

# Entrepreneurship

Entrepreneurship is emerging as

An entrepreneur generates one or more new business ideas, then through the process of research and development, packages the idea into a new product or service for the market place.

## Career competencies

Self-awareness, career exploration, research, planning, intention building, and implementation of career plans have been identified as important career competencies and are especially important when becoming an entrepreneur. A well-developed identity achieved through self-awareness assists individuals in identifying good career opportunities which complements their values, interests, characteristics and preferences, and can lead to enhanced career development, stability, and success.

## Developing entrepreneurial intention and behaviour

Enhancing a positive attitude towards entrepreneurship, developing self-efficacy, and creating an environment supportive of entrepreneurship, is strongly correlated to individuals following through with entrepreneurial goals and engaging in entrepreneurial behaviours. This can increase capacity for career success. Additionally, being part of an environment which fosters values such as self-directedness, stimulation, achievement, and universalism, assists in developing a positive entrepreneurial attitude (Yang, Hsiung, & Chiu, 2015).