

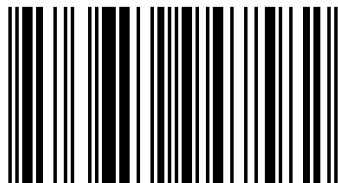
This book tries in depth to explain what is entrepreneurship, what is social entrepreneurship, what type of people can call themselves a entrepreneurs what are their characteristics and special emphasis has been given to social entrepreneur,also what are he preconditions for starting social entrepreneurship w, also what is the classification of business activities , and what are the differences between traditional and social entrepreneur.



Marija Magdinceva-Sopova
Kiril Postolov

Modern Entrepreneurship

Marija Magdinceva-Sopova , PhD was born on 28.03.1972 in Gevgelija. She holds a PhD degree from Faculty of economics at Ss. Cyril and Methodius University in Skopje. She works at Goce Delcev univeristy in Stip from 2012 as an assistant professor. Her field of interest is management, entrepreneurship, and management of small and medium enterprises.



978-3-659-94758-2

 **LAMBERT**
Academic Publishing

**Marija Magdinceva-Sopova
Kiril Postolov**

Modern Entrepreneurship

**Marija Magdinceva-Sopova
Kiril Postolov**

Modern Entrepreneurship

LAP LAMBERT Academic Publishing

Impressum / Imprint

Bibliografische Information der Deutschen Nationalbibliothek: Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

Alle in diesem Buch genannten Marken und Produktnamen unterliegen warenzeichen-, marken- oder patentrechtlichem Schutz bzw. sind Warenzeichen oder eingetragene Warenzeichen der jeweiligen Inhaber. Die Wiedergabe von Marken, Produktnamen, Gebrauchsnamen, Handelsnamen, Warenbezeichnungen u.s.w. in diesem Werk berechtigt auch ohne besondere Kennzeichnung nicht zu der Annahme, dass solche Namen im Sinne der Warenzeichen- und Markenschutzgesetzgebung als frei zu betrachten wären und daher von jedermann benutzt werden dürften.

Bibliographic information published by the Deutsche Nationalbibliothek: The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Coverbild / Cover image: www.ingimage.com

Verlag / Publisher:

LAP LAMBERT Academic Publishing

ist ein Imprint der / is a trademark of

OmniScriptum GmbH & Co. KG

Bahnhofstraße 28, 66111 Saarbrücken, Deutschland / Germany

Email: info@omniscryptum.com

Herstellung: siehe letzte Seite /

Printed at: see last page

ISBN: 978-3-659-94758-2

Copyright © Marija Magdinceva-Sopova , Kiril Postolov

Copyright © 2016 OmniScriptum GmbH & Co. KG

Alle Rechte vorbehalten. / All rights reserved. Saarbrücken 2016

**Modern
entrepreneurship**

By

Marija Magdinceva-Sopova

Kiril Postolov

Contents

CHAPTER 1.....	1
ENTREPRENEURSHIP – WHAT IS THIS?.....	1
1.1. Definition of Entrepreneurship	3
1.2. Characteristics of entrepreneurship	6
1.3. Contemporary forms of entrepreneurship	9
1.4 Corporate entrepreneurship	10
1.5. Social entrepreneurship	13
1.6. Differences between traditional and social entrepreneurship	15
REFERENCES	18
CHAPTER 2.....	20
TYPES OF ENTERPRENEURS.....	20
2.1. Who is an entrepreneur	22
2.3 Social entrepreneur.....	29
2.4. Features of the social entrepreneur	31
2.5.Differences between traditional and social entrepreneur	36
REFERENCES	38
CHAPTER 3.....	39
SOCIAL ENTREPRENEURSHIP	39
3.1. General conditions for starting entrepreneurial activity	41
3.2. Prerequisites for starting social entrepreneurship	44
3.3. Classification of business activities	48
3.4. Model of social entrepreneurship.....	49
REFERENCES	52