Entrepreneurial Culture and Management Style: Overview and Formation Mechanism

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Abstract: Entrepreneurial culture comprehensively affects human life and society. With it formed entrepreneurial outlook, which was based on a system of views on society and individuals. Its parts are: entrepreneurial management style and formed a system of values that are associated with a generalized reflection of the individual current economic environment and the mental ability to entrepreneurship. Due to Russia's transition to the construction of new economic relations there are changes in the essential terms of non-profit organizations. Profit is the ultimate goal of doing business, so for a commercial organization, it is the main activity, while for non-profit organizations are non-core and implemented to achieve and in accordance with the statutory goals nonprofit organization.

Key words: Entrepreneurial culture • Entrepreneurial management style • Entrepreneurial style of behavior • Human factors

INTRODUCTION

Company (organization, company) - is not only a way of doing business, methods, mechanisms, ways to profit. This is how are the relations between people what are the rules of life and they share what they think is good and what is bad and many other things that distinguishes one organization from another, determines its existence and development [1]. We are talking about how their behavior, norms and values shape their lives associated with this organization, in other words talking about entrepreneurial culture. How does the system life entrepreneurial culture manifests itself in values, traditions, norms of behavior for all staff. It expresses the relationship not only between members of the organization, but also a set of ideas about its purpose, objectives, results of operations and their ratings.

MATERIALS AND METHODS

The present study was conducted using a variety of scientific and special methods (structural analysis, abstract and logical analysis, comparative analysis, quantitative methods, graphical and statistical research methods, systematic approach) and based on official materials of the Federal State Statistics Service, materials monographs, scientific conferences, articles Russian and foreign economists in periodicals on the subject of research, as well as empirical research materials website.

RESULTS AND DISCUSSION

Entrepreneurship is understood under the spirit of enterprise development and its implementation within an existing organization or so-called internal entrepreneurship. Entrepreneurship is that in the current organization, the conditions for the extension of innovative business ideas, resources are allocated for their implementation and provides comprehensive support to the implementation of this idea and its practical use. It can be regarded as the activity of producing and selling goods and services through the integration of entrepreneurial opportunities and individual enterprise.

Entrepreneurship purpose is to improve the organization by:

- Activation and use of the creative potential of employees;
- Improve resource efficiency of the organization;
- Rapid response to changes in market demand;
- Rapid implementation of all kinds of innovations (technical, organizational, etc.);
- Create a basis for further development of the organization.

In order to more clearly understand the features of entrepreneurship, introduced two basic concepts:

- Traditional organization (firms), which operates in a steady state, in steady managerial and organizational structures of production and conservatively applies to all possible changes.
- Organization (firms), the business type that works on the principles of entrepreneurship, i.e. is actively implementing all possible business ideas.

Given the above mentioned concepts should be understood under entrepreneurperson initiating and characteristic of the natural qualities, skills and experience. supply and demand market, being the organization, operating organization. The principal difference from the traditional organization of the business organization type is:

- Attitude to new ideas and opportunities;
- Organizational capacity to implement the emerging entrepreneurial ideas;
- Availability will and commitment to participate in the implementation of entrepreneurial ideas.

These features together form entrepreneur culture across the organization, with one of the most important components of this culture is entrepreneurial management style. First, determine the style of individual personality traits. At all times, the style attached importance F.Chisterfeld said that “style - the dress of thought” and Z.Buffon argued that “style - the man himself”. So the style is as difficult to understand and define itself as its carrier. Justice cited aphorisms confirmed in modern interpretation of concepts such as “style”, “style of leadership”, “management style”, “entrepreneurial management style”. In this case, it is critical definition of entrepreneurial management style organization where the carrier of this style is not one person, but a single complex “living” organism [2].

It should be said that the style in every field of human activity is defined and shaped by many factors, not the exception in this case is and entrepreneurial management style. The study formed a synthesis image below entrepreneurial management style as part entrepreneur culture, determining that it is characterized and characteristic.

Today, the style may be present not only in human form. It also applies to the description of any other kind of human activity. For this trace, which definitions are given in various dictionaries and try to determine the total and difference in style sense of the word in relation to different spheres of human activity. A detailed discussion of each of the set of all definitions, carry out a comparative analysis and try to give the most complete definition. In dictionaries F. Ozhegova, F. Ushakovoy T. Efremovoy and given many options interpretation of the term “style”.

F. Ozhegov considers style as “combination of features, the proximity of expressive art techniques and tools that contribute to the unity of some direction in his work”. Style is seen in the context of the literary genre direction. Then, by an explanatory dictionary T.Efremovoy style is “a set of techniques use of language characteristic of a writer or a literary work, the directions of the genre”. A F. Ushakova in this context gives interpretation style system as “linguistic resources and ideas characteristic of a literary work, genre, author or literary movement”. The most capacious in our opinion is the definition S. Ozhegova– community art techniques characteristic of any literary genre, directions, school age. Thus, notwithstanding the diversity of styles, the condition of its formation is the presence of some of the factors presented in Figure 1:

In this case, the individualization of the head appears just under the influence of socio-psychological features of the natural qualities, skills and experience. That generates a set of techniques and methods of impact of the head on subordinates. Personalization means subordinates perception or absence of perception to influence from the media style that is also dependent on knowledge and experience of the staff. Here it is also possible to control the formation of style any particular hierarchical level of the organization, at an office or in relation to the entire organization.

Style also considered in the context of business management thinking, behavior, activities. More interesting are our scientific works of authors such as Yuri Bondarenko, P. Maslennikov, V. Gusev, generously Bykovskiy, Tarasenko, Y. Avadene, N. Kruglov, A. Semenov. The process of formation of entrepreneurial management style is objective and inevitable, as a response to its own manifestation in society [3].
Next consider four basic management style set forth above, the criteria delineated by having in our opinion, important for understanding the management style at the present stage of development of socio-economic relations in the organization.

The study showed that the content for the style is rather ambiguous in the context of leadership and management and in the context entrepreneur culture. On the one hand the entrepreneurial management style is influenced by subjective factors, that is, the particular style are caused by human qualities as the “source” style formation and on the other objective factors, that is influenced by factors that are formed in the external environment of the organization [4]. At the same time, the business style is a source of changes both inside and outside the organization.

The process of formation of entrepreneurial management style is objective and inevitable, as a response to its own manifestation in society. Then entrepreneurial management style will be a mechanism, which is based on the process of bringing any initiative to the desired result in the form of products demanded by the market exposure of the subject to the object management within the context of socio-economic development of the organization.

Vector determining the desired path of development of any organization is the vector ‘goal’ - the result. When it comes to entrepreneurial behavior style organization, in this case, the result will never be exactly equal to the goal, so the goal involves the development of internal and external building businesses that can be developed, but it is impossible to anticipate [5]. Therefore, the organization should be considered as an open system that is open to all opportunities for profit. It identifies the need to integrate within the organization two opposite processes. On the one hand there is the need to adapt the organization to environmental factors, but, on the other hand, by changing their search capabilities, which are caused, including members of this stimulating initiative of the integration process. That in turn possibly in case of considering the development of numerous alternatives and selection is the best. This will transform the potential problems you may encounter in the business opportunities presented by their foresight and timely prevention of the use of or for the benefit of the organization. Namely flexible organizational structure allows the organization to carry out these processes.

Above considered entrepreneurial behavior style organization that is not synonymous with entrepreneurial management style organization. An important feature is the presence of the human factor, namely, the manager and the subordinate and their possible interactions. But the entrepreneurial management style, including, determined and entrepreneurial style of behavior. Moreover, understanding the latter is determined by the specific management style.
REFERENCES