

AN IN-DEPTH EXPLORATION OF EMPIRICAL RESEARCH ON ENTREPRENEURIAL MINDFULNESS: A SYSTEMATIC LITERATURE REVIEW TO EXPLORE NUANCES, FINDINGS, AND CHALLENGES

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Abstract

Entrepreneurial spirit can drive a person's success. By having an entrepreneurial spirit, someone will always be active in creating and developing a business, so that many jobs can help the Indonesian nation in alleviating unemployment and poverty. This research uses literature study research with a qualitative approach. The result of this research is that Entrepreneurship is the process of creating something new at the value of using the necessary time and effort, bearing physical risks as well as accompanying social risks, receiving the resulting monetary rewards, meeting needs, and desires through innovation. Someone does entrepreneurship for several reasons, namely financial reasons; Social reasons; Reasons for Service and Reasons for Self-Fulfillment It is not uncommon for someone to be entrepreneurial as well as a form of fulfillment of satisfaction or achievement of themselves. The challenges of entrepreneurship are uncertain income; Losses due to loss of investment capital; It takes hard work and a long time; The quality of life remains low despite steady efforts.

Keywords: depth exploration, Empirical research, Entrepreneurial, Mindfulness, Systematic literature review, Explore nuances, Findings, Challenges.

INTRODUCTION

The problem of unemployment and poverty is still a big problem faced by the Indonesian nation today, this is evidenced by the large number of unemployment in Indonesia. It is self-introspection why until now in Indonesia there are still many poor and unemployed people. Even though our country has abundant natural wealth, fertile land, and great potential to be developed. But this has not been used for the progress of society and this nation.

According to experts, one of the reasons is the low number of entrepreneurs in Indonesia. The role of entrepreneurship is very important in Indonesia's economic development. It can be said that if in a society there is a group of people who have

an entrepreneurial spirit, it will be the determining force for environmental development, especially in Indonesia (Titiani, 2014).

Entrepreneurial spirit can drive a person's success. By having an entrepreneurial spirit, someone will always be active in creating and developing a business, so that many jobs can help the Indonesian nation in alleviating unemployment and poverty. There are many attitudes or dispositions in someone who has an entrepreneurial spirit, some of which are self-confidence, creativity, cooperation, independence, and leadership spirit.

The interest in becoming an entrepreneur has been increasing lately. The government provides a strong impetus for the growth of new entrepreneurs with various stimuli and various conveniences for MSMEs. Strengthening entrepreneurship and MSMEs in Indonesia has yielded significant results. Being an entrepreneur requires hard work, tenacity, creative and innovative as well as the courage to take risks. Certain characteristics are needed by entrepreneurs to be successful as entrepreneurs. Studies that explain that entrepreneurial character affects business success have been conducted a lot (Indarto & Santoso, 2020).

Bhatt and Shankla's research in Indarto found that entrepreneurial character has a significant impact on the success of MSMEs in India (Indarto & Santoso, 2020). Research findings that reinforce the conclusion that entrepreneurial character affects business success are Karunanithy and Jeyaraman's research. the study concluded that there is a strong correlation between entrepreneurial character and small-scale business success (Karunanithy & Jeyaraman, 2013). Many other studies have also shown that entrepreneurial character is a determining factor that affects business success. Entrepreneurial characteristics which are internal factors that determine business success point to characters such as: having high enthusiasm, having the desire to always innovate, always accepting responsibility as well as possible, wanting to achieve very high and taking risks (Essel et al, 2019). An entrepreneur is required to always be optimistic and think positively and creatively to face all circumstances in a very dynamic business environment. Islam concludes that the characteristics of entrepreneurs are a factor that greatly determines the success of MSME businesses (Islam et al, 2011).

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RESEARCH METHODS

This type of research uses the library research method, *which* is research whose data collection is carried out by collecting data from various literature. The literature studied is not limited to books but can also be in the form of documentation materials, magazines, journals, and newspapers. The emphasis of library research is to find various theories, laws, arguments, principles, opinions, ideas and others that can be used to analyse and solve the problems studied (Sarjono, 2008). According to Abdul Rahman Sholeh, library research is research that uses ways to obtain information data by placing facilities in the library, such as books, magazines, documents, records of historical stories (Sugiyono, 2019).

The approach in this study is a qualitative approach. A qualitative approach is a systematic research used to study or examine an object in a natural setting without any manipulation in it and without any hypothesis testing (Azwar, 2012). qualitative approach, namely by emphasising its analysis on the process of concluding comparisons and on analysing the dynamics of the relationship between observed phenomena using scientific logic (Arikunto, 2019).

The data source in writing this article is primary data and secondary data. The primary data source is in the form of basic data derived from books on entrepreneurial awareness. Secondary data sources are literature used to support the main theory such as papers or journal articles related to the topic under study. After formulating the problem to be studied, the author looks for relevant and accountable literature in the form of journal articles and books. The author then evaluates the data, namely determining the relevant literature and can be used in analyzing the research problem (Prastowo, 2012).

The author then analyzes the problem by racing on the literature used as a reference. Then interpretation of the results of the analysis is carried out and ends with drawing conclusions based on the results of the analysis and interpretation.

DISCUSSION

The notion of obscurity

Entrepreneurship is the process of creating something new at value using the necessary time and effort, bearing the physical risks as well as the accompanying social risks, receiving the resulting monetary rewards, fulfilling needs, and desires through innovation. So it takes confidence to be able to create something new by utilising all the resources owned (Sukmaningrum & Rahardjo, 2017).

In simple terms, the meaning of an entrepreneur is a person who has the courage to take risks to open a business in various opportunities. Taking risks means having an independent mentality and daring to start a business, without being overwhelmed by fear or anxiety even in uncertain conditions.

An entrepreneur can be defined as someone who is strong-willed in taking useful actions and worthy of being a role model for life or more simply formulated as someone who is strong-willed in business who is worthy of being a role model for life. If we want to become a successful entrepreneur, an entrepreneur must have the determination and willpower to achieve his business goals (Adhitama, 2014).

Entrepreneurship is thus seen as a function that includes the exploitation of opportunities that arise in the marketplace. Such exploitation is largely concerned with the direction and/or combination of productive inputs. An entrepreneur is always required to face risks or opportunities that arise, and is often associated with creative and innovative actions. Entrepreneurs are people who change the value of resources, labour, materials and other factors of production to be greater than before and also people who make changes, innovations and new ways.

An entrepreneur is someone who has an entrepreneurial spirit where someone always uses his creativity to find new things as well as an innovator in a new market and an entrepreneur knows various functions related to managing a company / organization, such as management, finance, marketing, production, operations, human resources, organizational and institutional functions. Entrepreneurs are achievement-oriented people and believe that they master their own abilities.

A person's goal for entrepreneurship is to get four rewards. Here are the rewards of entrepreneurship.

1. Profit Profit means being able to determine the desired profit or profit received, as well as how much will be paid to employees or other parties.
2. Freedom Freedom is freedom to manage one's time, freedom from supervision and intervention, and freedom from company culture and organisation.
3. Personal dream The personal dream is the right to determine one's own vision and mission, to be free to achieve one's desired standard of living, to be free from boring routines.
4. Independence Independence is managing everything, such as capital, management, supervision independently or being a manager for himself.

Background of an Entrepreneur

Someone does something, there must be a reason or motive that supports him doing it. Including entrepreneurship, surely someone also has a certain motive or background until finally deciding on entrepreneurship, plus in entrepreneurship it must not be easy many obstacles and obstacles that will be faced. Not to mention if when entrepreneurship experiences losses that are not small is one of the things that need to be anticipated. Here is the background or reason for someone in entrepreneurship according to Agustina in (Desmaryani, 2018) yaitu:

1. Financial reasons For example, an entrepreneurial background in finance:
 - a. To make a living
 - b. Make a profit
 - c. Earn extra income
 - d. Financial stability guarantee
2. Social and Social Reasons can also be the background why someone is entrepreneurial, for example:
 - a. Gain prestige/status.
 - b. Can be known and respected by others.
 - c. Can be a role model.
 - d. In order to be able to meet many people / multiply relationships.

3. Service Reasons Being able to provide services or wanting to get the desired service can also be a reason why someone is entrepreneurial, for example:
 - a. Giving jobs to society.
 - b. Helping orphans.
 - c. Happy/proud of the elderly.
 - d. For the sake of the future of the family.

4. Reasons for Self-Fulfillment It is not uncommon for someone to be entrepreneurial as well as a form of fulfillment of satisfaction or achievement of oneself, for example:
 - a. In order to become more independent.
 - b. To avoid dependence on others.
 - c. To be productive.
 - d. To achieve something desired.

Stages of entrepreneurship in general in doing entrepreneurship (Hasan et al, 2022) as follows :

- a. The starting stage is the stage where someone who intends to do business prepares everything needed, starting with looking at possible new business opportunities whether opening a new business, making acquisitions, or franchising. Also choose the type of business to be carried out whether in agriculture, industry / manufacturing / production or services.
- b. The stage of carrying out a business or summarized with the road stage, this stage an entrepreneur manages various aspects related to his business, including aspects: financing, HR, ownership, organization, leadership which includes how to take risks and make decisions, marketing, and conducting evaluations.
- c. Maintaining a business, a stage in which entrepreneurs based on the results that have been achieved analyze the progress achieved to be followed up in accordance with the conditions faced.
- d. Developing a business, a stage where if the results obtained are positive or develop or can survive, business expansion is one of the possible choices.

Mulyono, & Hadian the entrepreneurial process begins with innovation. These innovations are influenced by various factors both personal and outside the personal, such as education, sociology, organization, culture and the environment. These factors form the *locus of control*, creativity, innovation, implementation, and growth which then develops into a large entrepreneur. Internally, innovation is influenced by factors derived from individuals, such as *locus of control*, tolerance, values, education, and experience. While factors derived from the environment that influence include role models, activities, and opportunities. Therefore, innovation develops into entrepreneurs through processes that are influenced by the environment, organization and family (Adhitama, 2014).

Entrepreneurial Awareness

One of the growing theories of entrepreneurship is the alertness theory of entrepreneurship. The vigilance entrepreneurship theory was conceived by Israel M. Kirzner, a British-American economist and professor emeritus at New York University, America. Kirzner was associated with the Austrian School of *Economics*. Kirzner argues that the vigilance entrepreneurship theory is an attempt by entrepreneurs to balance supply and demand by detecting *market imperfections* and exploiting them. Market imperfections are caused by *information asymmetry* and *bounded rationality* (Kirzner, 1973).

The difference in entrepreneurial vigilance can be attributed to differences in the schemes used to make sense in response to stimuli either external or internal. These differences in the wealth of activated schemes are primarily the extent to which the scheme includes attributes for value creation, the strength of the association of such schemes with a particular stimulus and the extent to which individual entrepreneurs deliberately prepare schemes for activation (Valliere, 2013).

Kirzner argues that the advantages entrepreneurs get from entrepreneurship are rewards for their tolerance of uncertainty because they eliminate arbitrage opportunities, i.e. the opportunity to sell a relevant product similar to a more expensive price quote than an entrepreneur buys due to implications by ignorance or incompetence of the company's office holder. Entrepreneurs need to be vigilant

in order to see economic opportunities that others have not been able to see, such as the need for new goods or services (Kirzner, 1973).

Opportunities are seen as existing only because of the ignorance of the incumbents. Otherwise, the opportunity will already be exploited. When incumbents don't know key information or aren't even aware of what they don't know, then opportunities for entrepreneurship are born. Ignorance breeds mistakes that can be corrected by the actions of entrepreneurs. The entrepreneur acts under uncertainty and cannot know whether his actions will result in a profit until after the action is carried out. So, entrepreneurs have to accept that they may lose money or their investors from their actions if it turns out to be untrue (Laplume & Yeganegi, 2018).

Kirzner believes that entrepreneurship cannot be taught. However, this belief has been criticized because market research and customer discovery can clearly help recognize certain types of opportunities. But there may be a rebuttal that knowing that market research is necessary is initially entrepreneurship. Kirzner does not view economic actions such as buying resources or creating new products as entrepreneurship. Rather it is only an act of vigilance of an entrepreneurial nature (Laplume & Yeganegi, 2018).

Challenges of entrepreneurship

According to Zimmerer and Scarborough, there are 4 challenges to entrepreneurship, namely:

1. As we know, in entrepreneurship income cannot be ascertained even at the initial stage or growth stage. Sometimes it can be a loss, sometimes it can be a profit. This uncertain condition can make entrepreneurs go back and forth from entrepreneurship.
2. Losses due to loss of investment capital, In entrepreneurship, of course, we will spend capital to invest and in investing it is also not uncommon to experience losses. Failure in entrepreneurship can result in someone withdrawing from entrepreneurship.

3. It takes hard work and a long time, As we know, building a business from scratch to success is not an easy matter. A long time and the necessity to work hard in entrepreneurship can be entrepreneurial resulting in entrepreneurs resigning.
4. The quality of life remains low even though the business is steady, because entrepreneurship requires a lot of time to pioneer, often the quality of life will also have an impact. Quality of life that does not immediately improve, will result in someone withdrawing from entrepreneurship.

CONCLUSION

Entrepreneurship is the process of creating something new at value using the necessary time and effort, bearing the physical risks as well as the social risks that accompany, receiving the resulting monetary rewards, fulfilling needs, and desires through innovation. Someone does entrepreneurship for several reasons, namely financial reasons; Social reasons; Reasons for Service and Reasons for Self-Fulfillment It is not uncommon for someone to be entrepreneurial as well as a form of fulfillment of satisfaction or achievement of themselves.

According to Zimmerer and Scarborough, there are 4 challenges to entrepreneurship, namely uncertain income; Losses due to loss of investment capital; It takes hard work and a long time; The quality of life remains low despite steady efforts.

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