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e-ENTREPRENEURSHIP

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ABSTRACT

This paper has as objective to refer the theme “e-Entrepreneurship” having as reference companies of the United States that operate only on internet.

We concluded that by fact we are on knowledge era, they and those that it wants to be e-entrepreneur need to work a lot, because, online business will be always exigent when these companies are in different virtual places and where is having different customers, suppliers and rivals companies.

Keywords: Entrepreneurs, Entrepreneurship and e-Entrepreneurship

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INTRODUCTION

Entrepreneurship is a phenomenon of tremendous societal importance, and it has been referred much times in moment that we are living – globalization era, principally when we are speaking about immigration theme.

This paper has as objective to refer the theme “e-Entrepreneurship” having as reference companies of the United States that operate only on internet.

1. ENTREPRENEURSHIP

1.1. Notion of Entrepreneurship

The development of theory of entrepreneurship parallels to a great extent the development of the term itself (see table 1.1). The word *entrepreneur* is French and literally translated means “between-taker” or “go-between” (Hissich and Peters, 2002).

TABLE 1.1

Development of Entrepreneurship Theory and the Term *Entrepreneur*

Stems from French: means between-taker or go-between	
Middle Ages	Actor and person in charge of large-scale production projects.
17th Century	Person bearing risks of profit (loss) in a fixed contract with government.
1725	Richard Cantillon – person bearing risks is different from one supplying capital.
1803	Jean Baptiste Say – separated profits of entrepreneur from profits of capital.
1876	Francis Walker – distinguished between those who supplied funds and received interest and those who received profit from managerial capabilities.
1934	Joseph Schumpeter – entrepreneur is an innovator and develops untried technology.
1961	David McClelland – entrepreneur is an energetic, moderate risk taker.
1964	Peter Drucker – entrepreneur maximizes opportunities.
1975	Albert Shapero – entrepreneur takes initiative, organizes some social and economic mechanisms, and accepts risks of failure.
1980	Karl Vesper – entrepreneur seen differently by economists, psychologists, businesspersons, and politicians.
1983	Gifford Pinchot – intrapreneur is an entrepreneur within an already established organization.
1985	Robert Hisrich – entrepreneurship is the process of creating something different with value by devoting the necessary time and effort; assuming the accompanying financial, psychological, and social risks; and receiving the resulting rewards of monetary and personal satisfaction.

Source: Adapted of Hissich and Peters, 2002

According to Hissich and Peters (2002), *entrepreneurship* consist on the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence.

According to Nafziger (1997 and 2006), the entrepreneur can be viewed in at least four ways: (1) as the coordinator of other production resources – land, labor, and capital; (2) as the decision maker under uncertainty; (3) as the innovator; and (4) as the gap filler and input completer.

1.2. Characteristics of Entrepreneurship

According to Longenecker, Moore et al (1994), a common stereotype of the entrepreneur emphasizes such characteristics as **high need for achievement**, a **willingness to take moderate risks**, and a **strong self-confidence**.

1) Need for achievement – a desire to succeed, where success is measured against a personal standard of excellence;

2) Willingness to take risk – the risk that entrepreneurs take in starting and/or operating their own business are varied. By investing their own money, they assume a financial risk. If they leave secure jobs, they risk their careers. The stress and time required in starting and running a business may also place their families at risk. And entrepreneurs who identify closely with particular business ventures assume psychic risk as they face the possibility of business failure.

3) Self-confidence – Individuals who possess self-confidence feel they can meet the challenges that confront them. They have a sense of mastery over the types of problems they might encounter. Studies show that successful entrepreneurs tend to be self-reliant individuals who see the problems in launching a new venture but believe in their own ability to overcome these problems.

Wheelen and Hunger (2000) identify four entrepreneurial characteristics such as:

- 1) The ability to identify potential venture opportunities better than most people;
- 2) A sense of urgency that makes them action oriented;
- 3) A detailed knowledge of the keys to success in the industry and the physical stamina to make their work their lives;
- 4) Access to outside help to supplement their skills, knowledge and abilities.

1.3. Function of the Entrepreneur

Kilby (1971) identifies thirteen entrepreneurial functions:

Exchange relationship

1. Seeing markets opportunities (novel or imitative);
2. Gaining command over resources;
3. Marketing the product and responding to competition;
4. Purchasing inputs.

Political administration

5. Dealing with the public bureaucracy (concessions, licenses, taxes, and so fourth);
6. Managing human relations in the firm;
7. Managing customer and supplier relations.

Management control

8. Managing finances;
9. Managing production (control by written records, supervision, coordinating input flows with customer orders, maintaining equipment);

Technological

10. Acquiring and overseeing plant assembly;
11. Minimizing inputs with a given production process – industrial engineering;
12. Upgrading processes and product quality;
13. Introducing new production techniques and products (Kilby 1971: pp. 27-28, as discussed by Nafziger 2006, p. 397).

2. e-ENTREPRENEURSHIP

2.1. Entrepreneurship vs e-Entrepreneurship

How we saw above, *entrepreneurship* consist on the process of creating something new and assuming the risks and rewards, *e-Entrepreneurship* will consist on creating owner business activity on internet in some area characterized in to sell or able a service something only online, such as email service DVDs, including rental and Books, Computers, T-shirts, Cell phones, Magazine subscription, Software, etc.

2.2. e- Entrepreneurship in the United States

As example of *e-entrepreneurship* in the United States we have, for example as cases, Google.com, eBay.com, yahoo.com, amazon.com, etc.

Speaking specially of Google, Amazon, and eBay, we know that Google's company was founded by Larry Page and Sergey Brin when they first met as Stanford University graduate students in computer science in 1995. Larry was a 24-year-old University of Michigan alumnus on a weekend visit; Sergey, 23, was among a group of students assigned to show him around. Amazon's company was founded too in 1995 as well eBay's company founded by Pierre Omidyar.

CONCLUSION

We saw the difference between Entrepreneurship and e-Entrepreneurship, and some examples of online business created by e-entrepreneurs, so we concluded that by fact we are on knowledge era, they and those that it wants to be e-entrepreneur need to work a lot, because, online business will be always exigent when these companies are in different virtual places and where is having different customers, suppliers and rivals companies.

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