

REVIEW

Book Review

Entrepreneurship Types of Entrepreneurship and Entrepreneurs



Mirjana Radović-Marković
Institute of Economic
Sciences, Belgrade, 2009

Trying to perceive the versatile structure of entrepreneurship, we realize that this research area can be analyzed from several aspects. Whether we look at the entrepreneurship through the contribution it provides to economic growth, through job creation, competition growth or from the perspective of various forms in which it occurs, it is certain that it now includes all the creative aspects of human behavior and thinking, stimulates the development of ideas and enrich social needs. Looking back, its first manifestations maintained the structure that is recognizable today, and it used to adapt to time needs, market and social consciousness.

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The book "Entrepreneurship - Types of Entrepreneurship and Entrepreneurs," written by Professor Mirjana Radovic Markovic, gives the entrepreneurship a new, more modern note by looking at this concept much

deeper than at a set of entrepreneurial activities in small private businesses in which the economic value and profit are realized. The author discusses other aspects of entrepreneurship (social, women, internet and rural entrepreneurship). Not much has been written on this subject in the scientific literature. We should emphasize a good technical solution of "Entrepreneurship-Types of Entrepreneurship and Entrepreneurs," because each chapter has test questions, issues for discussion, key concepts, a reminder of the most important parts and the literature.

The book is divided into three topic areas:

- Introduction to entrepreneurship and the definition of entrepreneurship,
- School of Entrepreneurship,
- Types of Entrepreneurship

Within the first topic, the author is engaged in addressing the problems of entrepreneurship as a scientific discipline by showing many definitions of entrepreneurship in historical context and different approaches to the study of entrepreneurship as a social phenomenon.

The other topic includes the analysis of entrepreneurship, from multidimensional view presented by different schools. The first school, presented in the book is a psychological school that approaches the entrepreneurial activity in terms of personal characteristics and entrepreneurs' required skills. Parallel was presented a personality typology of entrepreneurs and a model of successful entrepreneurs who identify personal attributes and qualities such as optimism, action orientation, persistence, integrated monitoring of problems, good communication ability, etc, which may be the most important in achieving the successful business.

The following is a traditional school, which examines entrepreneurship from the point of economic growth and innovation, and explores the impact of entrepreneurship on economic growth and views innovation as a basic aspect of successful entrepreneurship.

The second unit, based on the view of basic principles and ideas of different schools, ends by a description of school based on management, which approaches the entrepreneurship from the aspect of entrepreneurship management activities. The School analyzes the importance and impact of management on the entrepreneurship, and unlike the previous schools, it raises its entrepreneurial approach to the global level. The special attention is given to the entrepreneurship based on the project, according to which

the organizations are classified into four groups: centralistic firms, tightly linked firms, loosely linked firms and decentralized firms.

In the third thematic unit, the author focuses on the presentation of broad dimensions of different types of entrepreneurship, with special emphasis on the social, women, internet, international and global entrepreneurship, and in this way, she realizes a new approach to the conceptual typology of entrepreneurship. It is important to mention that all of the above concepts (social, women, internet entrepreneurship) in the near future, will play an important role in creating changes in areas of quality, transparency in business, gender equality in the sphere of business.

The author of the book also refers to the specificity of entrepreneurship development in the countries undergoing the transition process, as in these countries the share of women - business owners who, conducting their business contribute to the growth of GDP is very low. The author gives equally important significance to the rural entrepreneurship, since the establishment of businesses in rural areas is of great importance for the restructuring and modernization of the rural areas. Recognizing the changes in social, economic and technological conditions that allow business activities from home, the author of the book - Professor Dr. Mirjana Radovic Markovic tells us about entrepreneurship from home, that certainly is one of the most popular forms of self-employment.

In her book, Prof. Dr Mirjana Radović Marković, first of all by professional and very pragmatic approach, deals with various aspects of entrepreneurship. As such, this book is very valuable to domestic and foreign public, as well as universal textbook for students of undergraduate and postgraduate studies.

Baranenko Elena, Jelača Ana,
Institute of Economic Sciences, Belgrade