

Prioritizing Entrepreneurship and Startup Culture Through Policy Intervention as A Strategy for Economy Recovery

Ekonomiyi İyileştirme Stratejisi Olarak Politika Müdahalesi Yoluyla Girişimciliğe ve Startup Kültürüne Öncelik Vermek

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ÖZET

Anahtar Kelimeler:

Girişimcilik,
Startup'lar,
Politika Müdahalesi,
Girişimcilik Ekosistemi,
SWOT Analizi,

Günümüzde dünya, COVID-19 salgınının bir sonucu olarak zor bir dönemden geçmektedir. Ekonomiler ağır darbeler almıştır. Dünya genelinde salgın toplumun sosyal ve ekonomik refahını tehdit etmekte ve ekonomik durgunluk baş göstermektedir. Dolayısıyla, ekonomilerin bel kemiği olan girişimciliğe ve startup kültürüne öncelik vermek olmazsa olmaz haline gelmiştir. Öte yandan girişim başlatmak ve bu girişimlerin başarı ve sürdürülebilirliğini sağlamak salgınla birlikte daha da zorlaşmıştır. Ekonomileri canlandıracak girişimcilik faaliyetlerinde artış hedefleniyorsa, girişimciliği teşvik eden devlet destek ve teşviklerinin geliştirilmesi şarttır. Bunun için ise girişimcilik ekosistemi doğru analiz edilmelidir. Bu çalışmanın amacı girişimciliğin başarısı ve sürdürülebilir olması için gereken temel stratejileri ve yaklaşımları belirlemektir. Çalışmayı desteklemek için birincil kaynak verilerinden yararlanılmıştır. Bu bağlamda girişimciliği teşvik etme stratejileri, girişimcilik ekosistemi ve GZFT analizi arasındaki güçlü bağın altını çizen metodolojik bir yaklaşım uygulanmıştır. Bu üç endeks, girişimcilik ve yeni başlayanlar için elverişli platformlar oluşturan anlamlı müdahaleleri gerçekleştirmede kullanışlı olmaktadır. Bu üç endeksin toplumun sosyal ve ekonomik refahı üzerinde olumlu etkisi bulunmaktadır. COVID-19 salgınının gelişimi hala belirsiz olduğundan sürekli olarak girişimcilik faaliyetlerine salgının etkisinin araştırılmasında fayda bulunmaktadır.

ABSTRACT

Keywords:

Entrepreneurship,
Startups,
Policy Intervention,
Entrepreneurship Ecosystem,
SWOT Analysis,

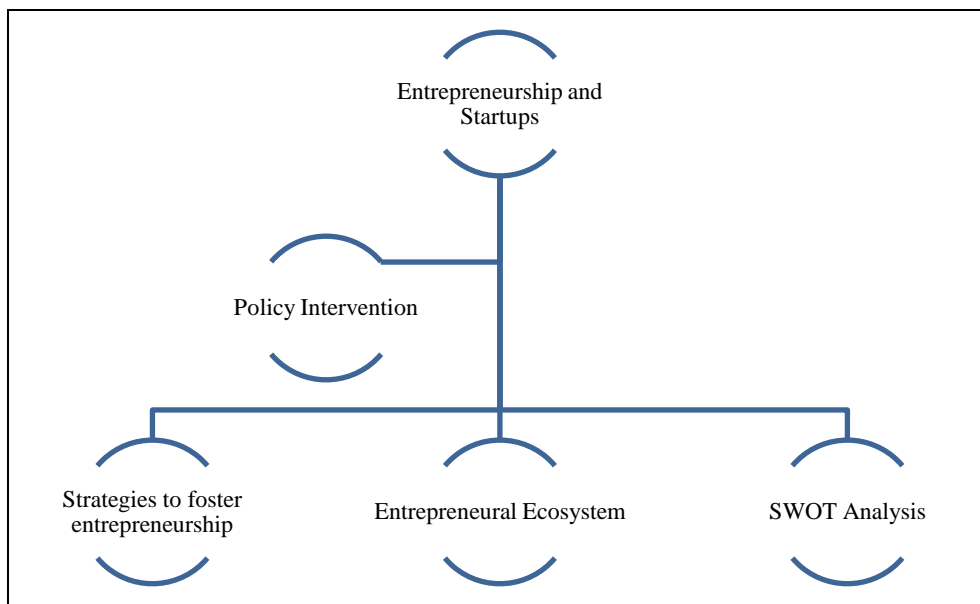
World today is going through a difficult phase as consequences of COVID-19 pandemic. There is an evidence of the world economy being hit hard and a case of economic recession which created significant threats to the social and economical welfare of the society. Needs are felt to focus on prioritizing entrepreneurship and startup culture as these are the backbones of any economy. But on the other hand, entrepreneurship and the startups growth and sustainability themselves are greater threats at current times. There is a need for immediate interventions through approaches that are conducive, if erase please the critical role of entrepreneurship and startups are desired to be developed in order to sustain the revival of our economy. This can only be materialized through right understanding of entrepreneurial ecosystems as general and in the scurrent times through researches so that right and meaningful interventions can be made. This study focuses on making policy intervention approaches as a key strategy to provide a favorable platform for startups to grow as well as existing entrepreneurs to sustain. To supplement this study, the data from primary resources are utilized and a methodological approach drawn highlighting the strong nexus between i) Strategies to foster entrepreneurship, ii) Entrepreneurial Ecosystem and iii) SWOT analysis. These three indices can be handy in materializing the meaningful interventions that create conducive platforms for entrepreneurship and startups thereby making a positive impact to the social as well as economical welfare of the society. With unpredictable nature of current pandemic and the series of its associated impacts, there are needs for continuous and innovative engagement in research through global perspectives.

1. INTRODUCTION

Visible impact is noticed in every sector of the economy due to the pandemic which are growing concerns both in current and in the future. Draughting challenges are faced in all walks of lives inviting short term and long-term intervention from policy to implementation strategies. The hard-hit economy has weakened the GDP across the globe forcing the needs for understanding of economic recession at all levels of society. The economic recession is one such phenomenon which brings lots of unwanted consequences which are against social and economic well-being of the society. The current pandemic (COVID-19) and its economic recession are proven to be long lasting (Chudik et al., 2020). One of the powerful avenues which can really power the economy is through startups and entrepreneurs.

Whenever there are cases of the pandemic, it is a well-known fact that it has determinable impacts on social and economic welfare. The only significant differences can be the scale and magnitude of the impacts. One concern area during such crises is on startups and entrepreneurs where there are significant drops in activities starting from application to implementation in the entrepreneurship ecosystems. Researchers have found out that small scale businesses as well as the startups happen to be most hardly hit making such business to offshoot downsizing the employees (Meahjohn et al., 2020). On the other hand, the pandemic and especially post pandemic have been considered as favorable offshoot for startups and entrepreneurs if the economy requires to be re-bounced and it is practical to be so. Existing entrepreneurs in entrepreneurial ecosystem can be strategically used to assess the impact levels that derive clear understanding of the ground realities. Based on these critical analyses that can draw series of intervention in policy remapping that can provide favorable stand and platform for startups and entrepreneurs to rapid contribution in economic growth (Kuckertz et al., 2020). A methodological approach as drawn from the primary resources through recent academic researches on the subject domains to draw attention for strategies and interventions that can be devised at different scales of analysis. Following methodological approaches are proposed so that it can be one such strategies whose focuses is on reprioritizing the policy interventions as a tool for fostering the growth and support mechanisms for entrepreneurship and startups.

Figure 1. Methodological Approaches



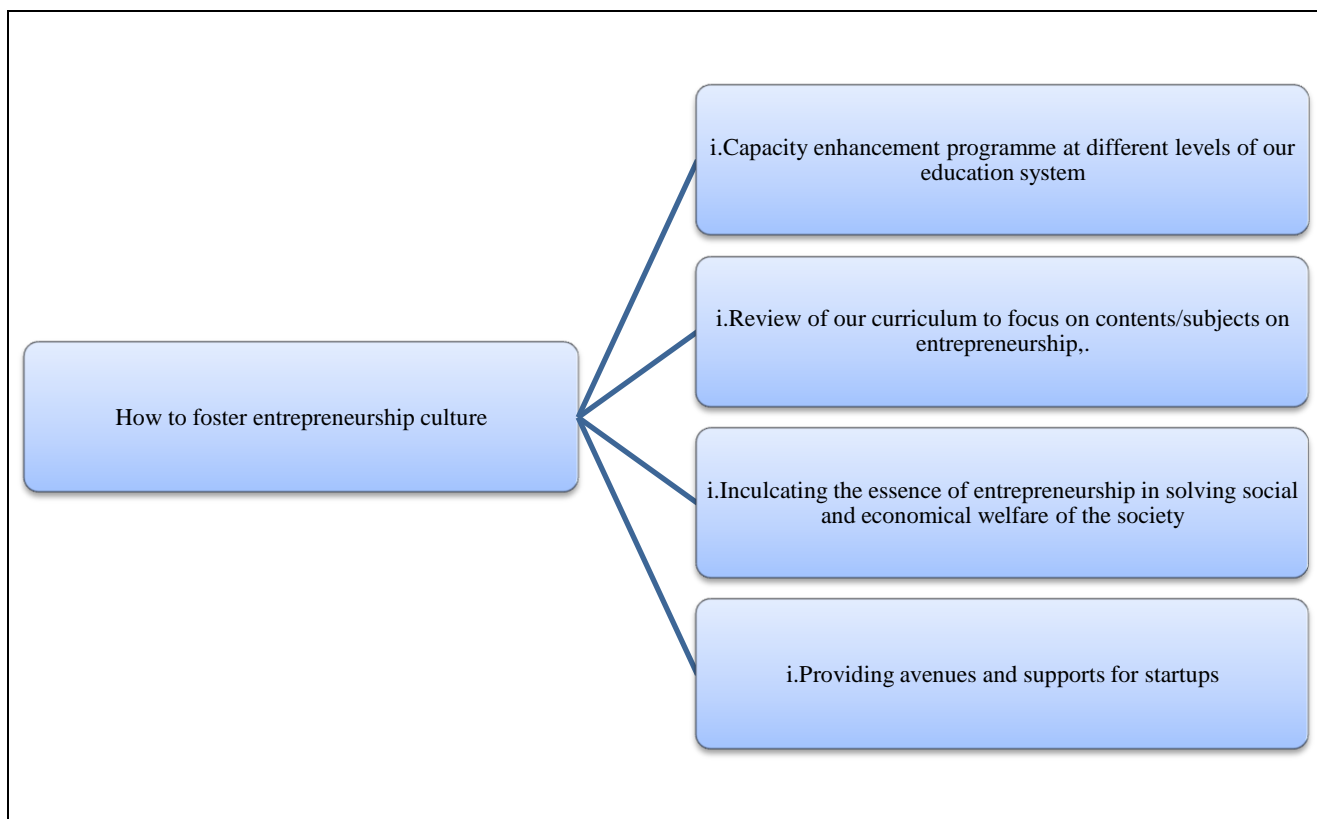
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Three critical factors such as i) Strategies to foster entrepreneurship, ii) Entrepreneurial Ecosystem and iii) SWOT analysis as reflected above can be focused to devise strategies that policy intervention approaches to make the strategic actions in understanding the holistic impacts on entrepreneurship ecosystem.

2. POLICY LEVEL STRATEGIES: EDUCATION AND ENTREPRENEURSHIP

Value based education are key components in building the future talent in 21st century. This is vital when global economic recession is visible in current times. Perception of students as well as parents for entrepreneurship as a carrier option remain much in the dilemma (Arrighatti et al., 2015). Needs for ‘Strategic Intervention’ through four niche approaches as shown in figure below would be instrumental in solving the needs of entrepreneurship culture.

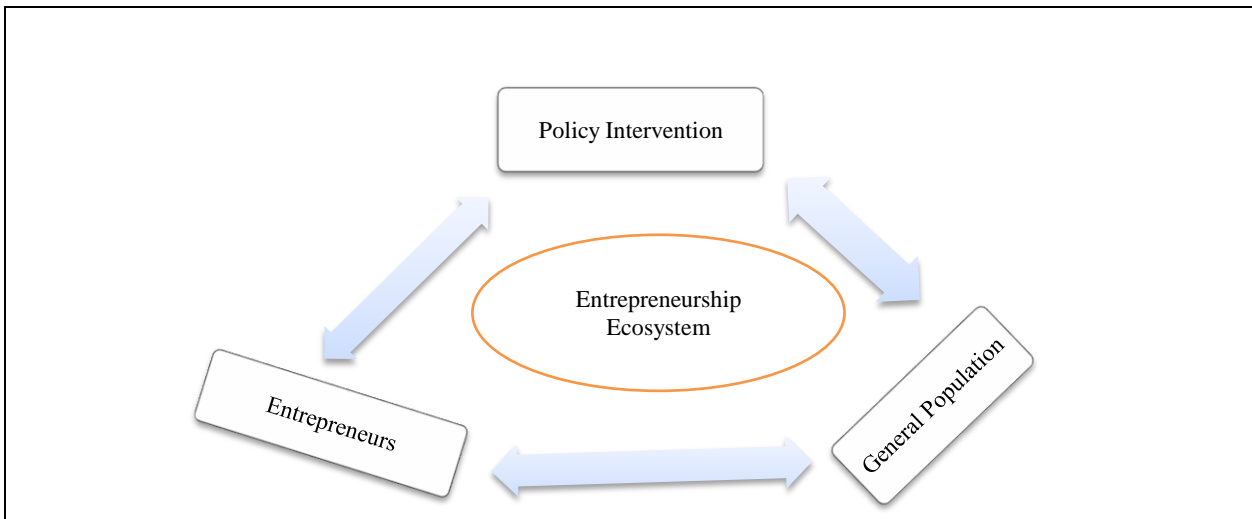
Figure 2. Strategies to Foster Entrepreneurship Culture



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The role of the education to address these interventions needs a conducive platform supported through practical guided policies. The role of the entrepreneurship education is crucial in infusing and exploring innovative talents (Wei et al., 2019). Researchers have also found out that there are strong linkages in terms of positive psychological traits in terms of achievements, risk taking and many more through entrepreneurship education especially in vocational education (Takawira Munyaradzi, 2020). Investment on entrepreneurship education for short term and long-term goals targeting for the socio-economical development has been a critical strategy. Though COVID-19 has its own share of negative impacts for entrepreneurship but on the other hand, it has raised a concern of the strong infusion of entrepreneurship education for solving the issues that are being faced. Getting entrepreneurship education as a holistic process taking account of creativity, innovation, technology intervention and many more which can be a handy measure to counter the issues (Ratten and Jones, 2020). The government will be given the challenges for additional investment on entrepreneurship education and the choice in terms of a correct educational programme for materializing the positive impacts of the entrepreneurship education (Raposo and Do Paço, 2011). Critically the entrepreneurship ecosystem for the policy level interventions can be realized in the following proposed triangular intervention model.

Figure 3. Triangular Intervention Model

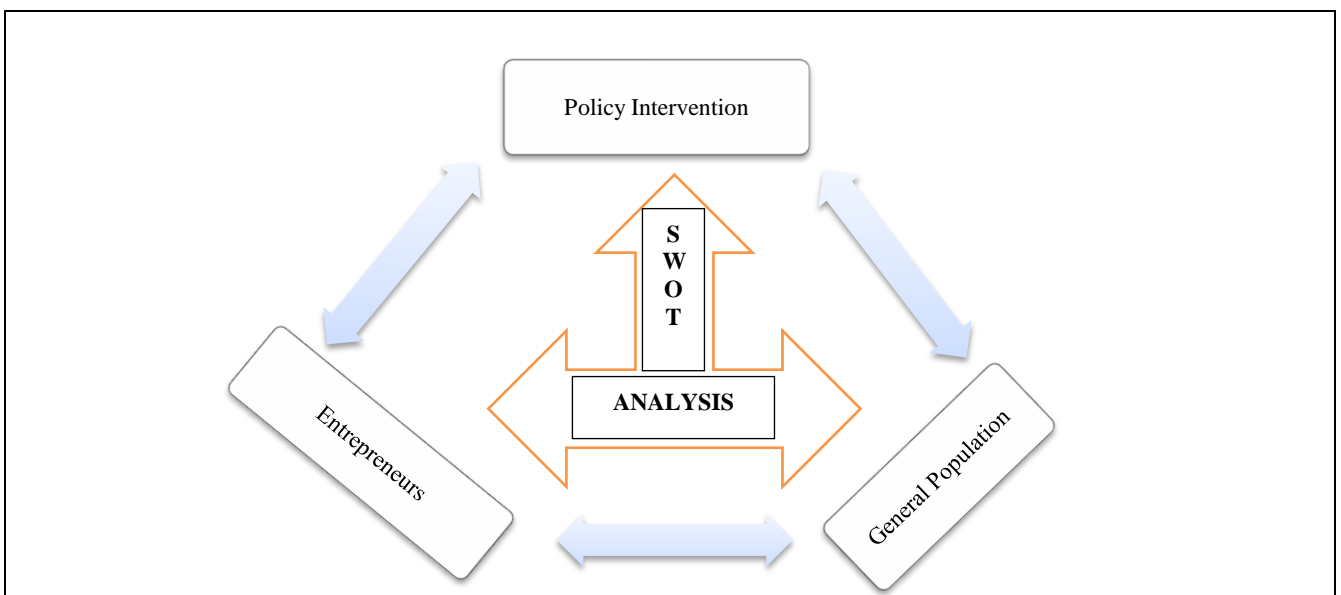


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Triangular intervention model for a conducive policy which is dynamic and systematic to the needs of current time aiming to nurture the essence of entrepreneurship as well as supporting entrepreneurs can prove much handy through proper research and finding. The general population should be educated on the essence of entrepreneurship in current time as well as future economic and social welfare of the societies. Education and capacity building awareness approaches will be the engines of growth for the startups and its greater impacts to the societies and economy in general. On the other hand, the existing entrepreneurs have gotten hard hit by the pandemic with threats of survival. Support and guidance will facilitate to rebuild the trust and potential of entrepreneurs through critical interventions to bounce back with added creativity and value initiative. Relevant programs can be developed and backed by a thorough research on each of the three domains of the entrepreneurship ecosystem as an intervention model through capacity development, curriculum and skills development and support structures.

Exploration on the strengths and weaknesses of the relevant policies, the potential of survival and enhancement, needs and requirements analysis of mass population, and bridging the gaps on existing setup through interventions can be derived from the practical models that can suit at its specific situations as well as common situations. A strategic model to carry out SWOT analysis is proposed as follow.

Figure 4. SWOT Analysis of Three Domains of Entrepreneurship Ecosystem



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Deeper researches to figure out the strength, weakness, opportunity, and threat (SWOT) of the policy intervention, general population and entrepreneurs in close linkages can draw conclusions of needed interventions that can foster the growth of startups as well as sustain the existing entrepreneurs. Researchers had studied the vulnerability in regards to startups in times of the pandemic with associated reason and needs to refocus on innovative businesses as a solution for the approaches towards a sustainable entrepreneurial ecosystem (Barbulescu et al., 2021). Though entrepreneurial education in schools or colleges students contribute toward entrepreneurial knowledge but it is restricted to certain extent and suggest certain interventions (Hahn et al., 2017). There is more need to explore and categorize various types of entrepreneurs for effective policy driven interventions too. Economic recession can create certain income inequality and its linkages with entrepreneurial activities bear the strong relationship where inequality can impact necessity based and opportunity-based entrepreneurship with threats towards engaging on such activities (Aceytuno et al., 2020).

Researchers pointed out that there is a need for in-depth studies to assess the overall impacts created in the economy as well as entrepreneurship due to the COVID-19 (Meahjohn et al., 2020). While SWOT analysis are vital approaches to explore the potential findings and interventions, there are needs for viewing the entrepreneurship ecosystems in more generic approaches from regional to global scenarios. Prime objectives are finding the needs to align towards the strategies that are more conducive for regulators as well as startups/entrepreneurs which are always drivers of the economy.

3. DISCUSSION

Impacts to social and economic welfare of society are evident due to COVID-19 pandemic. There is also an evidence that one of the strong drivers of this impact is on fostering of startups and entrepreneurship culture at all levels of the societies. There are cross cutting linkages of many core factors in fostering the entrepreneurship ecosystem in the society whereby needs for meaningful interventions are felt necessary.

A guided approach through research and findings can prove handy for countering the current impacts and actions towards better economy recovery. The role of policy makers and key role players of the entrepreneurial ecosystems become more challenging whereby meaningful conclusion can be drawn from SWOT analysis through case-by-case measures drawing insightful outlooks for the strategic implementations. In order to have holistic understanding and approaches, a deeper finding on the entrepreneurship ecosystems with research focusing on direct and indirect contributors and its association with each other needed to be sorted out.

4. CONCLUSION

The study found out that the role played by startups and entrepreneurs are crucial in any socioeconomic welfare but this is one of the sectors which has been impacted due to pandemic. For revival of economy, these sectors need strategic approaches including strong policy level interventions which is aimed towards fostering startups and entrepreneurship culture. There are certain needs to understand the entrepreneurship ecosystem so that the interventions can be well developed and implemented which provides a favourable platform for the startups and entrepreneurs including the necessary support mechanisms

Role of startups and entrepreneurs in the context of social and economic welfare of the society should be the focus area of finding in current pandemic times whereby policy level interventions play a crucial part in remapping the entire entrepreneurship ecosystem. SWOT analysis hence needs to focus on indices of identified domains and explore solutions that can be at local, regional, national, and international level. Needs and requirements are different at each of these levels and a unanimous solution can be typically a draughting task.

Investing in research towards three identified domains as listed in the study can be very instrumental if approaches through research and analysis can be initiated. The cumulative findings can have instrumental impacts on identifying the underlying conditions that are deemed vital for policy level interventions. Future research can align towards working in each of these three domains in close linkages and find out more substantive evidences through primary and secondary sources data that will be handy for policy makers to provide timely and meaningful interventions.

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