

عنوان مقاله:

Improving leadership Skills and knowledge in management for entrepreneurs

محل انتشار:

اولین همایش ملی الکترونیکی دستاوردهای نوین در علوم مدیریت و حسابداری (سال: 1393)

تعداد صفحات اصل مقاله: 7

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خلاصه مقاله:

Small enterprises are generally considered to be more operative, can respond quicker and are more flexible than big companies, which form their strategies for years ahead. Limited focus on operations can have its advantages, but can also prevent enterprise to exploit new unseen opportunities. Development of market economy in Central and Eastern Europe has been suspended for decades, while for the rest of the world the problems of small and medium enterprises are in the center of discussion for almost half of century. Problems with existence and development of small enterprise could be solved with closer attention to vital managerial skills and management knowledge for the small entrepreneurs. Support and provision of further education in these areas could help small entrepreneurs overcome initial development difficulties.

کلمات کلیدی:

Management, ENTREPRENEURS, MANAGERIAL, SKILLS

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