personal benefit (ability to accumulate). Thus, in a pilot study conducted in the US on 155 students who were asked to evaluate in writing the probability to involved in a business that was presented to them, it was found that the answers obtained varied according to:

1)Interactions of the interviewed persons with the business environment;

2)Measuring the opportunity depending on the degree to which the interviewees can

accumulate money. In this study, 45% of respondents replied that they would enter the business based on their market relations, and 52% of the respondents stated that they would enter into such a business if they had a personal benefit (estimation based on ability to accumulate) [15]. The studies has shown that the opportunity of a business is evaluated equally both in terms of personal gain (accumulation capacity) and in terms of knowing the behavior of the target group (consumers) [17]. In another study conducted in South Africa [7], focused on the population the position regarding the entrepreneurship, (here the workforce of the population studied was 75% concentrated in agriculture), the answers obtained were located around of some parameters such as: "financial availability", "health", "relationships", "market". The most agreed used model was that of family entrepreneurship, which aims at improving the financial situation of family members. Thus, in this case, entrepreneurship is seen as an activity that combats poverty and leads to an increase in personal wealth and quality of life [7].

Regarding the ability to coordinate R&D activities, studies conducted on companies in Indonesia [18] have shown that this ability is closely related to the innovative character of the entrepreneur. The study concluded that those who can coordinate R&D activities also have innovative skills, and this has a positive effect on the sustainable development of the products of the company. The greater the innovation capacity of the company, the better the financial performance of the business, because the ability of the entrepreneurs to generate financial and marketing performance will create a competitive advantage for the company [18]. The founders of the companies must pay attention to the creation of an innovative entrepreneurship spirit and by creating networks/links with various stakeholders from the market. If they will provide innovation opportunities to their employees, then they will offer the company a competitive advantage. The specialized literature indicates in the chapter of entrepreneurial sub-competencies, associated behaviors such as: "seeking opportunities", "daring to take decisions", "taking calculated risks", "ability to lead a team", " brings people together and stimulates them to action" [16]. Other studies that aimed to assess the perception of the importance of competencies such as innovation and creativity in the entrepreneurial process were conducted on 200 students from Spain and the USA [3] showed that students perceive the quality of being innovative as a determinant of entrepreneurial success [3].

Other researches were conducted to find the answer to the question: "how do companies transfer knowledge from academia to economics". In this regard, interviews were conducted with top managers from several European high-tech companies, companies that have the potential to transfer the knowledge accumulated from the academic to the industrial environment [9]. In one such study, 8 companies from the countries with the largest gross domestic product in Europe (Germany, England, France, Italy, Spain, Poland, Holland, Belgium) and 2 companies from the European countries with the smallest gross domestic product were selected (Austria, Denmark) [9]. The study highlighted that large companies have more advantages than small firms when faced with large knowledge inputs, as they have more funds that can encourage their employees to improve their knowledge and skills.

This study concluded that all the entrepreneurs of the high-tech companies from the analyzed European countries, have the role to catalyze the acceleration of economic development. They do this through the joint technological initiatives with the higher education organizations from the field of microelectronics, nanotechnology, biotechnology, and informatics. After that, these companies provide high-tech services for research and development in the field of aerospace production, biotechnology, chemical industry, and computer equipment [9].

MATERIALS AND METHODS

In the present study, the opinion poll method was used [10-14]. The extent to which

individuals and/or each group agreed with the statements in the opinion poll was quantified by notes from 1 to 6 [10-14]. For this purpose, groups of people from Lithuania, France, and Romania were selected. The persons participating in the survey had higher education and worked in the biosciences field. The respondents' distribution by age and country is presented in Fig. 1 and Fig. 2.

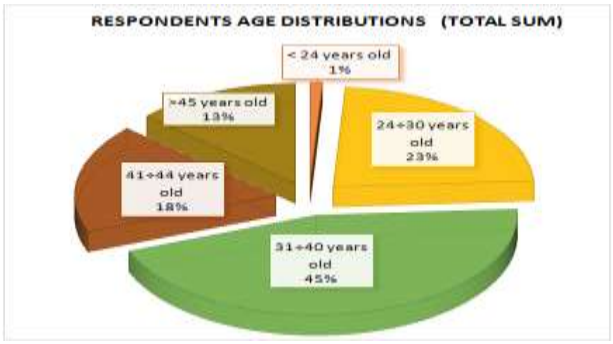

Fig. 1. Respondents distribution regarding the interest for entrepreneurship, by age.
Source: Own calculation.

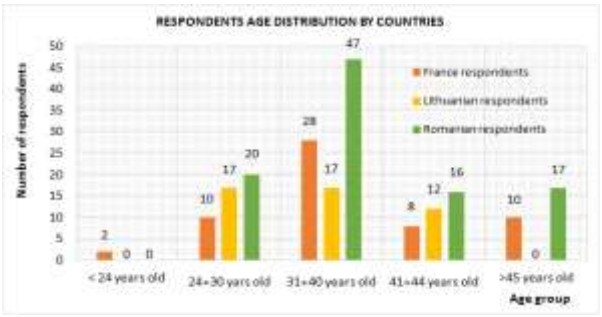

Fig. 2. Respondents distributions regarding the interest for entrepreneurship by age groups and countries.
Source: Own calculation.

RESULTS AND DISCUSSIONS

Results obtained from survey received from three European countries regarding skills and abilities for entrepreneurship in the life *sciences field reveal the following aspects:*
(1) The interest in the career in entrepreneurship is maximum for subjects between the ages of 31-40 years, which represents 45 % of the total of the interviewed subjects (Fig. 1). Regarding answer distribution by countries, we found that 47% are Romanian respondents, 28% are French and 17% is Lithuanian (Fig. 2). These answers indicate that the specialists from the age group situated between 31-40 years old, situate Romania in the first place regarding the interest in the entrepreneurship followed by France and Lithuania. These distributions suggest that the Romanian and French respondents are convinced that the entrepreneurship represents a way to increase the life quality [6, 7, 19].
(2) Regarding the assessment of the importance of the ability "To quickly analyze the data and make decisions", from the total respondents, 29 % gave the maximum mark 6, and 24% gave mark 5 (Fig. 3).

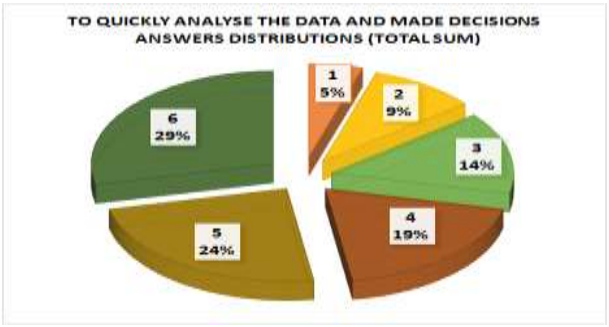

Fig. 3. The answers distribution regarding respondents' opinion of the entrepreneur's ability ''To quickly analyse the data and make decisions''
Source: Own calculation

Regarding the distribution by countries, the maximum mark (6) was granted by 60% of the Romanian subjects, by 33% of the French subjects and respectively for 23% of the Lithuanian subjects. Mark 5 was granted by 23% of Romanian subjects, by 22% of French subjects and by 10% of Lithuanian respondents (Fig. 4).

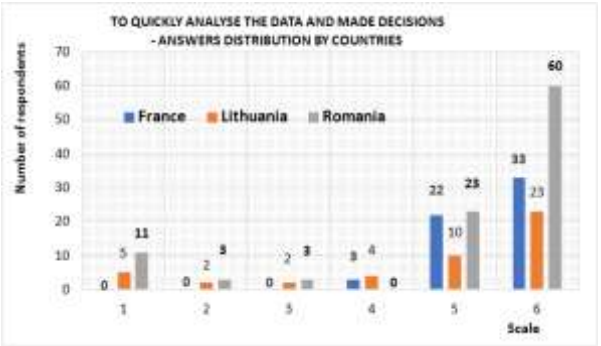

Fig. 4. The answers distribution by countries, regarding respondent's opinion of the entrepreneur's ability "To quickly analyse the data and make decisions".
Source: Own calculation.

These distributions indicated that, the skills like "seeking opportunities", "daring to take decisions", "taking calculated risks", are

recognized by respondents from Romania and France as the main entrepreneurship ability, which can play a decisive role in achieving the success in business [1, 15, 16].

(3) The answers regarding the importance of the ability "To persuade other", from the total respondents, 29% gave the maximum mark 6, and 24% gave mark 5 (Fig. 5). Regarding the distribution by countries, the maximum mark (6) was granted by 37% of the Romanian subjects, by 31% of the French subjects and respectively for 10% of the Lithuanian subjects. Mark 5 was granted by 46% of Romanian subjects, by 24% of French subjects and by 18% of Lithuanian respondents (Fig. 6). These distributions indicate the importance of this ability, and reveal that this ability can represent a model of volition, self-efficacity and entrepreneurial intentions [4, 5, 8], to achieve the business success in the countries as Romania, France, and Lithuania.

Fig. 5. The answers distribution regarding respondents' opinion of the entrepreneur's ability "To persuade other"
Source: Own calculation.

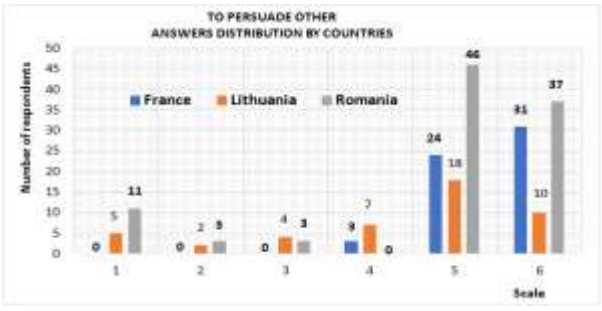

Fig. 6. The answers distribution by countries, regarding respondents' opinion of the entrepreneurs ability "To persuade others".
Source: Own calculation.

(4)The respondents' assessment regarding the importance of the ability "To be oriented to achieve", from the total respondents, 29% gave the maximum mark 6, and 24% gave mark 5 (Fig. 7).

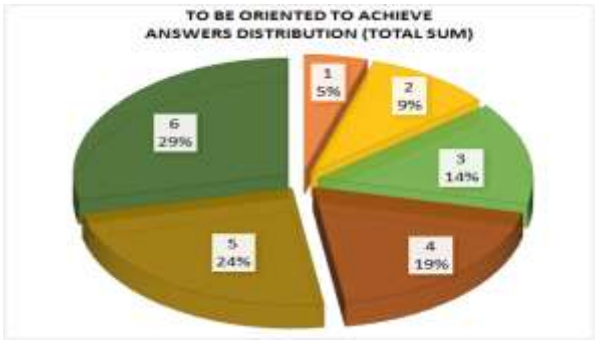

Fig. 7. The answers distribution regarding respondents' opinion of the entrepreneur's ability: "To be oriented to achieve".
Source: Own calculation.

Regarding the distribution of the answers by respondents countries, the maximum mark (6) was granted by 51% of the Romanian subjects, by 27% of the French subjects and respectively for 18% of the Lithuanian subjects. Mark 5 was granted by 31% of Romanian subjects, by 24% of French subjects and by 12% of Lithuanian respondents (Fig. 8).

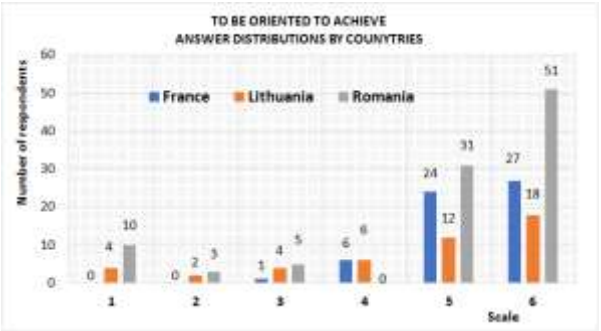

Fig. 8. The answers distributions by countries, regarding respondents' opinion of the entrepreneurs ability: ''To be oriented to achieve''
Source: Own calculation.

These results show once again that in countries such as Romania, France, and Lithuania, the desire to do entrepreneurship (to start a business) is closely linked to the will and the capacity of the future entrepreneurs to accumulate [15,17] both in the personal interest and in the interest of their business. More of that, in the studied countries, for the entrepreneur is important "to be oriented to achieve", because for they this ability represent a way to improve their quality of life [7].

(5) The respondent's position for ability entitled "To direct and lead R&D activity'', overall the answers of the respondents have the same values (29% of the respondents gave mark 6 and 24% of them gave mark 5) (Fig. 9).

Fig. 9. The answers distribution regarding respondents' opinion of the entrepreneurs ability
Source: Own calculation.

Regarding the answer's distribution by countries, it is found that the maximum score (6) was granted by 58% of the Romanian respondents, by 31% of the French respondents and by 8% of the Lithuanian respondents (Fig. 10). Mark 5 was granted by 24% of Romanian subjects, by 17% of French subjects and by 17% of Lithuanian respondents (Fig. 10). These distributions reveal that this quality is closely linked to the entrepreneur's ability for innovation [12], a decisive quality for the success of a business [3].

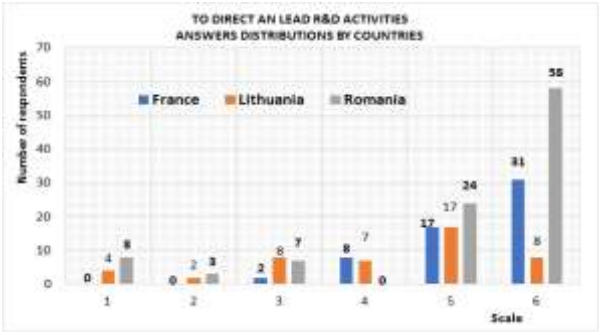

Fig. 10. The answers distribution by countries, regarding respondents opinion of the entrepreneurs ability
Source: Own calculation.

The obtained results show once again that from this point of view Romania is very close to the countries with the largest gross product in Europe because the scores obtained are close to those obtained in France, the recognized European country. The fact that in Romania higher scores were obtained than in France indicates the fact that there exists a great potential in the future for the Romanian high-tech companies, companies that can transfer the knowledge generated in the academic environment (universities, research institutes) to the industrial environment [9].

CONCLUSIONS

The study achieved regarding the importance of personal skills in the entrepreneurial process was carried out in Romania, France and Lithuania showed that for people with higher education aged between (31-40) years old, entrepreneurship represents a way by which they can improve their life quality.
Regarding the position of the respondents from the three countries regarding the conditioning of the success of a business (and implicitly of the personal success), by the existence of entrepreneurial qualities such as "To quickly analyze the data and make decisions", "To persuade others", 'To be oriented to achieve" and' 'To direct and lead R&D activity" in terms of responses received, Romania was placed first, the participants here agreeing that these qualities are the personal skills of a successful entrepreneur.
In the decreasing order of responses, Romania was followed by France and Lithuania.
This fact again demonstrated the quality of the human factor in terms of perception towards the entrepreneurial process whether respondents were from European countries with the highest gross product per inhabitant or were from European countries with the lowest gross domestic product per inhabitant. The answers obtained showed that they agreed or strongly agreed, with the fact that successful entrepreneurs must possess personal skills such as those listed above.

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