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**ANALYSIS OF ENTREPRENEURSHIP SUPPORT PROGRAM WITHIN
EXPECTATIONS OF ENTREPRENEURS AND DETERMINATION OF LEVEL
OF SUCCESS ON ENTREPRENEURSHIP TEST OF KOSGEB APPLIED
ENTREPRENEURSHIP EDUCATION APPLICANTS**

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ABSTRACT

The core of the political and economic transformation of any country in transition is the creation of the private sector, the development of entrepreneurship and creation of small and medium-sized enterprises (SMEs). They are considered to be one of the principal driving forces in economic development. SMEs stimulate private ownership and entrepreneurial skills, they are flexible and can adapt quickly to changing market demand and supply situations, they generate employment, help diversify economic activity and make a significant contribution to exports and trade. SMEs also play an important role in innovation and the high-tech business, due to their flexibility and creativity many of them became large businesses. From the economic development of the countries to employment rates, industrial competence to political independence many successful ventures policies on issues affecting our country, has been realized with the KOSGEB entrepreneurship support model.

Keywords: Entrepreneurship, Test of Entrepreneurship, Applied Entrepreneurship Training, Supports of Entrepreneurship.

Jel Codes: M10, M13, M20.

1. Introduction

The National SME Agency is KOSGEB, Small and Medium Scale Enterprises Development Organization Foundation, established with a special Law No: 3264 published on 20 April 1990 in Official Gazette. KOSGEB is a semi-autonomous public institution (board consists of both government members and private sector representative organizations) and the primary objective of KOSGEB is “to improve SMEs share and efficiency in Turkish economy and enhance their competitive capacity” (www.kosgeb.gov.tr). In other words, KOSGEB objectives are;

a) improvement of SME technological skills,

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- b) improvement of SME performance by means of the technical assistance programs, including training
- c) providing financial support to SMEs
- d) improvement of SME managerial capacities.

To achieve these objectives, KOSGEB has established several kinds of support programs, which aim to improve strategic target approach in SMEs. 22 types of supports are provided by KOSGEB to the enterprises via the business plan, which is prepared by needs of enterprises and characteristics of mentioned programs. Initially this support was targeted at the manufacturing sector, but is in the process of being extended to cover all types of small businesses.

2. Literature Review and Hypotheses

Small and medium-sized enterprises (SMEs) play a very important role in Turkish economy owing to their large share in total number of enterprises and in total employment. But, they have some weaknesses such as lack of consciousness of technology, R&D and innovation, low level usage of bank credits, insufficient access to finance, insufficient credit guarantee system, lack of usage of modern marketing techniques, lack of consciousness of quality and trademark concepts, insufficient education level, lack of capital for high technology investments, lack of institutionalization, low level of cooperation, lack of harmonization to global standards, etc.

The government authorities have for many years carried out a variety of programmes to support these enterprises. Therefore, design and implementation of such programmes have received increasing attention. Several institutions have been involved in the formulation and implementation of such programmes.

Development and the supporting of entrepreneurship which plays a major role in development of national economies are extremely important in terms of countries. For this purpose, based on the rule of competitive superiority in today's world, state policies encouraging and supporting entrepreneurship have been implemented by the countries.

According to Turkstat data, while was 32.9% the rate of entrepreneurs in 2001 - 2010, it was 47.2% in 2011-2016.

From the economical development of the countries to employment rates, industrial competence to political independence many successful ventures policies on issues affecting our country, has been realized with the KOSGEB entrepreneurship support model.

H1: Candidates which are graduated from university are more successful in entrepreneurship.

H2: Women entrepreneurs are more successful than men entrepreneurs.

H3: 25-34 years old candidates are more successful in entrepreneurship.

H4: Candidates are not having enough knowledge about entrepreneurship

H5: Business plan is so important in entrepreneurship.

H6: Candidates don't have any idea about business plan.

3. Methodology

3.1. Research Goal

In this study, comparing success level of entrepreneurship test of applicants of Applied Entrepreneurship Trainings that was organized by KOSGEB, firstly it is mentioned of the concepts of the entrepreneurship that is the key of improvement of the competitiveness between countries and economic development, secondly types of entrepreneurship and finally about supports of KOSGEB and the other institutions for the entrepreneurship. Then, a detailed information is given about KOSGEB's (that runs programs in order to support the development of entrepreneurship) Applied Entrepreneurship Training. In this context, survey studies have been conducted for the candidate entrepreneurs who want to benefit from the support of entrepreneurship.

3.2. Research Method

The research is applied to 225 trainees In questionnaire, 5-type Likert Scale is used. Questions measuring the entrepreneur characteristics, control focus, entrepreneurship trend, innovation and creativity contain 44 items. Before implementing the questionnaire a pre-test is performed to 35 trainees to see if the questions were well understood, and then applied to others. Cronbach's alpha of the questionnaire is 0,93. Analysis is done by SPSS 18.0.

3.3. Analysis

3.3.1. General Analysis of Entrepreneurship Test

Gender	Mean	Frekans	Standart Deviation	Percentage (%)		Success Factors
Male	80,48	157	10,608	61,57	Male	
Female	78,35	98	12,130	38,43		
Total	79,66	255	11,242	100,00		
Age	Mean	Frekans	Standart Deviation	Percentage (%)		
18-24	78,90	49	10,857	19,22	25-34 Yaş	
25-34	80,75	114	11,075	44,71		
35-44	79,03	67	11,146	26,27		
45 and over	77,92	25	12,834	9,80		
Total	79,66	255	11,242	100,00		
Education	Mean	Frekans	Standart Deviation	Percentage (%)		
Primary School	73,65	37	15,246	14,51	Bachelor and MA	
High School	79,32	50	12,123	19,61		
Vocational High School	81,03	66	9,983	25,88		
Vocational	79,69	39	10,372	15,29		
Bachelor and MA	82,02	63	8,333	24,71		
Total	79,66	255	11,242	100,00		

Table 1. The integrated results of enterpreneurships

255 candidate entrepreneurs who applied for Applied Entrepreneurship Training that was organized by KOSGEB took place in this study. According to test result; male candidates, having bachelor degree who are between 25 and 35 years old are more successful than others in terms of gender, level of education and age groups respectively. In addition, since overall success level in tests is high, it is revealed that entrepreneurial potential is high.

Do you have enough knowledge about entrepreneurship	N	%	Do you think business plan is so important in entrepreneurship	N	%
Yes	27	45	Yes	44	73,3
No	33	55	No	16	26,7
<i>Total</i>	<i>60</i>	<i>100</i>	<i>Total</i>	<i>60</i>	<i>100</i>
Do you think that education is important	N	%	Do you have any idea about business plan	N	%
Yes	52	86,7	Yes	27	45,0
No	8	13,3	No	33	55,0
<i>Total</i>	<i>60</i>	<i>100</i>	<i>Total</i>	<i>60</i>	<i>100</i>

Table 2. The knowledge and the education level of entrepreneurs

In the second part of the study 60 entrepreneurs were chosen from 255 candidates for the expectation analysis. Entrepreneurial training and support given to the feasibility and business plan made effective, training on the implementation of the information provided in the absence of adequate enforcement initiative is a significant impact on the lives of the curve.

4. Conclusion

In this study, comparing results of Entrepreneurship test of applicants of Applied Entrepreneurship Trainings that was organized by KOSGEB, firstly, it is mentioned of the concepts of the entrepreneurship that is the key of improvement of the competitiveness between countries and economic development, types of entrepreneurship and finally about supports of KOSGEB and the other institutions for the entrepreneurship. Then, a detailed information is given about KOSGEB's (that runs programs in order to support the development of entrepreneurship) Applied Entrepreneurship Training. In this context, survey studies have been conducted for the candidate entrepreneurs who want to benefit from the support of entrepreneurship.

255 candidate entrepreneurs who apply for Applied Entrepreneurship Trainings that was organized by KOSGEB took place in this study. According to test results; male candidates, candidates having bachelor or master degree and candidates who are between 25 and 35 years old are more successful than others in terms of gender, level of education and age groups, respectively. In addition, since overall success level in tests is high, it is revealed that entrepreneurial potential is high.

Entrepreneurial training and support given to the feasibility and business plan made effective, training on the implementation of the information provided in the absence of adequate enforcement initiative is a significant impact on the lives of the curve. Our work is still data to be provided to entrepreneurs is more important than monetary incentives hypothesis has been identified as issues.

Resulting in exchange of the arguments put forward our thesis results revealed great accuracy. As a result of our businesses trade qualified data rather than monetary incentives to work more in their lives they would not have declared. Again, because of our research towards business owners are missing out a feasibility study and business plan for their business, but they do not know enough about what they are seeing is understanding. In our study, originally made for a successful commercial life of a good business plan and feasibility Despite being aware of the importance and feasibility of the business plan has emerged for the money they pay.

In light of all this information and expectations of KOSGEB Entrepreneurship Support Model developed according to the data to be included in the country's economy and quality of interventions would be more lasting result of our research is the emerging result of considerations.

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