

## EDUCATION FOR ENTREPRENEURSHIP AND ENTREPRENEURIAL CULTURE

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### Abstract

Entrepreneurship as a factor for doing business in every society has a strong position and role. His influence and opportunities for institutional shape is subject of constant interest to accelerate growth and development. Education for entrepreneurship and building the entrepreneurial culture are crucial factors for the permanent expression of entrepreneurial function and dynamics of development.

The paper presents the interest of the organizational forms and measures of systemic regulations which may affect more or less on the expression of the entrepreneurship. Primarily it relates to the education on various levels for acquiring modern knowledge for working in the entrepreneurial field. This creates conditions educated generations of young people to be engaged in the entrepreneurial market operations and to employ. It is pointing out the need for modernization of the education and implementation of sustainable entrepreneurial ideas in the long term.

With re-education and retraining the unemployed need to acquire with entrepreneurial knowledge and quick to adapt to new techniques and technologies in line with market requirements.

The link between the scientific and professional institutions and potential entrepreneurs is necessary to strengthen as coupling of interests with the creation and dissemination of innovation and transfer of the knowledge and technology which create new jobs. With education and understanding of forms of entrepreneurship, and the creation of an entrepreneurial culture the employment opportunities are increasing for numerous categories of persons in the labour market and thereby solve the social needs and demands of the citizens.

**Keywords:** *entrepreneurship, education, entrepreneurial culture, opportunities, employment.*

### Introduction

The literature in the field of entrepreneurship is a large and increasingly rich, how the world and also in our country. Increasingly views of science are directed towards entrepreneurs. The entrepreneurs have become noticeable when was realized that they are not enough. The maturity of understanding of the significance and the role of entrepreneurship is common and prevailing attitudes that without the existence of democratic and market freedoms without restructuring the economy and the transformation is not possible development of the entrepreneurship. The world recognizes that only active and conscious human action towards peace, development and progress, and the prime mover of these positive trends is precisely the entrepreneur who does not know and does not recognize the various boundaries and barriers, but in them he sees his chance for success.

Expressed summarized the most important features of the entrepreneurship are in the reallocation of the factors to items on the most productive use, recombination and substitution of

factors on a micro level, introducing innovation and bearing risk. The entrepreneurship is associated with the small and medium sized business, but is also present in large corporations.

The consequences of the global economic crisis and recession that began in 2008 in the financial sector, and then continue and expand in the real sector, opened numerous questions about how to get out of the crisis and which factors would be wearing for it. Again the issue of the entrepreneurship was actualized as a factor of growth and development not only from the aspect of working engagement of the individuals and businesses, but also as a means to address social change and overcoming of the systemic barriers which raised from the market relations.

## **1. The entrepreneurship and the perception**

In the Republic of Macedonia there is a positive perception of entrepreneurship and demonstrates the highest level of entrepreneurial activity between the countries in Europe. Many micro, small and medium-sized enterprises are active in the economy and in the area of services. There is a remarkable difference in terms of representation of men vs. women entrepreneurs in Macedonia compared to other countries in the region. A typical profile of an entrepreneur in Macedonia is a member of the male population aged 25-34 years with high income and high education.

In view of the conditions that promote entrepreneurship development in the Republic of Macedonia, the presence of large companies is considered one of the key factors for stimulating entrepreneurial activity and encouraging greater innovation as an alternative to the high rate of unemployment.

Considering these facts, it can be concluded that entrepreneurial culture in Macedonia already exists and that entrepreneurial activities are at a higher level compared to the countries in the region. A major motivating factor for the development of entrepreneurship in Macedonia is unemployment, especially among young people. Unemployment is due to the transition and transformation that created the army of unemployed and the unemployment rate in 2005 reached 38%. As a result of extensive macro-economic measures in 2016 the unemployment rate is reduced to 24% but is still high. Therefore looking for new opportunities and conditions according to the degree of development of the state is aimed at motivating people to employment and self-employment. Citizens are motivated by economic and social reasons for entrepreneurial engagement.

In this regard, the key measures that encourage entrepreneurship are the financial support from private, state and local financial institutions, micro-credit facilities, and funds for conducting business transfers from abroad. By establishing partnerships with larger companies, and foreign investment located here, are identify the opportunities for cooperation and initiating joint activities for entrepreneurial working.

In recent years the government measures are implemented for create a favourable business climate in terms of speed of registration of companies, implementing projects for simplification of business laws and regulations, reducing costs and the necessary documents for registration of companies. It was also introduced flat tax, cadastral services were improved through increased efficiency and transparency in terms of property and property rights, by providing a guarantee of the investment.

As for finances the dominant form of financing enterprises in Macedonia stems from banking loans of the domestic commercial banks and credit lines from foreign funds.

Entrepreneurial enterprises in Macedonia long period were not known to the financial institutions that they were treated like any other business in terms of the criteria for raising bank loans. Therefore, it was extremely important to recognize the benefits of innovation of the entrepreneurial companies, and thus to allocate certain funds and establish favourable conditions for starting the entrepreneurial and innovative businesses.

Although in Macedonia are operated more foreign banks the granting loans is limited given the conditions dictated by the global economic crisis. Special role has the Macedonian Bank for Development through which credit lines for SMEs are approved.

Regarding the financing of small businesses, the Employment Agency, under strict conditions, approve financial support for unemployed individuals who have a viable business idea. With the support of strong partners for capacity building under the auspices of experienced institutions, social activities and commercial activities can become a key alternative to building long-term sustainability of the SMEs sector in Macedonia.

In the Republic of Macedonia there is fertile ground for the entrepreneurship development. It has a major impact on the development of human resources, especially the way they are selected and recruited, the motivation for action, the training to carry out specific activities for the system of remuneration and other aspects relevant to building social capital.

## **2. Education for Entrepreneurship**

The entrepreneurship is more acceptable in the population, both in terms of engagement, and in terms of actual entrepreneurial activity, and is a result of increased education and information efforts in this regard.

In the recent years there has been progress in terms of the presence of entrepreneurship and business in the regular education system in Macedonia. As part of the educational reforms in most high schools were introduced mandatory courses that address the topics of entrepreneurship and small businesses which is an important progress. In terms of the higher education, few economic faculties and Faculty of Philosophy in Skopje and Faculty of Mechanical Engineering, have entrepreneurship and management of small businesses as part of their programs which reflects its affirmation. Beyond the formal education, are initiated training and other forms of instruction often supported by foreign and international organizations, and recently from the government.

In order to promote entrepreneurship it was adopted Entrepreneurial Learning Strategy of the Republic of Macedonia 2014-2020. The Strategy seeks to exploit the potential of human capital through reforms in education, training and practical education according of the requirements of the labour market.

The question is how on strategic grounds with formal and informal education to help in the creation of excellent entrepreneurs in the country, in order to ensure long term sustainable economic growth and prosperity in the Republic of Macedonia.

The entrepreneurship refers to an individual's ability to turn the ideas into action with creativity, innovation and risk taking, as well as the ability to plan and manage projects to achieve the objectives. Due to the complexity of the entrepreneurship as a process it is very difficult to be shaped into different curricula for different situations based on the needs of the industry, the market, the country's culture and other factors which require different approaches in the practice of the entrepreneurship.

In the Strategy it is concluded that: "You cannot guarantee that the classical educational process that worked in the past will give the right result for creating a new generation of entrepreneurs. In fact, all the evidence suggests that such a process cannot produce the desired results. Therefore, the traditional pedagogical and psychological research in connection with the previous processes for teaching and learning is not and cannot be directly applicable to entrepreneurial learning."

Because of the strong ties that exist between the "science of entrepreneurship" and "the art of entrepreneurship" and because the success of any enterprise depends largely on precisely the aspect of art that contributes to new unique and innovative ideas in the form of new products or services offered on the market, a number of countries are working to implement major changes in their educational systems.

Because of that building and maintaining the entrepreneurial spirit and providing a positive environment that supports entrepreneurship, became a fundamental responsibility of the entire educational system.

Along with the educational system must be shaped entrepreneurial culture in a society that supports entrepreneurial learning and entrepreneurial education by building a positive attitude toward them. The supporting of the entrepreneurial mindset among young people, and to create a more favourable societal climate for entrepreneurship are based on education that should play an important role in the improving the core entrepreneurial competencies.

The assessment is that there are certain trends in the academic community the entrepreneurial learning to be equated solely with learning how to start and run a business. Although finding sustainable ideas for new businesses is certainly a big challenge, the challenge is also the development of men educators or trainers who will be able to proactively support and improve these types of new businesses. Entrepreneurial Learning in turn is a means to increase social inclusion; it can increase the number of entrepreneurs - social / social and commercial and can serve as a transition to more integrated framework of key competences for lifelong learning if there exist entrepreneurial culture.

Generally in the literature and in practice, two basic terminologies: entrepreneurial education and entrepreneurial learning are used. Many experts do not make a clear distinction between these terms. Very often use the term entrepreneurship education to include some things that are part of entrepreneurial learning. The biggest difference between the two terms is precisely the second part: education versus learning. Education is the process of acquiring skills through instruction, which in simple terms means transferring knowledge from the society to individuals. On the other hand, learning is the process of acquiring competences also through teaching, but additionally through experience and much greater self-initiative of the person who wants to learn something new. Therefore, entrepreneurial learning is much broader term that provides a wide range of activities that would encourage the entrepreneurial thinking in the society.

### **3. Conditions to encourage of permanent entrepreneurship and development**

What are the needs and requirements for achieving permanent entrepreneurship as a necessary resource for the development of society? Thus starts from the need to express the principles of entrepreneurial business in all spheres of social activity.

Key points to which the perception is directed and which synthesized and summarize the relevant prerequisites are:

- establishing entrepreneurial culture in the society which recognized the entrepreneurial function, its place, importance and its role in achieving the developmental processes in general;
- construction of the necessary social (systemic) infrastructure that makes possible the realization of the constitutional guarantees of freedom of the market and entrepreneurship;
- indication of the possible direction of building a consistent system for supporting and encouraging the entrepreneurship;
- recognized of the necessity of equivalence for entrepreneurial effort and accepted risk, as a motivating factor that directly encourages and enables the entrepreneurship and development.

For display of these main points examples of direct practice are used, experiences of the practices which are occurred here, and the compared knowledge of the world literature.

It is necessary to promote and non-financial forms of support for the entrepreneurship, raising public awareness of the importance of the entrepreneurship, improving the skills of the entrepreneurs in order to strengthen the competitiveness of the existing enterprises.

With support for starting own businesses and self-employment through training of unemployed persons interested in learning about entrepreneurship, the development of sustainable business plans, assistance in registration of business and financial support to start up a business and / or financial support to existing businesses of registered unemployed and persons from vulnerable groups, the institutional support for social entrepreneurship is created.

By helping to the entrepreneurs to participate in projects, timely information on tenders within the programs and EU funds, to which the Macedonian companies and institutions have access, they can ensure engagement in the sphere of social economy. In this regard it is necessary to support business centres, business incubators and technical-technological parks and strengthen the capacity of existing regional centres with development of various programs which will provide new business relationships around the world.

Support of the work is necessary and for centres for technology transfer, in order to raise awareness of the importance of the application of new technology, easy transfer of new technology and development of the centres for research and development and creation of the opportunities to recruit persons in the entrepreneurial operations. An exchange of experience on the development and promotion of entrepreneurship, management, techniques of negotiations, new marketing strategies, and sales methods, modern techniques for penetrating on the new markets and other activities, the opportunities are created for new jobs and greater social inclusion especially people from vulnerable social categories.

Indispensable is enhanced support and non-financial forms of socially unsecured persons through the advising for successful agribusiness, for improvement of the skills of these people in order to strengthen the competitiveness and market approach.

Besides the using of the experiences from other countries on various models and methods of transformation of the informal into the formal economy that gave effect these could provide opportunities for individuals to work in the official economy and opportunities for registering activities for the payment of certain taxes or minimum lump sums. The individuals also could have an increased security not only in the present situation, but also in terms of their future income, such as pensions, unemployment insurance benefits, social rights, etc.

The example of France which hosts international competition for financing start-up projects should be followed in Macedonia. By applying the experience and knowledge of international entrepreneurs who want to develop start-ups project in Macedonia, business

incubators or in the free trade zones with certain benefits for the best projects it is possible do develop greater entrepreneurial education and transfer of knowledge in various fields.

#### **4. Creating an entrepreneurial culture and infrastructure**

1. The entrepreneurship as a product of the system of action occurs in a dual role: as a development resource and as a phenomenon that is an individual act which provides the advantage to realize the ideas and opportunities into reality. Through the laws of the market system the entrepreneurship grows in to entrepreneurial function whose weaker or stronger expression directly influence on the development. Hence the necessity of creating relevant conditions for the free expression of this function and its focus on fostering the development of society. The encouraging of the entrepreneurship strengthens the entrepreneurial function at the macro level and then the system recognizes the needs for rapid development.

In fact the issue of the development of a society can be otherwise set: Does the entrepreneurship (individual entrepreneurship, social and intrapreneurship) or entrepreneurial function as a whole, has its prospects and the future of free expression and which are the stimulating or restrictive elements that weaker or stronger affecting these phenomena? From the answer to this question, it is acknowledged does under the existing social, especially in the economic and social system, there are conditions that could allow encouraging of the entrepreneurship or there no appropriate conditions. Also this affects the need to achieve greater or smaller changes or radical interventions that will contribute to achieving the desired objective.

This applies primarily to the way on which the state is ready to provide i.e. to foster entrepreneurship. Given that the legal or economic system is sized to a certain extent to allow expression of the entrepreneurship in all its kinds and forms, the question arises: what is necessary for its extension, making the entrepreneurial function to get the widest room for its expression.

The constitutional guarantee of freedom of the market and entrepreneurship in Macedonia is the only institutional framework that can be reframed in different directions, but primarily to stronger or weaker expression of certain types of activities, forms of organization of entrepreneurial activities, the scope of mandatory capital for the establishment of various types of enterprises, cooperatives, stores, etc., and support social entrepreneurs. In fact constitutional framework is develops and reshape in the legal framework in a way that means implementing a national strategy and measures of macroeconomic policy established by the highest management level of the national economy. This creates an environment in which citizens can exercise their entrepreneurial ideas and to take actions in accordance with the rights set out in these regulations.

Independently of the change of the political party establishment in the country or from the scope of election promises, the creation of economic policy will be directed towards encouraging the entrepreneurial function which in Macedonia is a constitutional obligation. It's very important to be seen as a fundamental principle to be upgraded in order to provide conditions for systemic expression of permanent entrepreneurship and economic and social development.

2. The key question that can be answered multi-faceted is how much the institutional framework can stimulate or restrict the massive expression of the entrepreneurship in the country. The entrepreneurial function as a resultant arises from the sum of the individual

expressed activities of entrepreneurs in the society and is directly determined by economic-system solutions, the social system and the overall attitude towards her in the social environment understood in infrastructural sense. Examples of this conditionality in case of absence of the respective solutions are known:

- the entrepreneurs cannot operate successfully in conditions when restrictive economic policy act in terms of limitation of the opportunities for expression of entrepreneurial ideas, and especially for innovative social entrepreneurs;
- the lack of the national development strategy and the framework strategy for fostering entrepreneurship, establishing small, medium and social enterprises, cannot provide effective action of the entrepreneurial function;
- the absence of the objective measures, i.e. intermediary as mechanisms that affect the achievement of macroeconomic stability of the system does not motivate entrepreneurial behaviour and activity and narrows the space for expression of the entrepreneurship;
- the absence of the guarantee for the entrepreneur to avoid the consequences of the radical changes in the system that can completely change the ambience of the entrepreneurial activities;
- the exclusion of the support system that could encourage entrepreneurship, for its export guidance, and to act in respect of vulnerable groups and for the formation of social enterprises and cooperatives and the like.

In contrast to presented there are examples of the institutional infrastructure based on strategies in different countries where existed the system built-in tools and mechanisms to encourage entrepreneurship, institutions (agencies or authorities) responsible for entrepreneurship with their own networks or schemes for the implementation of incentives, and funds for financing or guaranteeing loans to entrepreneurial initial operations. The existence of strategies, programs and projects to encourage entrepreneurship especially in small, medium and social enterprises requires objective standards in macroeconomic system and other conditions that shape a positive climate for this engagement.

The positive examples from developed countries unequivocally prove the necessity and reality of who are the relevant prerequisites to encourage permanent entrepreneurship, and for the development of society as a whole.

It is necessary to shape the value system in the society that performs interactive impact on the entrepreneurship. The overall value system with its segments (institutional, sociological, psychological, social, educational, media, etc.) that provide incentives or support on the entrepreneurship consists the environment for its expressing. From their effect depends the formation of positive social climate that motivated individuals (or demotivated if negative charges are happen) to undertake entrepreneurial activities.

3. The development of entrepreneurial culture in society as organizational and managerial conception for development of the entrepreneurial function, is strategic approach in order to ensure its massive expression. Given that entrepreneurial culture is the "ideology of the organization that contributes to the innovative changes for increasing the propensity to take risks, favours a free and independent decision-making, successfully overcomes the shortcomings, encourages the responsibility for the errors, where learning is a major motivating incentive" the strategic goal of any society is its promotion. In the system of values the entrepreneurial culture are valued or rewarded the initiative, the assessment, creativity and ethics in the strategic decision making.

In any system the changes are occurred. The construction of a democratic society is a radical change that allows the strong development of entrepreneurship and social

entrepreneurship. Occurring changes are in the perceptions and cultural values, beliefs, etc. Also the changes are taking place in the social structure in the population, social organization, technology and in the awareness of the human environment. All these changes create new spaces to create new opportunities for new entrepreneurial ventures that are based on these changes and they realize the entrepreneurial idea, innovation, social innovation and so on.

Never before for the entrepreneurs are not written and spoken with such respect and expectation, as it has in recent years expressed in developed countries and in other countries, including the Republic of Macedonia. Even the entrepreneurs are increasingly included in the most prestigious social groups, to them is expressed all honours. Great merits for this change lies in the understanding of the importance of the entrepreneurship in society and the need for action on social entrepreneurs and the role of the entrepreneurial function in its development. Also, the media of mass communication have greatly contributed to the spread of the entrepreneurial spirit and acceptance of the values of entrepreneurial culture. Especially interesting are presentations on the success of entrepreneurs and the messages they refer and which could roughly be synthesized in the following words: follow the example of the successful. Numerous magazines, television channels, radio programs and other media continuously spread the example of the success, thereby strengthening and entrepreneurial spirit and embrace the values of a new entrepreneurial culture. At the same time it strengthens the impact of entrepreneurial activity on the creation of the overall economic policy in the country.

Besides the mentioned media, the entrepreneurial culture is build and shaped by the other institutions in the system, which actually make up the infrastructure that enables its penetration into all aspects of the work and life in society. The mentioned impact of education on entrepreneurial expression, the building of relevant institutions of the system that will directly facilitate the performance of the entrepreneurial function in the society, and creating a network of financial institutions and organizations that promote the creation, promotion and implementation of new entrepreneurial ideas, are parts that should be embedded in entrepreneurial strategy which should be established in the country. In this context the strategy should specifically support the expression of social entrepreneurship which has its specifics and possibilities and potentials that have influence on the social processes, for opening new jobs, separately for vulnerable groups, reduce of the unemployment and increase the standard of the population.

4. In the economic literature the behavioural scientists often deals the psychological aspect of the personality and methods which are most acceptable in terms of building a realistic attitude towards motivating elements for incentive and reward of the creative behaviour. Among them are important features of an individual entrepreneur, and the collective spirit of competition that may be created as part of the entrepreneurial culture.

In contrast of the behavioural scientists, the adherents of the school of rational expectations define the behaviour of entrepreneurs in terms of the level of received information about the market situation and their ability to amortize the impact of economic policy measures. Thus the entrepreneurs as rational beings seek to obtain maximum profits from their operations. Conversely social entrepreneurs respond to the challenge to initiate social action in order to make changes that will not provide personal profit but to solve complex social problems.

How far the (in)developed infrastructure of institutions and organizations in the society, which may be aimed at enabling entrepreneurial behaviour, narrows or limits the recognition of the entrepreneurs for possible (or expected) measures of economic and social policy is a matter that penetrates in the area of so-called state organization and regulation of the free market and

entrepreneurship. In fact the individual (personal) characteristics of the entrepreneur are important in the understanding of market processes and in the detecting of possible way, which in turn the social entrepreneurs recognize and act. But it is within the defined space that defines the system in which is expressed the entrepreneur or the social entrepreneur.

Basic postulate is the need to protect freedom of the individual entrepreneur from the state limitations and from the imposition of the state bureaucracy with its power to regulate the matters that are not within its jurisdiction. Therefore, the system which provides the state or its bureaucracy strictly to comply with the laws and to be inactive for misuse the regulations defines strictly the limited room for its action.

It is considered that a state is bad entrepreneur, given that her motivation is based on the political struggle to win power by the political establishment, which in turn takes over the state and retains the control systems of power and influence in the society. Therefore the restriction of the freedoms of the entrepreneurs can be transferred to the state only in those cases where the occurrence or conflicts cannot be solved or overcome by the impact of the market. Certain borderline cases could be market regulated but also achieving a high price for natural advantage would be given to the use of political avenues for regulation of relations in the country. With these defined limits are given space for equal opportunities for the citizens to broader expression of individual initiative. It is especially important for entrepreneurs to have the freedom to act in a certain system regulated spaces. Also, the reduction of state restrictions on the most necessary level, and by transferring the powers of the competent authorities, which would be engaged in addressing and eliminating the obstacles to development of entrepreneurship, strengthen the freedoms and spaces for free market and entrepreneurial activities, and for solving the problems in the social sphere.

5. The establishing of the entrepreneurial culture requires the establishment of the entrepreneurship and in the state services or in public enterprises. It means abandoning the inertia, bureaucratic behaviour and hierarchical centralization in the administration, which is generally slow and closed to the citizens. From the traditional way of providing services to the citizens, the state will have to act in the direction of introducing entrepreneurial principles of operation with different instruments and mechanisms in the economy and society. It assumes construction of stimulus toolkits that will allow the entrepreneurship in the economy, and the same or appropriate such incentives to be weighed and introduced for the functioning of the state administration. Through the introduction of competition and with choice of quality and well-paid staff could motivate managerial level of the state administration to innovate in their work and in order to achieve greater efficiency in operations and with the lower costs. In fact the state administration should be based on entrepreneurial principles in their work, to strive for the implementation of relevant mechanisms based on forecasts of the future effects and to preventive engagement, not to rehabilitation of conflicts and crises in their operation.

6. Having a precise and correct data on entrepreneurial activity, that is the entrepreneurial function, allows to the state competently conducting macroeconomic policy and social policy. However, for such data is necessary and accurate statistical system, that with accuracy and authority will present the data on all phenomena of interest for the state and individuals. With that knowledge of actual phenomena in economic and social processes and movements can have affect on the quality determining of the measures of the economic, social and development policy.

From the aspect of individual freedoms and motivational elements are those that guide and encourage the entrepreneurial process in conditions of market economy. In fact these freedoms enable:

- each citizen can realize his entrepreneurial idea, innovation, opportunity or chance, availability of resources (technical, technological and financial);
- individual management of the entrepreneurial process without limiting state intervention and the presence of large market opportunities for entrepreneurial activities;
- once initiated, the entrepreneurial activity continues its consistent progress on freedom of expression, which is really possible only in conditions of political and economic stability of the country and unable to address the social needs and demands of the citizens.

The existence of this list of freedoms, infrastructural and systemic conditions directly affect on the realization of the entrepreneurial potential, by helping to define the engagement of the entrepreneurs and reducing of the risk that is inherent to the entrepreneurship. Therefore more dynamic and accomplished of the entrepreneurial function and in the development direction, with lower costs, and greater social effects. In fact, acting, the entrepreneurs are realizing the social and society changes and cause long-term developmental effects.

## 5. Conclusion

It can be concluded that it is necessary the entrepreneurial infrastructure and adequate educational background and level of education that will strengthen the entrepreneurial capacity of individuals. This is especially true for prediction and using of the opportunities offered by the market for solutions and innovations in the field of the entrepreneurship. It should be emphasize the importance and necessity of education in terms of upgrading the education system as a prerequisite for fostering permanent entrepreneurship and development. In the education of the person in all phases of the educational process it is necessary and its liberation and preparation for understanding and solving problems that he will face. It means education for expressing the ability to assess and found ways to solve problems that the entrepreneurship comes to larger expression. Thus the education system gives the only economic and social security of individuals, and it is strengthening its ability to timely acquire qualifications and knowledge that are necessary and required by the market, as well as bringing social actions of social character. Every citizen of the country should be aware that without the competence and readiness to cope in the new conditions of entrepreneurial activities the chances are small to survive the company where he works, to address the social needs, for progress in work and to overcome the competition on the market. The guarantee of working place in the market conditions is unrealistic and hence the need for rising of the general level of education among citizens to achieve new and higher standards and better performance based on entrepreneurial initiatives.

It is necessary to strengthen the links between scientific and professional institutions and the potential entrepreneurs as coupling of interests with the creation and dissemination of innovation and transfer of knowledge and technology that create new jobs. With education and understanding of the forms of entrepreneurship, and with creation of the entrepreneurial culture the employment opportunities are increasing for numerous categories of persons in the labour market and thereby solve social needs and demands of citizens.

The example of nations that for very short periods of time have rapid growth of the national product confirms these findings, and thus the need for adopting measures of strategic

and systemic level which are necessary in Macedonia. With enabling of these and other measures that can be counted: tax incentives, credit incentives, directions to investments that are important for the development and export, etc., it is possible to achieve the same or similar effects as in developed countries.

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