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A New Entrepreneurship Concept toward Tuna Era

Asep Taryana

Lecturer, School of Business, IPB University, Indonesia

Mukhamad Najib

Lecturer, Department of Management, IPB University, Indonesia

Hariato

Lecturer, Department of Agribusiness, IPB University, Indonesia

Bustanul Arifin

Lecturer, Department of Agribusiness, University of Lampung, Indonesia

Abstract:

Entrepreneurship is faced with the challenges of environmental dynamics in the TUNA era (Turbulence, Uncertainty, Novelty, and Ambiguity). This study aims to identify the cluster of entrepreneurial developments, identify the definition of entrepreneurship, determine the indicators that influence the development of entrepreneurship, and formulate a concept of new entrepreneurship in facing today's challenges. The research method utilized was a judgment expert to obtain primary data and literature review. Based on this study's results, founded several keywords related to the concept of entrepreneurship, including opportunities, risks, resources development, creativity, innovation, environmental, ethical, and fulfillment needs. Therefore, it can be concluded that entrepreneurship can take advantage of opportunities and face risks by managing resources through creative thinking, innovation, and ethics influenced by the internal and external environment with the aim of customer needs.

Keywords: *Entrepreneur, entrepreneurship, entrepreneurship concept, TUNA*

1. Introduction

The business world continues to change as time changes rapidly and enter new environments that are difficult to predict. This condition certainly has an impact on the development of entrepreneurship. Entrepreneurship has a positive impact on economic growth. It shows that entrepreneurship is the driving force of the economy. Until now, the definition of entrepreneurship is still developing by an increasingly complete understanding of the aspects of entrepreneurship. Going forward, the challenges that will be faced by the business world will be even tougher with the demands of adjusting to changes amid uncertainty and technological developments and digitalization. If the challenges of entrepreneurship in the future are not dealt with quickly and carefully, then the changes that occur will be disruptive.

Entrepreneurship will be faced with the dynamics of internal and external challenges described from the four types of challenges in the current era, namely TUNA (Turbulence, Uncertainty, Novelty, and Ambiguity). Turbulence shows the magnitude of the potential for the fluctuation of change in the future in the business world. Morris et al. (2002) suggested that environmental turbulence had a strong influence on entrepreneurial orientation. A higher level of environmental turbulence requires businesses to show higher adaptability and flexibility in dealing with competition. The problem of uncertainty and risk faced by entrepreneurs becomes important to consider in the future development of entrepreneurship. Entrepreneurship is faced with a future challenge that is full of novelty makes an entrepreneur must deal with it in different ways. An entrepreneur is required to find out quickly how to find out information and build collaboration with other related parties who are more aware of the conditions of the challenges that will be faced in the future. Changes in both internal and external environments require entrepreneurial capabilities to adapt to these changes to survive in competition.

The concept of entrepreneurship will continue to develop along with the dynamics of change in the business world that cannot be determined. The development of entrepreneurial practices is faster than the development of the definition of entrepreneurship itself. Seeing the challenges of entrepreneurship going forward is complex. It is necessary to reboot a new entrepreneurial concept that adjusts to current conditions. Therefore, this paper aims to (1) identify the cluster of entrepreneurial developments that occur, (2) identify the definition of entrepreneurship, (3) determine the indicators that influence the development of entrepreneurship, and (4) formulate the concept of new entrepreneurship in facing future challenges now.

2. Method

This study uses a literature review approach and expert judgment in formulating conceptions about new concepts of entrepreneurship adapted to the habituation and conditions of entrepreneurial practice. The data needed in the form of

previous research studies relating to the theory and concept of entrepreneurship. This study's sources are primary data from expert judgment and secondary data obtained from journals, books, internet, and other literature sources.

3. Results

3.1. *The Cluster of Entrepreneurship Development*

Definition entrepreneurship developed from time to time. Some experts put forward different notions at the beginning of the formation of the concept of entrepreneurship. According to Savary (1723), Cantillon and Henry (1755), entrepreneurship is the purchase of goods at fixed prices. However, they do not yet know the economical use price and are resold at different prices. Entrepreneurship is considered the initial formation of a company by uniting various means of production and discovering its production (Ely 1893; Say 1816). These business activities are related to innovation (Clark 1897). Overall, the concept of entrepreneurship in the early days meant that entrepreneurship was a process of production and distribution in a competitive market.

The concept of entrepreneurship is developing not only in the process of buying, selling and production, but also in innovation. Experts state that the concept of entrepreneurship is the creation of new organizations by innovators who can predict and respond to market changes and can assess various business opportunities (Schumpeter 1911; Gartner 1988; Knight 1921; Meredith 1989). The concept of entrepreneurship is also considered a competitive use of opportunities to drive markets and initiative actions in organizing socioeconomic mechanisms (Kirzner 1973; Shapero 1985). Entrepreneurs are considered innovators who always invent new things, evaluate and use goods or services for future needs (Venkataraman 1997; Drucker 1985). Based on this understanding, the concept of entrepreneurship can also be understood as the formation of innovations that encourage the creation and create something new.

In this era, the concept of entrepreneurship has increasingly evolved more broadly, not only focusing on the production process. Entrepreneurship is defined as the utilization of new opportunities aimed at generating profits and growth with all the risks that are influenced by stakeholders (Wartiovaara et al. 2019; Santoro et al. 2018). Entrepreneurship is related to strategy, innovation development, and prediction of needs in building a business by emphasizing business ethics (Dunham et al. 2008; Bucar and Hisrich 2001; Wiklunda et al. 2019; Alma 2013). Entrepreneurship is also seen as a business activity that is productive, dynamic and tends to be uncertain with all risk-taking aimed at making a profit (Horst and Murschetz 2019; Ramadani et al. 2019; Pambudy et al. 2017; Kashmir 2006). Based on this understanding, it can be interpreted that in this era, the concept of entrepreneurship has an understanding as an activity of developing innovation, identifying opportunities, and taking risks by upholding business ethics influenced by stakeholders aiming to benefit.

3.2. *Definition of Entrepreneurship*

Entrepreneurial activity is an effort to create value by introducing business opportunities, appropriate risk-taking management, and mobilizing people, money, and other raw materials or resources through communication and management skills to produce projects so that they can be implemented well (Kao and Jhon 1993). Hisrich et al. (2012) define entrepreneurship as a dynamic process of adding wealth. Wealth is created by individuals who dare to take the main risks with the conditions of reasonableness, time, and or career commitment or the provision of value for various goods and services. These products and services are not or maybe new or unique, but the value must somehow be raised by entrepreneurs with the acceptance and placement of skills and resource needs.

Based on Presidential Instruction No. RI 4 of 1995, entrepreneurship is the enthusiasm, attitude, behavior, and ability of a person in handling businesses and or activities that lead to efforts to find, create, apply work methods, technology, and new products by increasing efficiency to provide better services and or obtain greater profits. Entrepreneurship is closely related to renewal and courage in taking risks in the process of starting Rye's business (1996). Entrepreneurs usually create new combinations such as new products, new markets, new materials, and new forms of organization (Schumpeter 2003).

3.3. *Indicator of Entrepreneurship Development*

The main principles of entrepreneurship are (1) hard work, (2) creative, and (3) risk-averse CPR (2011). An entrepreneur must be friendly with uncertainties or uncertainties so that the entrepreneur's mindset or mindset should:

- Action-oriented; always oriented to what and how to do so that goals can be achieved.
- Think simple; think about practical problems on the ground that are most likely to be done.
- When already or doing a job, always look for new opportunities, always think of other opportunities that might be done, and usually pursue these opportunities through an effort with high discipline, and only take the best opportunities.
- Focus on execution; execution of an activity is an important part of the whole set of activities.

Entrepreneurship indicators in the United States consist of four indicators, including (1) the level of new entrepreneurs; (2) opportunities for new entrepreneurs; (3) the number of jobs created by startups in the first year of business per capita; (4) survival startup level in the first year of running a business (Fairlie et al. 2019). Indicators of entrepreneurial development in the digital era can be seen from three dimensions, namely (1) the dimensions of entrepreneurship consisting of entrepreneurial characteristics and competencies, entrepreneurial rationality in decision making, and personal outcomes; (2) dimensions of the entrepreneurial process consisting of prerequisites for digitalization including digital capabilities and digital infrastructure, dynamic shifts in business transformation, innovative

digital business models, and affordability of digital business; and (3) the dimensions of the ecosystem consisting of the environment of digital business areas, digital business infrastructure, and collaboration and social values (Satalkina 2020).

3.4. *New Concept Entrepreneurship*

Based on the development of entrepreneurship from time to time, definitions, and indicators of entrepreneurship development, a new concept of entrepreneurship was formulated, which consisted of:

- Entrepreneurship is a person's willingness and ability to take advantage of opportunities and face various risks by taking initiatives to create products/services that aim to benefit and provide the best service to all stakeholders by upholding ethics in business.
- Entrepreneurship is the willingness and ability of a person to increase their capacity by utilizing resources and upholding ethics in doing business to meet life goals and can provide the best service to all stakeholders.
- Entrepreneurship is the ability to create something new and different through creative and innovative thinking to create opportunities in facing life's challenges.
- Entrepreneurship is one's ability to face risks by managing resources supported by an entrepreneurial environment.

Based on these four concepts, several keywords related to the concept of entrepreneurship are obtained, including opportunities, risks, resources, creative, innovative, environmental, ethical, and meeting needs. In the practice of entrepreneurship in the TUNA era (Turbulence, Uncertainty, Novelty, and Ambiguity), the ability to take advantage of opportunities is one of the keys to success in entrepreneurship. Ability is defined as the ability, capability, and strength in doing something (KBBI). At the same time, the opportunity is interpreted as an opportunity or space, both concrete and abstract that gives the possibility to use to achieve goals. In entrepreneurial practice, the ability to take advantage of opportunities refers to individuals' ability to find possibilities or opportunities in the form of potential conditions to create new businesses. Business opportunities can be in the form of market gaps or problems identified by potential customers that generate ideas for entrepreneurship. In the condition of the Covid-19 pandemic, an example of entrepreneurial behavior in taking advantage of opportunities was reflected in entrepreneurs who opened a mask and medical equipment business that supported the health protocol for handling Covid-19. Entrepreneurs who are engaged in fashion manufacturing are also many who are turning to make masks that are fashionable to meet the increasing demand for masks.

Risk is the impact of uncertainty that has the potential to cause loss. Based on ISO 31000, the risk is defined as the effect of uncertainty. Risk management is defined as a coordinated activity to direct and control the organization related to risk. ISO 31000 SNI-based risk management directs that the implementation of risk management must apply 11 Risk Management Principles, from "Creating and Protecting Values" to "Facilitating Continuous Improvement of Organizations," carried out through a Risk Management Framework and practiced in the risk management process. The risk management process includes the systematic application of management policies, procedures, and implementation for communicating, consulting, setting the context, identifying, analyzing, evaluating, treating, monitoring, and reviewing risks. Risk treatment can be mitigated or reduced, sharing or transferring, rejecting or avoiding, and accepting. The principles, framework, and risk management process become the strength of SNI ISO 31000 with high compatibility power as a reference for best practice in applying risk management for business actors in various types and sizes of organizations. One example of companies implementing risk management by ISO 31000 is Pertamina EP, which is engaged in the oil and gas sector. This is stated in the quote of the implementation statement "... We have a corporate risk management system, that consists of the Risk Management Treaty and Organizational / Individual Work Procedures. Risk Management has implemented the ISO 31000 Risk Management Standard ..."

In the TUNA era, with an increasingly high level of competition and full of uncertainty, organizational success and stability depend on the efficiency of the organization in using available resources in the form of capital, capital, technology, as well as human or labor resources. The level of organizational performance is correlated with the level of resource use (Stanciu, 2015). Among the available resources, human resources are the most valuable resources. This is because humans are an important factor in growth, economic restructuring, and sustainable development. The capitalization of the remaining resources depends on the workforce acts every day at work. Without human resources, an organization cannot exist because the organization's performance is very dependent on the performance of its employees. Resource management can change comparative advantage into a competitive advantage. For example, resource management in the palm oil industry, Indonesia, is the second-largest palm oil-producing country in the world. However, Indonesia's CPO competitiveness is still inferior to Malaysia, so creativity and innovation are needed in resource management.

The word innovation comes from the Latin "innovare", which means 'to make' something new (to create), closely related to creativity. Creativity is defined as the ability of individuals to produce new ideas that are useful for a group of people over several periods. The novelty and usefulness of an idea are indicators of creativity. The resulting ideas are followed up into workable concepts that can produce 'inventions', then commercialized inventions are called innovations. Therefore, innovation is defined as everything related to a novelty, ease, acceptance by the community, value, and usefulness, and commercialization. In entrepreneurial practice, innovation plays a role in extending the business life cycle to create a sustainable business. One example of a business that died due to being left behind in innovation is Nokia. Nokia was sold to Microsoft in 2014 because it couldn't compete with Android.

The process of commercialization of innovation is part of the entrepreneurial process that must uphold business ethics. Creative thinking processes that hone the ability to empathize in creating business ideas must be following ethics that pay attention to business relations with the people (people), nature (planet), and the profits generated from the business itself (profit). These three things are the foundation of a sustainable business known as the triple bottom line 3P

(people, planet, profit). The Corporate Social Responsibility (CSR) program carried out by large companies such as Danone, Astra, Unilever, and so on is one form of implementing business ethics that puts a balance on People, Planet and Profit.

The entrepreneurial process is also influenced by environmental dynamics, the internal environment and the company's external environment. The digital revolution that emerged in the era of 6D's Exponential Growth (Peter Diamandis, 2012) caused the business landscape to experience changes that are difficult to predict. The implication, the business environment is no longer in the form of a large physical factory that has thousands of employees but can form a small organization that focuses on information technology. One example occurs in business startups such as Tokopedia, Bukalapak, Go-Jek, AirBnB, and other business startups. Technology interferes with traditional industrial processes, and the disruption opens up opportunities for entrepreneurs to think ahead to meet needs and facilitate human life in the future. Therefore, in this new concept, entrepreneurship can be defined as the ability to take advantage of opportunities and face risks by managing resources through creative, innovative, and ethical thinking influenced by internal and external environments with the aim of future customer needs.

4. Conclusion

The concept and definition of entrepreneurship develop from time to time. At the beginning of its development, entrepreneurship was defined as the production and distribution process in a competitive market. Furthermore, the concept of entrepreneurship developed again, along with the existence of innovations in entrepreneurial practices. In this era, the concept of entrepreneurship is increasingly complex, identical to developing innovation, identifying opportunities, and taking risks by upholding business ethics. Indicators of entrepreneurship development can be seen from three dimensions: the dimension entrepreneurship, the entrepreneurial process's dimension, and the entrepreneurial ecosystem's dimension. Keywords that underlie the establishment of a new concept of entrepreneurship are opportunity, risk, resources, creativity, innovation, environment, ethics, and fulfillment of needs. The concept of new entrepreneurship is defined as the ability to take advantage of opportunities and face risks with resource management through creative thinking, innovation, and ethics that are influenced by the internal and external environment with the aim of customer needs in the future.

5. Recommendation

The concept definition of entrepreneurship will continue to develop along with the development of ecosystems entrepreneurial practices adapt to the development era. The renewal related to the concept of entrepreneurship is expected to be carried out continuously by the development of entrepreneurial practices. Also, research related to entrepreneurial ecosystems and their relationship with local wisdom can be used as suggestions for further research.

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