

THE IMPACT OF ENTREPRENEURIAL COMPETENCIES ON UMKM

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Abstract. The purpose of this article is to present a detailed analysis of the entrepreneurial competence literature that has been published in international journals from 2012 to 2021, determining the intellectual structure of the field of entrepreneurial competence and its maturity as an academic field of study. This article uses a quantitative methodology for literature study, i.e. bibliometric analysis, relevant papers were obtained from Scopus database retrieved on Monday, November 8, 2021, 9.09 pm. A total of 669 papers were identified and studied for bibliometric analysis. The study identified a significant increase in scientific investigation of entrepreneurial competence in recent years, along with greater collaboration and international research. It was demonstrated that some countries dominate the entrepreneurial competence research area, such as Spain and the United Kingdom, whereas institutional and individual research results are spread more evenly. It was also found that authors or institutions dominate the entrepreneurial competence literature. The epistemological orientation shows that the published literature is mostly theoretical and descriptive. This article makes important contributions. First, it presents the intellectual structure of entrepreneurial competence as a discipline. Second, it determines the current maturity of the field based on its epistemological orientation, concluding that entrepreneurial competencies are maturing, with theory development followed by empirical testing and validation resulting in increasing consensus on the boundaries of the field..

Keywords: entrepreneurial competence, SMEs

I. INTRODUCTION

Entrepreneurship is currently one of the businesses that occur in all walks of life. Entrepreneurship is the mechanism by which various activities in the economy are discovered through the process of innovation in products and services (Jain [1]). Entrepreneurship involves the relationship of two phenomena, namely, the existence of a profitable opportunity and the presence of a determined individual. Entrepreneurship is the study of the sources of opportunities; the process of discovery, evaluation and utilization of opportunities; and the set of individuals who discover, evaluate and exploit them (Shane & Venkataraman [2]). In line with these observations, 'entrepreneurship' has been defined as the scientific examination of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated, and exploited by a group of individuals (Venkataraman [3]). The concept of entrepreneurship cannot be separated from the concept of entrepreneurs. There is no entrepreneurship without entrepreneurs, because entrepreneurs are the energy of the entrepreneurial process. Entrepreneurs are defined as creative individuals. Entrepreneurs are individuals who have the capacity to observe opportunities in their environment in achieving their goals, are able to calculate risks, have initiative, enthusiasm, and the capacity to maximize available results in a creative way (Johnson [4]). The ability of individuals to combine experience and knowledge, have innovation in maximizing resources, have the courage to take risks, and accept the consequences of their actions is the

attitude of an entrepreneur (Zahoor et al. [5]). This attitude and behavior of entrepreneurs is what is generally referred to as competence.

Competence is a concept that has many definitions, and entrepreneurial competence models are based on various approaches and notions of competence (Mitchelmore & Rowley [6]). Competence is associated with the aspiration to achieve superior performance, the goal of which is to achieve economic gain or business success (Spencer & Spencer [7]). In various literatures the terms "skill", "expertise", "intelligence", and "competence" are sometimes used interchangeably and interrelated (Smith & Morse [8]). Competent behavior cannot be separated from various factors, for example, individual motivation, personality traits, self-concept, knowledge or skills (J. M. Hunt [9]). The use of the term competence has two key meanings, namely, competence as a behavior possessed by an individual, and competence as a manifestation of minimum standards of performance (Strebler et al. [10]). Competence in the first sense is a set of knowledge, skills, and attitudes needed to carry out work, as well as an individual's commitment to the organization (Mitchelmore & Rowley [6]). Competence in the second sense is a characteristic possessed by a person to produce effective actions in achieving superior performance in a job (Boyatzis [11]). Understanding this concept of competence and its use in general is important to discuss entrepreneurial competence. Entrepreneurial competencies have relevance to the success of an entrepreneurial activity. Such entrepreneurial activities are often associated with small business development (Nuthall [12]). Entrepreneurial

competencies give small and new businesses the possibility to increase market share, enter new markets, introduce new products or services, and form new communities (Granata [13]; Knein [14]). Entrepreneurial competencies involve strategic innovations that enable small businesses to be better aligned with the external environment and to encourage the absorption of external knowledge (Sakhdari [15]).

Entrepreneurial competence has a relationship between competence and growth and survival and business success (Mitchellmore & Rowley [6]). In previous studies, entrepreneurial competence has a role to the consequences and growth and success of a business (Lee & Park [16]). The topic of entrepreneurship and entrepreneurial competencies has been studied by many researchers, for example, entrepreneurial learning (Souto & Rodríguez-López [17]), entrepreneurial competence (Rivera-Kempis [18]), entrepreneurial competencies (Penaluna & Penaluna [19]), entrepreneurship competence and performance (Ibidunni [20]), entrepreneurial competence and supply chain (Kiwala [21]). This study aims to gain a deeper understanding of entrepreneurial competencies. This study will also help researchers propose future research recommendations by examining Scopus database publications in entrepreneurial competencies.

The term competence is widely discussed in managerial studies and has many definitions from different perspectives (Mitchellmore & Rowley [6]). Initially, the term competence was used in education to describe the behavior of teachers who attended training. Then the term competence was widely used in the management domain (Boyatzis [11]). In the 1970s, the concept of competence was used to assess management performance. In general, competence has been defined as a combined and integrated component of knowledge, skills, and attitudes. Because these competencies can be changed, learned, and can be achieved through experience, training, or coaching (Man et al. [22]) Competence is the ability of an individual to do a job, which is supported by personal traits, skills, knowledge possessed by the individual to achieve superior performance. And nowadays, the concept of competence is a popular means to study entrepreneurial characteristics. What capabilities an entrepreneur must have to run a successful business has been conceptualized holistically as well as specifically. The holistic notion of competencies focuses on the ability to successfully meet complex demands in a given context (Mulder [23]). However, there are also many authors who prefer to define the specific competencies that entrepreneurs must possess in order to succeed in a more analytical and behavior-oriented way (Chwolka & G. Raith [24]; Karlsson & Honig [25]; Man [22]). When identifying which competencies are considered important for entrepreneurs, some authors say that the courage to take risks is an inherent and very important part of an entrepreneur's life and success (Estay et al. [26]; Makhbul [27]). In addition, an entrepreneur's perseverance and passion are also key to running a successful business (McClelland [28]). Their perseverance allows them to apply themselves to the work and persist until the goal is achieved (Valtonen [29]). Successful entrepreneurs strive to complete tasks even when

they feel difficulty. They persevere when faced with obstacles or failure (Rauch & Frese [30]). Entrepreneurial competence is an individual characteristic possessed by an entrepreneur in managing an organization by utilizing resources and opportunities (Bird [31]; Bird et al. [32]). Rasmussen [33] define entrepreneurial competence as the ability of an entrepreneur to innovate in business and work successfully. The focus of entrepreneurial competence is the skills and knowledge possessed by individuals to run a business (C. Hunt & Meech [34]). Entrepreneurial competencies based on individual behavior can be attributed to entrepreneurs. Table 1 shows the concept of entrepreneurial competencies (Minello et al. [35]).

II. RESEARCH METHODS

This research uses searches on article titles, abstracts and keywords, because the study topic can be seen from these three things. Although, in other studies the title of the article is the main focus for finding relevant articles, because the title of the article is the first thing seen by readers (Annesley [36]; Jamali & Nikzad [37]). To understand the current trend and impact of publications in entrepreneurial competence research, we use the total publications divided by year, country, journal, author, and organization to analyze the publication trend in entrepreneurial competence. The collected data will first be evaluated based on the type and source of the documents.

III. RESULTS AND DISCUSSION

The first question of this study is regarding the identification of current trends in the field of entrepreneurial competencies. Therefore, to fulfill the main objective which is to explore the research trends on entrepreneurial competencies, a bibliometric analysis has been made. Using bibliometric analysis can assess the productivity of research and publications in a particular research field (Moed et al. [38]). According to Gu's [39] research, the information obtained from bibliometric data can evaluate the performance of a field of study, and help relevant research institutions to organize some policies related to the allocation of funds, and to compare scientific input and output. In addition, bibliometric research findings can better explain the factors that support the research contribution of the field of study and guide researchers to conduct influential research (Akhavan et al. [40]). Therefore, the concentration of this study is on entrepreneurial competency publications collected from the Scopus database. The study utilized the specified search query to find 669 documents from the predefined database. The main keyword used to search for relevant documents is "entrepreneurial competencies" and its equivalents. Research on entrepreneurial competencies (according to the documents collected from the Scopus database) was started by A. Nandy [41] under the title "Motives, modernity, and entrepreneurial competence". Since then until 2021, the number of publications has continued to increase. Starting in 2012 until

now, the number of publications on entrepreneurial competence has increased. The trend of entrepreneurial competence publications is linearly increasing, meaning that the topic of entrepreneurial competence is still of interest to researchers.

Compared to other document types, more than 50% of the documents were published as articles. However, most of the publications are published in English and come from 89 identified countries. Spain, Indonesia and United Kingdom have been ranked as the top countries with the largest contribution in entrepreneurial competence publications. Research on entrepreneurial competencies is usually published in publications in the fields of Business, Management and Accounting; Social Sciences; Economics, Econometrics and Finance. Entrepreneurial competence research is concentrated in the field of social sciences. Regarding the second research question, i.e. to find the impact of publications in the field of entrepreneurial competence, a citation matrix has been used. The importance of entrepreneurial competence publications can be explained from the citation metrics discussed in this study. As a consequence of 10 years of publications in the field of entrepreneurial competencies (2012-2021), 669 articles have been published and more than 4848 citations. In general, the entrepreneurial competence documents collected from the Scopus database are cited 538.67 times annually, 7.25 citations per paper and 2.86 authors per paper, and have also achieved an h-index of 31, and a g-index of 52. To answer the third research question regarding the most common entrepreneurial competency themes among researchers. The key points of this field can be seen from the results of keyword analysis, title analysis and summary generated by VOSviewer. For example, when we look at Table 10, the keywords "Entrepreneurial Competencies", "Entrepreneurship", "Entrepreneurship Education", and "Entrepreneurial Competence" are among the 20 most popular keywords we identified in the document set.

Finally, to answer the fourth research question regarding the most influential source title in the publication of entrepreneurial competencies, we analyzed 160 source documents. The analysis found that "Education and Training" was the source document that published the most entrepreneurial competencies research. It should also be noted that no search query is 100% ideal; therefore, false positive and negative results should be noted (Sweileh et al. [42]). The current study exclusively relied on the Scopus database as the main source for documents. Nonetheless, Scopus is one of the most comprehensive databases archiving all academic research, but it does not cover all published sources (Ahmi & Mohamad [43]). Further databases, for example, Web of Science, Google Scholar, Dimensions and other databases, can be used in future research. Integrating all these databases can help add interesting and valuable results. Despite these limitations, the current study adds to knowledge by providing current research trends on entrepreneurial competencies. This research also contributes by applying bibliometric methods to expand the knowledge of entrepreneurial competence literature.

IV. CONCLUSION

Although bibliometric analysis has special properties, this study also has some limitations, which should be limited so that readers can understand this article clearly and strengthen future research. The results are only from specific keywords, i.e., entrepreneurial competencies based on document titles, abstracts, and keywords. Thus, search query results for other fields (e.g., author and source) were not included in this analysis. The main point is that most academic studies use title, abstract and keywords as search queries for relevant documents. Some researchers may also focus on search words on author or source; as a result, their research may not be directly related to their purpose. Therefore, data screening (filtering and cleaning) prior to data analysis is required. Future research can extend to that.

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