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Збірник містить матеріали щорічної науково-практичної конференції з актуальних питань й інноваційних тенденцій викладання іноземних мов у вищих навчальних закладах. Конференція збрала науковців з різних міст України, Туреччини, Норвегії, Польщі, Азербайджанської Республіки. Матеріали конференції можуть бути цікавими та корисними для науковців, аспірантів, викладачів і студентів вищих навчальних закладів. викладачів і студентів вищих навчальних закладів.

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*Annual Conference on Current Foreign Languages Teaching Issues in Higher Education:* Conference Proceedings of the International Scientific and Practical Conference, 16 May 2019. – K., 2019. – 205 p.

The collection contains proceedings of the annual international scientific and practical conference on the topical issues of modern approaches and innovative tendencies in foreign languages teaching in higher education institutions. The scientists from different cities of Ukraine, Turkey, Poland, Norway and the Republic of Azerbaijan took part in the event. The conference proceedings can be interesting and useful for scientists, postgraduates, lecturers and students of higher educational institutions.

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*Jan-Urban Sandal*

*Jan-U. Sandal Institute, Finstadjordet, Norway*

## CONCEPT CLARIFICATION OF THE ENTREPRENEUR IN FOREIGN LANGUAGE TEACHING

**Key words:** entrepreneur, innovation, social entrepreneurship.

**Introduction.** In our time, the word entrepreneur is on everyone's lips, old and young, every gender, poor and rich, in science, politics, and religion, it can be read and heard everywhere. However, the meaning of the concept differs from place to place, over time and from language to language. When lecturing entrepreneurship in a foreign language there will of course be some challenges connected to the cultural, linguistic, social, political and geographical traditional background of the students and the institutions where the education is taking place. The scientific research presented in this abstract is based on analysis of the concept of the entrepreneur over time and space stretching from the French Physiocrats to our time.

**Methodology.** The research is conducted through independent scientific principles and the analysis of scientific papers and results of empirical researches on the issue.

**Results and discussion.** “Le Fermier est un Entrepreneur (the farmer is an entrepreneur) (Cantillon, 1755: XIII), Richard Cantillon (1680–1734) writes in his book *Essai sur la nature du commerce en général*, published posthumously 1755, and thereby contributes to the introduction of the entrepreneur as an analytical concept in the economy and to give the entrepreneur a social role in the economic development. From this starting point in the science of innovation and entrepreneurship the topic has spread all over the world and is today one of the most pressing and significant fields within research, politics, development and even the peace movement. The French Physiocrats, using the French language, laid the foundation and paved the way for the further scientific development of the concept and understanding of the role of the entrepreneur.

The Austrian economists, especially Joseph A. Schumpeter, succeeded them. In *The theory of Economic Development, An Inquiry into Profit, Capital, Credit, Interest and the business Cycle*, which is a translation to English (Schumpeter, 1934) of the second edition of the *Theorie der Wirtschaftlichen Entwicklung* (Schumpeter, 1926, first edition 1912), he discusses the question of who can be the entrepreneur. It was only in the modern business life that the energetic type of businessperson developed so significantly that it characterized a special class and obtained its own name, Schumpeter (1912) states, namely, *Unternehmer*. “Erst in der modernen Wirtschaft hat sich jedoch der energische Typus auf wirtschaftlichem Gebiete so bedeutsam entwickelt, dass er eine besondere Klasse von Wirtschaftssubjekten charakterisiert und eine eigenen Namen erhalten hat, nämlich Unternehmer” (p. 171). There is a significant distinction between the French entrepreneur and the German *Unternehmer*, even though the scientific meaning based on Schumpeter's definition is similar: a single person who is the risk bearer of an innovative process. Entrepreneur derives from the verb “entreprendre” and denotes a person who makes things happen, while *Unternehmer* is similar to the English undertaker, adventurer or projector. In the 1934 translation of Schumpeter's book to English, entrepreneur was used as similar to *Unternehmer* (Sandal, 2017, p. 3). The 1934 English edition has served as the template for translation to other languages and dissemination of the concept of the book throughout the world for more than nine decades.

After the Second World War, the main center for entrepreneurial research moved to America, but entrepreneur as a phenomenon in economic development faced a new situation as the large corporations arose, which called for a different definition than the French-Austrian one. Arthur Cole was the big name of the day, the director of “the Research Center in Entrepreneurial History (Harvard University, Boston). The Center dealt with questions like “what is meant by the terms entrepreneur and entrepreneurship in the American economic system, what happened to them as a result of the rise of the corporation, of large-scale enterprise, or of high income taxation?” (Aitken, 1965, p. 7). Cole describes entrepreneurship as follows “the integrated sequence of actions, taken by individuals or by groups operating for individual business units, in a world characterized by large measure of uncertainty” (Aitken, 1967, p. 33). Chandler defines the

American entrepreneurs: “The executives who actually allocate available resources are then the key men in any enterprise. Because of their critical role in the modern economy, they will be defined in this study as entrepreneurs” (Chandler, 1962, p. 11). The same French word, used in the English language has now a completely different meaning. It is no longer the little man, the risk bearer, the one who makes the new combinations of the first and second input factors in the production function that is in focus. It is the big boss, the great administrator, the representative of the big invested capital, owned by others, and not taking any parts of the financial risk himself that has become the content of the concept.

In the English classical economic theory, the entrepreneur is nonexistent. Adam Smith elaborates with economic agents like the employer, the merchant and the undertaker: “something must be given for the profits of the undertaker of the work who hazards his stock in this adventure” (Smith, 1776, p. 151). The capitalist is the prime mover of the economic development because the revenue derived from his stock is called profit and belongs to the one who has employed it in the production function. Undertaker in the classical English economic theory corresponds to the German *Unternehmer*, but not in the Schumpeterian tradition where it is reserved for the entrepreneur. As with the theory of Smith, David Ricardo leans to the capitalist as the prime driving force of economic development characterized by gradual change. The capitalist goes for an optimal profit “He, indeed, who made the discovery of the machine, or who first usefully applied it, would enjoy an additional advantage by making great profits for a time” (Ricardo, 1817, p. 263). The sequence is a parallel to the innovation process, but the wording of the entrepreneur is typically omitted. To make a technological discovery is more or less similar to making an adventure in the phraseology of Smith, but something different than introducing the new combinations in the terminology of Schumpeter. In modern English economic literature, the entrepreneur has found its place. Mark Casson (1982) defines the entrepreneur; “an entrepreneur is someone who specializes in taking judgmental decisions (...) someone (...) a person, not a team, or a committee, or an organization” (p. 23). We are back to the Schumpeterian *Unternehmer*, the French entrepreneur, the single individual who constitutes its own class of businessmen, the brave, risk taking, evolutionary person that no one can or should control, the representative, creator and protector of human civilization.

In the Scandinavian realm, especially in Sweden and Norway, the picture is more diversified. In Sweden, everyone is an entrepreneur. It follows from the political platform that gender equality is the leading political ideology of the day. Traditionally the meaning of entrepreneur was the same as *Unternehmer* or undertaker; a businessperson in general. Over time, the tradition has changed as equality evolved as the mainstream ideology in Sweden. In a socialist culture, it is normal that distinctions between people and actions are erased. In a single social class system, there is no room for diversification in the economy. The ultimate consequence will be that if one individual can do it, everyone is allowed to do the same thing. In Sweden today, entrepreneur can be used about the schoolteachers, taxi drivers, politicians, as well as doctors and any other profession, uncritically of the individuals’ position whatsoever. In Sweden, an entrepreneur is not necessarily a businessman, he is only someone active on one or another arena for social involvement; he can be salaried or a wage earner, on social benefits, on pension, a profit maker or support himself on any other economic platform. Norway is another and different geopolitical enclave, characterized by historical closer linking to the German language and culture than to the French tradition.

In the Norwegian context, the German word *Gründer* is the substitute for entrepreneur. *Gründer* is a well-established expression that originates from the valiant and lively period in Berlin during the blooming days after the French-German war. A *Gründer* is a jobber that establishes a corporation or organization in the static part of the economy for the purpose of selling shares or transferring the organization, and has long been an embedded noun with derogatory meaning: fraudster, charlatan, swindler, cheater etc. (Kaurel, 1974, p. 191). Norwegian governments have for decades launched huge programs for start-ups partly due to the growing unemployment and increasing social difficulties in the Norwegian society under the label *Gründer School* (for unemployed academics that the state cannot find work for) and *Gründer programs* (for underprivileged unemployed individuals). However, why is the *Gründer* label being used? Who

wants to be characterized and identified as a charlatan, swindler, or cheater? Under a socialist-Marxist regime, the government ideologically is the provider of all production, products and social benefits and there is only room for one entrepreneur, namely the political boss represented by the Parliament.

The last three to four decades have provided a new track within the science of innovation and entrepreneurship, namely social entrepreneurship. Social entrepreneurship is a combination of social and entrepreneurship. The expression should not provide any problems of deeper understanding. As we have seen in the case with the entrepreneur, the meaning changes over time and place, the same have happened with the meaning of social entrepreneurship. From the early introduction of the phenomena in the US, the expression has spread all over the world and has been translated to different languages. It has achieved different status and positions depending on the country and the political situation in the actual state. Its fundamental meaning is simply starting an enterprise in the social sector of the economy. The meaning of entrepreneurship is the same in business entrepreneurship as in social entrepreneurship and there should be no differences. Voices have been heard that social means to be social like a nice and gentle person, in the meaning that social entrepreneurs are giving away their time and money. This is of course not correct. The professional entrepreneur, either kind, must hire and fire, and it is of course more nice and friendly to hire people than to fire staff.

**Conclusions.** With such a long and complex history of the concept of the word entrepreneur, it is obvious that the confusion is great among lecturers, students, institutions and the public. To avoid even more confusion and to narrow the gap in the traditional dysfunction of the concept, international independent scientific approach and understanding of the concept is needed at all levels in the education system. This fact is even more pressing when taking in account the political, religious, market based and individually motivated propaganda that is interfering in the conceptualisation of the word.

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