© 2011 MCSER Vol. 2 (3) September 2011

Mediterranean Journal of Social Sciences

journal homepage: www.mcser.org

DOI: 10.5901/mjss.2011.v2n3p537 ISSN 2039-2117

Develop the Enabling Environment for Innovative Entrepreneurship

Dr. Alba Dumi

Dean of graduated school Vlora "Ismail Qemali" University
Management Department, Faculty of Economy, Tirana University, Tirana, Albania
Email: besi.alba@yahoo.com

MBA. Gelina Maliqi

Management Department, "Kristal" University", Tirana, Albania

Abstract *E-Learning is gaining significant interest in distance education, including university and other. It also get a special importance in terms of exchanges of experiences between different institutions within and outside the country. Despite the distance people already have the opportunity to learn from others, or used in any other time and place that they are. These advantages are powered by technological developments, developments that require a generation as qualified to be adopted in time with the rapid technologicevolutions. The advantages of using e-learning are related to the degree of qualification of the generation which live in an era of rapid technological change. Despite the rapid technological development in many countries there are benefits from the use of e-learning or there are benefits that are not at levels as it's required .E-learning will be consider as one of the new business that requires the implementation of a modern infrastructure for the needs of customers .In determination of the needs customers there is always a question, which is necessary by enterprises in the e-learning to identify the application, create and determine its size.*

Keywords: *e-learning, entrepreneurship, organizational innovation*

1. Introduction

The call to pay more attention to factors/capabilities that develop organizational innovation (OI)/ organizational learning (OL) to promote entrepreneurship joins calls for empirical exploration of the effect of OI/OL on performance. It must to be considered both OI and OL jointly to promote organizational entrepreneurship and to increase competitive advantages. This empirically reflects the need to strengthen different strategic capabilities to achieve an adequate level on the organizational issues, improve performance and encourage entrepreneurship. Thus, the entrepreneurship builds and nurtures OL, which enables the formulation of OI strategies that lead to greater performance. Entrepreneurship creates wealth by concentrating on OI/OL. The organization that promotes entrepreneurship is an organization capable of creating, learning and influencing the environment**.**

Although the field of entrepreneurship is recognized as being of fundamental importance for our economy, and many researchers throughout the world have turned their attention to it, there's, as yet, no agreement as to the research object in this scientific field. Today, two basic trends exist and stand in opposition to one-another in the scientific community of entrepreneurship. The field of entrepreneurship would therefore be concerned with the market sector, that's primarily the private sector and, by extension, non-profit organizations and cooperatives active in the private sector, together with the portion of public sector whose activities are concerned mainly with the sale of products or services on a market.

The main issues handled out in this presentation are: the field of entrepreneurship; pro-activity and environment among the factors most frequently analyzed in the relevant OI/OL literature influencing the

innovative entrepreneurship; as well as the frame conditions for innovations and institutional system of innovation.

Entrepreneurship is concerned first and foremost with a process of change, emergence and creation: creation of new value, but also, and at the same time, change and creation for the individual.

2. Objectives

The overall objective of this research is to develop the enabling environment for innovative entrepreneurship. There are three specific objectives:

The comprehension of the importance of entrepreneurship. The field of entrepreneurship is recognized as being of fundamental importance for our economy. In this framework, it's very important understanding or forecasting the entrepreneurial act and its success or failure, and defining more accurately the environmental conditions favorable to that act. A key element in the field of entrepreneurship is the dialogic between individual and new value creation, within an ongoing process and within an environment that has specific characteristics. This definition emphasizes the fact that we will always not understand the phenomenon of entrepreneurship if we do not consider the individual (the entrepreneur), the project/devoir, the environment and also the links between them over time. The implementation of the strategy involves all the working groups in planning, designing, conducting product or service, development, evaluation and marketing. The implementation of the strategy is the process where you include all groups working in the management supervisory in the accomplishment of its mission. If during the process of implementing the strategy, the strategy chosen are not able to overcome the difficulties arising from the external or internal shortcomings in the company then the company can change the strategy, choosing one of the alternative scenarios defined in a strategic SWOT analysis carried out above to overcome difficulties and facilitate the work of all groups to achieve their goals in fulfilling the mission.

1- While e-learning is becoming all present, should be seen as it is in fact an opportunity to expand and improve training. In the meantime, organizations should be aware of the needs and special considerations associated with implementation and reliability of e-learning. The organizations will be more effective to integrate e-learning into their training strategies, if they learn from mistakes and constantly juggling technology communicate with effective training possible. Today, the field of entrepreneurship is, to a large extent, formed. Entrepreneurship increases quickly in some regions of the world and takes time to emerge in others. Entrepreneurship emerges strongly at certain times and much less so at other times. Nowadays, two basic trends exist and stand in opposition to one another in the scientific community of entrepreneurship. The first of these, considered the entrepreneur to be the person who creates and develops new business of any kind. The second one is that the entrepreneur is an innovator, and therefore a relatively exceptional person who changes the economy in some way or another.

   Recognition of the individual is an important or even vital element in the creation of new value. Entrepreneurs are some of those who create new value for society through venture creation, in the legal sense of the term, or through innovations of different kinds. They create a large percentage of new value, which researchers in the field consider to be necessary for the proper operation of our economic system. The main aspects of this phenomenon are the individual, the object created (an organization and/or an innovation), the environment and the process. The individual and the object created are considered to be a dialogic, and become the core element. Sometimes, value creation originates from a team, not from a single individual. When the team has a recognized and capable leader, without whom nothing would have been possible, then this individual would incontestably be the "entrepreneur" and the other members of the team, while participating in the entrepreneurial adventure, would not be considered as entrepreneurs. But, about the value creation initiated and performed by a team of some individuals, this team, too, must be considered as part of the field of entrepreneurship.

   To understand an entrepreneurial event, we must first understand the individual and the project/devoir, and then the links between them throughout the start-up, survival and/or development process, and finally the influence of the environment, and hence of other entrepreneurs and the various resources provided by the environment.

2- *Identifying the factors most frequently analyzed in the relevant organizational innovation (OI) / organizational learning (OL) literature influencing the innovative entrepreneurship.* Personal mastery, transformational leadership, shared vision and environment are therefore among the factors most frequently

analyzed in the relevant OI/OL literature. Organizations' managers must encourage the organization's members to achieve high levels of personal mastery. This environment can be provided by continually encouraging personal vision. The style of management must be more transformational. They must foster shared vision. The leader must prepare the organization and shape the mental models. Specific actions must be taken to overcome the internal and external obstacles to shared vision. The leader will play an important role in linking the organization and the environment.

To analyze a series of strategic capabilities/factors that affects organizational innovation (OI) and organizational learning (OL) (personal mastery, transformational leadership, shared vision, proactivity and environment) and demonstrates that OL and innovation are positively related to organizational performance. The more valuable, imperfectly imitable and rare OI are the higher performance will be. Those organizations with greater innovation will achieve a better response from the environment, obtaining more easily the capabilities needed to increase organizational performance and consolidate a sustainable competitive advantage. Not promoting innovative projects and activities will have a negative effect on organizational performance. There is established a direct relationship between different aspects of innovation (innovation speed-design, innovation-flexibility) and performance rather than between innovation and performance. Organizational learning (OL) is important for a company's survival and effective performance. Thus firms that show a greater breadth, depth and speed of organizational learning (OL) have greater performance levels. Further, organizations that learn and learn quickly gain a greater strategic capability that enables them to hold on to a position of competitive advantage and improve long-term performance.

There are two dynamic capabilities necessary to promote organizational entrepreneurship. The first is personal mastery. Personal mastery is the discipline of personal growth and learning. It is the art of managing your mind and learning. People with high levels of personal mastery are continually expanding their competences and abilities. From their quest for continual learning comes the spirit of organizational learning (OL) / organizational innovation (OI). The manager's perception of personal mastery is fundamental, since he will use his own personal development to guide others on their professional road and will support them in their organizational growth, acting as a mentor/master. The second is encouraging a transformational leadership style that supports the organization's members is necessary to promote learning and innovation. It enables the leader to commit himself openly to learning and innovation, stimulating them and doing everything in his power to overcome the internal skepticism and external difficulties that prevent learning and innovation from being implemented in the organization.

3. Methodology

The methodology of this research is creating the frame conditions for innovations and institutional system of innovation. The proposed definition of the field of entrepreneurship is complex, as is the phenomenon itself. It's of interest only if it allows researchers to reach a minimum level of consensus on what the field is and is not.

Innovation in strategic management is very close to the field of entrepreneurship. An individual and an organization are not the same thing, especially when the organization is no longer led by a single person who holds all the power. Since we know that innovation is an essentially collective phenomenon, then similarly the individual is not the same thing as an innovative community.

The emphasis on national innovation frame conditions stems from the institutional approach to technological innovation. Any successful and rational innovation policy should be based on country specific frame conditions. It is a relatively recent phenomenon to emphasize the importance of the institutional frame conditions surrounding science, technology, and innovation activities. The proportions of entrepreneurial types differ significantly in each environment. Government intervention in stimulating the diffusion of entrepreneurship is legitimized by the role new companies play in job and wealth creation and the diffusion of innovation within a territory.

There are three categories about the functions of institutions in the process of innovation:

- to reduce uncertainties by providing information;
- to manage conflicts and cooperation;
- to provide pecuniary and non-pecuniary incentives.

The European Commission provides support for innovation through a series of initiatives and actions aimed at providing financial support to innovators, as well as better innovation support services for SMEs, notably start-ups, by developing and testing new forms of business support and facilitating transnational cooperation with a view to mobilising more resources for the creation of a European Innovation Space. The Enterprise Europe Network will play a key role in the wider roll-out of the resulting innovation tools and services by providing customised information, guidance and training on the benefits to SMEs and business support providers throughout Europe.

The Entrepreneurship and Innovation Programme (EIP), one of the specific programmes under the Competitiveness and Innovation Framework Programme (CIP), seeks to support innovation and small and medium enterprises (SMEs) in the EU, focusing on:

- *Access to finance* for SMEs through "CIP financial instruments" which target SMEs in different phases of their lifecycle and support investments in technological development, innovation and eco-innovation, technology transfer and the cross border expansion of business activities.
- Business services: the *"Enterprise Europe Network"*. Business and innovation service centres all around the EU and beyond provide enterprises with a range of quality and free-of-charge services to help make them more competitive.
- Support for improving *innovation policy*: Supports transnational networking of different actors in the innovation process and innovative companies, including benchmarking initiatives and the exchange of best practice.
- *Eco-innovation* pilot and market replication projects for the testing in real conditions of innovative products, processes and services that are not fully marketed due to residual risks and that are aimed at reducing environmental impacts, preventing pollution or achieving a more efficient use of natural resources.
- Support for innovation and *SME* policy-making through *contracts and grants*: Analytical work and awareness raising activities (i.e. *conferences* and *studies*) on certain industrial sectors, SMEs or innovation policy are organised to inform and support policy-makers, and make policy suggestions to increase cooperation between EU Member States.

Albania is the fifth country of the group of EU candidate and potential candidate countries to join an important part of the EU's Competitiveness and Innovation Programme (CIP).

Albania currently offers a great deal of opportunity for entrepreneurship. In recent years, Albania has been trying to promote entrepreneurship among the youth. The promotion of YES (Youth Entrepreneur Seminars) seminars has had a positive impact on the young prospective entrepreneurs.

An institutional framework plays an important role for interactive learning which leads to innovation.

Now, the national institutional conditions for technological innovation are referred to as a national innovation system. Three basic functions have to be fulfilled by innovation systems: reduction of uncertainties by providing information, the management of conflicts and cooperation, and the provision of incentives. We can define a national innovation system as a complex of institutions, i.e. actors, in a nation, which are directly related with the generation, diffusion, and appropriation of technological innovation. Under this definition we can identify four groups of actors in a national innovation system, i.e. business firms, public research institutes, universities and government. The first three categories are actual research producers who carry out Research and Development (R&D) activities while government can play the role of coordinator between the research producers in terms of its policy instruments, visions and perspectives for the future. The relative importance of these four groups in a national innovation system differs according to the history and country-specific frame conditions of the national innovation system. In general, the government plays a more important role in emerging or developing national innovation systems than in existing ones. Innovation policy is crucial in formulating a new national innovation system and improving its innovation performance.

In the concept of a national innovation system, the inter-relationship or interaction between innovation actors is very important. Most countries prepare for important policy measures to promote these interactions. Such efforts could be measured by the Research and Development (R&D) resources among innovation actor groups; we can identify their relative importance in a national innovation system. Under the rapidly changing economic and technological environment, only a national innovation system that has a strong demand on learning could be competent and successful.

Although broadly divisible into four groups of innovation actors, a national innovation system is not easy to grasp because they consist of numerous and diverse institutions and organizations. However, the concept of national innovation system is very helpful to analyze them, because it is based on the

institutional theory, which emphasizes the possibility of institutional learning. Based on the careful analysis on these actors and institutions, we can identify some important characteristics of a national innovation system.

Growing international competition and integration strengthens the importance of the regional dimension because there is a well-defined set of external economies that are realized at that level. From a theoretical perspective the rationale for focusing on regional innovation systems lies in the fact that the factors that the national innovation systems theory identifies as important, such as the institutional framework, the nature inter-firm relationships, learning capability, R&D intensity and innovation activity all differ significantly across regions. Regional innovation systems can be seen as 'essentially social systems, composed of interacting sub-systems - the interactions within and between organizations and sub-systems generate the knowledge flows that drive the evolution of the regional innovation systems'. Regional systems also have the capability to exploit a range of external economies. These include agglomeration economies, spillovers of knowledge, pools of skilled labor and collective external economies. The realization of collective external economies requires the active (rather than passive) involvement of firms/organizations in the form of joint commitment of resources, which in turn requires communication and trust.

The regional innovation systems suggest the need for a policy approach that: (i) integrates innovation policy and industrial policy, and (ii) works on the innovation system to increase the absorptive capacity of lagging regions. In Europe, the European Commission has introduced a range of policy programs that are designed along these lines. These include the Regional Technology Plan initiative, which evolved into the Regional Innovation Strategy (RS) program, and the Regional Innovation and Technology Transfer Strategy Initiative (RITTS). Accordingly, policy strategies could be oriented towards the promotion of accessibility in the development of a regional innovation system and the development of local comparative advantages linked to specific local resources.

The building of a supranational system of innovation through the European Union is more stable and has more a sense of direction in its development. The concept of regional innovation systems has no commonly accepted definitions, but usually is understood as a set of interacting private and public interests, formal institutions and other organizations that function according to organizational and institutional arrangements and relationships conducive to the generation, use and dissemination of knowledge.

4. Expected Results

The expected results of this research consist on realizing the following conclusions.

- The importance of innovation as such for the future of the sector was strongly emphasised by policy makers responsible for forestry in all Central European countries. Current innovation support is piecemeal, fractioned and often not co-ordinated. This issue-by-issue approach foregoes the benefits of a more coherent and comprehensive approach; there is support for new approaches and ideas. It would considerably strengthen the development of an innovation and entrepreneurial oriented climate.
- For the purpose of strengthening innovation and entrepreneurship in the different sectors it is therefore recommended to develop an explicit innovation policy, strategy or programme. When developing innovation policies, strategies or programmes, it is important to consider each of the three main functions of an innovation system separately and as a comprehensive whole. The most important areas to cover and the main areas for improvement are the following:
  - Provide Information on New Markets and Improve Information Flows;
  - Include a Cross- Dimension in the Management of Conflict and Coordination;
  - Provide Incentives that Systematically Innovation in the field.
- In the field of entrepreneurship, the classical positivist paradigm and constructivism can exist side by side, as they do in the field of strategic management. However, the classical positivist paradigm will only be useful for the portion of the field concerned with small changes. Issues of complexity raise significant methodological problems, in particular because they necessarily require that the dynamic of the systems studies (individual, new value creation, environment) be taken into consideration.
- The field of entrepreneurship, and in particular the study of its archetype (the entrepreneurial venture), is undoubtedly one of the most complex in the social sciences.

References

Official Albanian Journal of the European Communities, L175, pages 40-48.
" Towards sustainability-a European Community program of policy and actions in relation to the environment and sustainable development" COM(92)
23 final- vol 11 (Commission of the European Communities), 1992.
Leung, Hok Lin. Land Use Planning Made Plain Ronald Fruye
Bradler& Sediss ,The raport Company: Kingston, Ontario, 1989.
Hydric Management : Departament of the Environment , London 1996.
De Soto, Hermine; Egamberdi, Nilufar; Center for Economic and Social Studies (CESS), 2006.
Albania: Municipal Water and Sanitation Project – Social Assessment.
Albanian Agricultural ministry report 2009 pg 14-18
Health Care Institute , Albania " Fokus article " pg 6-7
Albanian government report 2010 pg 12,25,41,58,74