


Chapter 22

Creating Synergic Entrepreneurship as Support of Sustainability: Opportunities and Challenges

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ABSTRACT

Going beyond adapting to the changing world in the globalization environment or finding new solutions for different needs is only possible with a broad perspective. This perspective requires strategically selecting the team members while understanding the principles of an effective team and using a participatory approach, culture, and synergy to guide the team to achieve exponential results. Therefore, entrepreneurs try to seize opportunities and achieve sustainable success by creating a culture that feeds on differences in realizing the business idea. From this point of view, synergistic entrepreneurship, which is one of the types of entrepreneurship that is open to new perspectives and learns from differences, is mentioned. Also, the contribution of a continuous development approach to achieve high performance with innovative solutions is discussed in this chapter of the book.

INTRODUCTION

Entrepreneurs who bring together the factors of production may prefer to be proactive or reactive while making their dreams come true in all business processes. Many factors such as sectoral structure, business area, the effect of technology, rate of change, access to resources, and infrastructure are effective in making this decision (Manwaring et al., 2021). The reason why this decision is important for the entrepreneur is that it makes a basic positioning in adapting to the environment. Since this perspective will be the main starting point while dealing with the new problems created by the changing environment, the targets and corporate strategies, that is, the whole future of the enterprise will be shaped according

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to this situation. The recent pandemic not only made technology a necessarily new way of working but also demonstrated the importance of global distribution and accessibility. Therefore, adaptation to change sometimes ceases to be a matter of preference and becomes a necessity (Ince, 2021b). Although there are positions that vary according to the sector and the scope of the business, the adaptation to the environment and the interaction with the technology of all initiatives with sustainability targets will continue to be critical decision factors (Purbasari et al., 2021). One of the approaches to dealing with these factors is synergistic entrepreneurship based on taking innovative steps by learning from differences.

The subject is of great importance as it synergistically approaches the sustainability required to cope with disruptive situations in institutional environments. It also draws attention to the issues of seeing differences as a tool of innovation and creativity, learning, and using knowledge in determining future strategies. The entrepreneur's ability to make a difference by focusing on the main business field is possible by getting rid of activities with low marginal benefit compared to the time taken. Therefore, partnerships, agreements, or various collaborations that consider such businesses as their main field of activity will provide a competitive advantage. From this point of view, this chapter focuses on thinking globally from a broad perspective and discusses a situation in which the entrepreneur who brought the business idea to life continues to manage the business in later periods. The main aim of the chapter is to draw attention to the concept of synergetic entrepreneurship and secondly to highlight the contribution of a synergistic approach to sustainability. Such perspectives, in which the strength obtained from the partnership is more than the sum of individuals, are worthy approaches that value the employee, partners, society, and customers, in short, human.

Innovative approaches, that seen as one of the useful methods of coping with environmental change, are possible with minds that can think differently, so it is necessary to know how to learn and to be open to new ideas. Because of the rapid acceleration of digitalization, it cannot be sufficient for the entrepreneur to do everything right in situations in global competition, and it is necessary to adopt approaches that can manage change by going beyond the standards. While focusing on core activities that can create value, it is possible to adapt to the changing nature of the ecosystem and become permanent with the learning organization structure open to innovation (Ince, 2020). The success of partnership or diversification strategies with the support of structures that value humans within the enterprise will also increase.

EXECUTIVE ENTREPRENEUR

The introduction of the concept of entrepreneurship, which plays a key role in economic development and social development, is very important to first raise awareness and then to guide people with entrepreneurial intent. Raising the awareness of individuals who want to establish a new business or offer a new or different product to the market due to pushing and attractive factors such as personal and financial goals will firstly benefit individually and then at a macro level.

Entrepreneurship can be defined as the process of creating something new with a value that will bring monetary or personal satisfaction and independence as a result of the activities by spending the necessary time and money, undertaking the financial, psychological, and social risks it brings. This explanation is the expanded version of the entrepreneurship definition made as a whole formed by the organization, actions, and new results created by the entrepreneur (Light, 2021). From another point of view, it is a social process that takes place through individuals or teams that gather resources to capture market opportunities (Ireland et al., 2003). To mention one more last definition, entrepreneurship is “the process

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