

IZVOD

U ovom radu pokušao sam ukazati na ulogu preduzetnika kao faktora koji ima ključni uticaj na rast i razvoj preduzeća, ali i privrede u cjelini, predstavljajući ih kao mogući i jedini put ka ostvarivanju modernog društva. Da bih bio u mogućnosti da analiziram uticaj ovog faktora u svojoj analizi sam koristio prilaz Dr Isaka Adižesa koji polazi od analogije između životnih ciklusa živih bića i organizacija. Cilj rada je dakle pokazati na koji način preduzetnik u toku svojih postupaka, preduzetničkog karaktera, utiče na rast i razvoj, odnosno koji su to elementi koji imaju uticaj na ove faktore, kako ova saznanja mogu da pomognu prilikom upravljanja rastom i razvojem preduzeća i kakve posljedice preduzetništvo i uloga preduzetnika može i treba da ima na privredu jedne zemlje u cjelini.

ABSTRACT

In this paper I tried to point out at the entrepreneur's role as the factor having the crucial influence not only on the enterprise's growth and development, but also on the economy as a whole, presenting them as a possible and the only way towards realisation of a modern society. In order to be able to analyse the influence of this factor, in my analysis I have been using the approach of PhD Isak Adizes who begins from the analogy between the life cycles of living beings and organisations. Thus, the objective of this paper is to show how and in what way the entrepreneur shall, in the course of his/her entrepreneurial procedure, influence the growth and development; i.e. what are the elements that have influence on these factors and how these findings may assist when managing growth and development of an enterprise. In addition, I also wanted to show what are the consequences that entrepreneurship and the entrepreneur's role may and should have on the economy of a country as a whole.