

Chapter 2

COMPARISON OF TURKISH AND AMERICAN ENTREPRENEURSHIP CULTURES IN THE CULTURAL AXIS OF ENTREPRENEURSHIP

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INTRODUCTION

Entrepreneurship has attracted the attention of researchers and policy-makers who have been trying to understand the factors affecting entrepreneurship since the 1980s. Entrepreneurship has been studied by many researchers from different scientific disciplines such as economics, sociology, psychology, anthropology and business administration. In these studies, it is seen that features such as entrepreneurs, factors affecting entrepreneurship and economic contributions of entrepreneurship are taken into consideration.

Entrepreneurs who take risks by bringing together production factors, play a leading role in the creation and dissemination of innovations and contribute to employment also play an active role in the development of the country. In an environment where globalization and increasing competition make itself felt, the number and the quality of entrepreneurs in a country have become more important.

Leaders of countries need to support their entrepreneurs in order to strengthen their place in the world economy and increase their share in world trade volume. Entrepreneurship should be encouraged, all kinds of financial and technological opportunities should be provided, bureaucratic processes should be shortened, legal regulations should be revised and entrepreneurship should be made attractive. Otherwise, it will become inevitable to encounter socio-economic problems.

In this study, firstly the concept of entrepreneurship and the culture of entrepreneurship are examined. After dealing with the culture of entrepreneurship, national culture, family, religion, education, political structure and government policies which are effective in shaping the culture of entrepreneurship are emphasized. In the second part, Turkish and American entrepreneurship cultures are compared. The main characteristics, similarities and differences of Turkish

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CONCLUSION

Entrepreneurship plays a critical role in the development of national economies, in employment creation, in the discovery of innovations and in the forefront of global competition. Therefore, developed and developing countries attach great importance to entrepreneurship and pioneer the development of entrepreneurship with various supports and incentives. In order for individuals to turn to entrepreneurship and entrepreneurship to be effective, the conditions of the country should be in a structure that encourages entrepreneurship.

When we compare Turkish and American entrepreneurship cultures within the framework of national culture, family, religion, education, political structure and government supports, which are the elements of entrepreneurship culture; it is understood that American entrepreneurship culture is in a structure that supports entrepreneurship, while Turkish entrepreneurship culture is not in a structure that fully supports entrepreneurship. On the other hand, political stability and the reforms made in recent years in Turkey is expected to contribute entrepreneurship positively.

In order to increase the number of entrepreneurs and the development of an entrepreneurial culture in Turkey that measures can be taken:

- Entrepreneurship education is included in the curriculum as an elective course at high school level. It will be useful to enrich the content of the course.
- Awareness can be increased and incentives could be spread to the wider public by using mass media.
- Entrepreneurs can be given tax advantage and tax rates can be reduced.
- Financial resources for entrepreneurs can be diversified and access to financial resources can be facilitated.
- In order to support the country's development and become more competitive, support for innovation can be activated.

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