


Chapter 11


Characterisation, Evolution, and Economic Development of Portuguese Business Over the Last Decade in the European Union Reality

Francisco Loureiro Oliveira

 <https://orcid.org/0000-0002-8600-8569>

University of Aveiro, Portugal

Elisabeth T. Pereira

 <https://orcid.org/0000-0001-8997-1249>

University of Aveiro, Portugal

ABSTRACT

In the last decade, Portugal was marked by a series of events that had a strong impact and marked the national economy. Started by a financial crisis in the banking sector that forced the government to request an intervention from the International Monetary Fund (IMF), passing through the world pandemic crisis of COVID-19, still with visible consequences in the companies, and culminating with the war in Europe that has marked and pressured the economy, the main focus of this chapter is to give a vision of entrepreneurship in Portugal, through a collection and statistical analysis of data, allowing the establishment of interconnection and relationship with the data of the European Union (EU), providing the evolution and consequent economic effects in the entrepreneurship in Portugal over the last decade, and exposing sectors and types of business that have had and have a special impact at the national level, like in the tourism, hospitality, catering, culture and, the terrestrial traffic itself, amongst several other businesses.

DOI: 10.4018/979-8-3693-1658-0.ch011

INTRODUCTION

The concept of entrepreneurship has evolved over the centuries, adapting, and transforming itself according to the needs and shortcomings of markets and people, seeking and offering products and services, through a transformation of an existing product, an innovation, or the creation of something new. The entrepreneur nowadays must be a multifaceted person, comprising characteristics that distinguish and differentiate him/her, he/she must assume risk, be innovative, be a visionary foresee needs and know how to adapt to adversities, but at the same time, he/she must be a leader.

Portugal (PT) is one of the most entrepreneurial countries in the European Union (EU), creating 35.610 new businesses in the year 2020, providing 63.410 new employees and generating a volume of business of 1.886 million euros (INE, 2022).

The role of entrepreneurship is predominant for the growth and evolution of countries' business sectors, not only from an economic perspective but also in terms of social well-being (Abu-Saifan, 2012). The concept of social entrepreneurship has existed for many years., although it is not perceived as a key concept for society's development, it has been given real emphasis and attention (Rahim & Mohtar, 2015).

This study's main objective is to analyze the impact that the COVID-19 pandemic had on the Portuguese economy in 2021, doing a relation with the EU economy and worldwide effects.

The present chapter is structured as follows: after this introduction, we have the literature review of the main concepts, following the methodology/research methods, that we have the discussion and conclusion, and the last selection is reserved for acknowledgment(s) and future work(s).

LITERATURE REVIEW

The concept of Entrepreneurship comes from centuries ago. The first historical references related to entrepreneurship were found in the 18th century, were related to the economic field and directly linked to profit (Gedeon, 2010). According to Brown and Thornton (2013), the first definition of entrepreneurs appears in 1755 by Cantillon and defines an entrepreneur as the person that purchases inputs at a given price to produce and sell later at an uncertain price. The entrepreneur brings prices and production into line with demand. Many definitions appear over the years and mark a change in the idea of an entrepreneur (Bull & Willard, 1993), passing from a risk theory to an innovator by Drucker (1985) who defines Entrepreneurs as innovators, where innovation is seen as the specific instrument of entrepreneurs. For other side, Schumpeter (1942) view entrepreneurs as leaders and contributors to the process of creative destruction, while Gartner (1989), for his side, assumed a perspective of entrepreneurs like a behavior school defining Entrepreneurship as the process by which new organizations come into existence.

The concept of entrepreneur has evolved and modified over time (Breslin, 2011). In the 18th century, based on a more economic vision, entrepreneurship meant the resolution or the creation of something; in the 19th century and early 20th century, entrepreneurship was understood as the act of creating large economic empires, and more recently it means the activity performed by an individual based on the creation of a business or organization.

The concept of the entrepreneur changing and adapting to the times, today an entrepreneur is seen more like a leader, or a visionary committed to his company. Abu-Saifan cited by Timmons and Spinelli (2008) refers to the entrepreneur as a way of thinking, reasoning, and acting, which results in an opportunity-obsessed, holistic approach and leadership balanced. In another way, social entrepreneurs are

23 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/characterisation-evolution-and-economic-development-of-portuguese-business-over-the-last-decade-in-the-european-union-reality/342950

Related Content

Proposition MRM: A Paradigm for Post-Crisis Organizational Healing – The Case of Fishlake Primary School

Ann-Marie Wilmotand Canute S. Thompson (2021). *Role of Leadership in Facilitating Healing and Renewal in Times of Organizational Trauma and Change* (pp. 206-229).

www.irma-international.org/chapter/proposition-mrm/281331

Beyond the Paycheck: Unlocking Employee Engagement

V. Anokhaand Amogh Venkataramana Reddy (2025). *Harnessing Happiness and Wisdom for Organizational Well-Being* (pp. 61-84).

www.irma-international.org/chapter/beyond-the-paycheck/368732

Digital Leadership: How to Thrive in the 21st Century

Greg Gutkowski (2022). *Leadership Strategies for the Hybrid Workforce: Best Practices for Fostering Employee Safety and Significance* (pp. 132-144).

www.irma-international.org/chapter/digital-leadership/307230

Mindfulness and Organizational Well-Being: A Comprehensive Analysis of Global Research Trends

James Kanda, Parveen Singh Kalsiand Reena Rani (2025). *Harnessing Happiness and Wisdom for Organizational Well-Being* (pp. 391-408).

www.irma-international.org/chapter/mindfulness-and-organizational-well-being/368743

Embracing and Harnessing Uncertainty: Leadership Skills for Uncertain Times

Camilla Ellehave, Erin Wilson Burnsand Dave Ulrich (2021). *Role of Leadership in Facilitating Healing and Renewal in Times of Organizational Trauma and Change* (pp. 21-40).

www.irma-international.org/chapter/embracing-and-harnessing-uncertainty/281321