

Entrepreneurial Culture Definition

Entrepreneurial culture can be described as an environment where someone is motivated to innovate, create and take risks. In a business, an entrepreneurial culture means that employees are encouraged to brainstorm new ideas or products. When work time is dedicated to these activities, it is called entrepreneurship.

There are several definitions about entrepreneurship culture. To easily explain this complex term, some authors have divided the concept in the two words it is composed, "entrepreneurial" and "culture".

Defined by Wickham (2006 cited in Brownson, 2013), the word entrepreneurial is the adjective that is given to describe how the entrepreneur undertakes what they do. Using the adjective entrepreneurial demonstrates a particular style of what entrepreneurs do.

In other hand, Brownson (2013), mentions the term culture that is defined as the attributes, values, beliefs, and behavior in which an individual learns or acquires from one generation to another, and are passed through one person and group to another. The transfer of these certain attributes, values, beliefs and behaviors show the intentions of fostering a certain type of culture.

Therefore, the union of this two terms has been conceptualized as:

A society that enhances the exhibition of the attributes, values, beliefs and behaviors that are related to entrepreneurs (Brownson, 2013).

The direct actions of the entrepreneurial culture while spreading the set of values, beliefs, ideologies, habits, practices, customs and actions are directed to foster the entrepreneurial spirit and show the benefits of entrepreneurship in the population (Observatorio Nacional del Emprendedor, 2015).

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According to the OECD (2009 as cited in Sánchez & Martínez, 2017), it takes time to develop an entrepreneurial culture.

It requires efforts between the actors that are involved, and particularly the entrepreneurial culture should aim to high impact businesses. The principal indicators to measure entrepreneurial culture are the entrepreneurs' social image, their success and impact, and the motivation to start a business (Sánchez & Martínez, 2017).

REFERENCE:

Barraza, C. (2018). What is entrepreneurial culture?

<https://barrazacarlos.com/what-is-entrepreneurial-culture/>