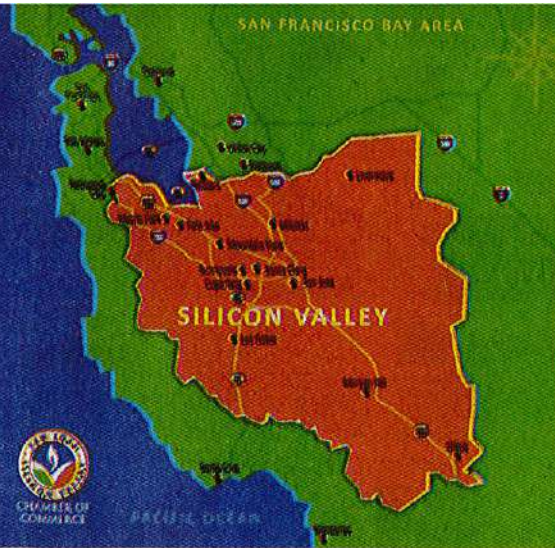


Entrepreneurial culture, ethnicity and entrepreneurship



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An entrepreneurial culture is an environment where someone is motivated to innovate, create and take risks. In a business, an entrepreneurial culture means that employees are encouraged to brainstorm new ideas or products. When work time is dedicated to these activities, it is called entrepreneurship.

Some communities foster an entrepreneurial culture as well. The Silicon Valley, part of the San Francisco Bay area, is famous as a launching pad for startup technology companies. Families may promote entrepreneurship as well.

Parents who encourage their children to take risks and teach them the value of self-employment may raise kids who become future entrepreneurs.

"Modern culture" refers to the shift in collective thought that took place with the rise in scientific advancements during the Renaissance. The shift continues into the contemporary age. The term is often erroneously used to describe the most current developments in society, including ideas, beliefs, tastes and perceptions as well as scientific advancements.

"Role Culture" is a business and management structural concept in which all individuals are assigned a specific role or roles. This applies primarily to organizations and departments that operate within the same business, company or workplace. Some consider it to be an effective means of delegating work throughout a large cooperate entity.

Organisational culture is formed by the behavior of people in the organisation. An organisation's leaders have an especially significant impact on the creation and maintenance of organisational culture.

Organisational culture is a set of beliefs shared by the people in an organization. It contains the member's values, norms and assumptions. Organisational culture can be considered a system because it has input and output.

Every organisation's culture is different. The organizational culture at a bank, for example, is very different than that of a non-profit. Some key indicators of an organization's culture are the dress code, furniture, topics of discussion and demeanor.

Defining common references helps people to understand the organizational culture of a business or group. Employees referring to their boss as a micro manager indicates that the culture puts a high level of emphasis on control and structure. Reference points of organisational culture interpretation may not be accurate. If only one



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employee out of 50 feels micromanaged, for example do not reflect those of the entire organization.

Organisational culture can be changed. The most productive ways to do so include rewarding employees who exhibit the core values, emphasising the mission and goals and modeling best-practice organizational behaviors.

A cultural environment is a set of beliefs, practices, customs and behaviours that are found to be common to everyone that is living within a certain population. Culture environments shape the way that every person develops, influencing ideologies and personalities. Cultural environments are determined by the culmination of many different aspects of culture that influence personal choices and behaviors.

Religious beliefs are an important building block of a specific cultural environment. For many cultures a certain religion has been a critical part of everyday living for generations. Outsiders need to be aware of the customs and traditions related to specific in order to respectfully navigate a certain cultural environment.

Cultural factors are the established beliefs, values, traditions, laws and languages of a nation or society. These factors also include the artistic values, marriage customs and religious beliefs that are indige-

nous to a particular region.

Family and the relationship within the family are additional factors that determine a cultural environment. Many cultures are structured around families, while others promote individuality and self-sustainability. Like religion and family, language is the third most important element of cultural environment. Outside of these components, educational and social systems affect the structure of a cultural environment.

Social systems may determine customs or taboos that are important to a particular region, while education may determine what types of ideologies are publicly shared. When visiting a new country or region, it is important for

visitors to understand the cultural environment in order to protect themselves from shame, embarrassment or the act of offending a stranger.

Culture refers to the traits of a population's behavior, values, practices, beliefs and religion, while society is the environment or community that surrounds an individual. While culture is the total practices of a people, society is the general humanity.

Examples of culture are fashion, language, traditional products, music art and ideals. Examples of society are villages, small towns and big cities. In Sri Lanka, for example, it is a cultural trait that people say 'Ayubowan' as a way of greeting. In Japan, people bow when greeting each other. The culture of one society of one society can differ significantly from other societies.

There are five components of culture

Its include symbols, language, values, beliefs and norms. Symbols may be either physical or non-physical. A flag is an example of a physical symbol, and bows and curtains are examples of non-physical symbols.

Language is used for communication. It can be written or spoken. Even when a culture uses the same basic language as another

er culture, differences in terminology and inflection create new meanings.

Values help define acceptable behaviour within the society. Values can be different for each group to which a person belongs. For example, it may be acceptable in the family group to eat certain foods that are not accepted within the religious group a person chooses.

Beliefs fulfill the spiritual need of a culture. A whole culture can be based on one set of beliefs, yet a larger cultural group may have many different sets of beliefs.

Norms are the rules, mores and traditions within a culture. As a group develops laws and regulations, norms change. A law that was necessary 100 years ago may not be needed in modern times.

Technological advances also change the way cultures behave. Traditions are norms that a culture holds onto once the norms are no longer common. Wearing certain clothing for a holiday is an example of a norm that has become a tradition.

A culture trait is a learned system of beliefs, values, traditions, symbols and meanings that are passed from one generation to another within a specific community of people. Culture traits identify and coalesce a community because traits express the cohesiveness of the group. Culture traits can have one or more of seven characteristics.

The first is that they can be learned, such as teaching a specific response to a sound. The students of the school respond to a bell by leaving the classroom to go to the playground for example.

This is a learned behavior known as a culture trait.

Other characteristics that could be culture traits include something that is transmitted from generation to generation, knowledge that is based on symbols, behavior that is changeable, traditions that can be integrated into the culture and affect future activities, knowledge that is ethnocentric and values that are adaptable to each.

An entrepreneur's opportunities, and his or her likelihood to embark on new ventures in response to them entrepreneurial intention are affected by socio-cultural and economic factors. Starting a new technology business in Colombo is an entirely different experience from doing so in the Silicon Valley, because the social, cultural and economic environments are too different to be ignored based on the similarity of the industry alone.

In fact, even in instances where economic variables affecting entrepreneurship are taken into account, there are variations

across countries based on cultural factors (Hosted et al,2004) Some cultures have proven to be more conducive to entrepreneurship than other (Mueller & Thomas, 2001).

An entrepreneur's perception of opportunities, and his/her likelihood to embark on new ventures in response to them entrepreneurial intention are affected by socio-cultural and economic factors.

Youth attitudes and entrepreneurship education

While Sri Lanka has been facing many difficulties with high youth unemployment for four decades the entrepreneurship among the youth remain low, and they have negative attitudes towards starting their own ventures or being business owners. Studies have consistently found that Sri Lankans, in general, are not favorable towards business as an occupation the first national survey of public perceptions of business found that the majority of people believed that business exploited customers and destroyed cultural values.

These perceptions influence young entrepreneurs, as their entrepreneurial intention are significantly affected by their families and friends.

Ethnic conflict in Sri Lanka

The violent ethnic conflict that has ravaged Sri Lanka for a decade resulted in an agreement between the government of Sri Lanka and India –the "Indo Sri Lanka Agreement – to establish peace and normalcy in Sri Lanka" (signed on 29 July 1987) and the Provincial Councils Act (providing for regional autonomy) passed in parliament in November 1987.

What has begun as an essentially domestic problem, arising from a minority ethnic group's attempts to overcome acts of discrimination and oppression, acquired over time a regional and an international dimension; it had ultimately to be resolved by the intervention of a regional power with the support of the major world powers, but with opposition from both Sinhala Tamil militants in Sri Lanka.

It is perhaps ironic that one of the most unfortunate ethnic wars of recent times should occur in Sri Lanka, and island reputed to have had a peaceful transition form 'model colony' to stable Third World state achieving international praise for its excellent quality of life and democratic institutions.

These were factors which made Sri Lanka's country of concentration for several aid donors, and after 1977, increased private foreign investment. All these expectations were seriously eroded by years of carnage and destruction when the 'emerald isle' of tourist literature turned blood red. The civil war not only.

The history of ethnic conflict in Sri Lanka is the history of emergence of consciousness among the majority community, the Sinhala, which defined the Sri Lanka society as Sinhala-Buddhist, thus denying its extent that internal resolution of the problems becomes impossible.

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