Self-Employed

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ABSTRACT  
Economic area, in which they operate self-however, is more and more narrow, highlighted by the big firms, which have their own objectives of the development and of the public administration whose economic measures affects job creation, in the main by stimulating creation of enterprises. Small and medium-sized enterprises do not represent a whole constantly but, on the contrary, it is in a constant renewal. Daily disappear small companies while others are created. Many of the founders of high technology enterprises working in the group to create an enterprise group, which has fewer gaps than each individual member, thus providing balance and psychological support in times much more difficult.

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Self-employed, entrepreneurial skills, franchising

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1. Introduction

Entrepreneurs have a tendency to work independently in order to obtain the three components "virtual" (power, money, and success), which gives them crank or track highway economic.

It is known a recipe unique success or what features (skills) must be in possession of a self-employed to be successful in business. Specialists in the field notes that there is a tendency to establish or start a business by different categories of "entrepreneurs", without any prior documentation (market study, business plan, feasibility study) or without a previous training and experience in the field, attesting to their qualities, skills, i.e., to indicate those traits which can ensure the success in business.

In other words, they turn into a business, without a test skills of potential entrepreneurs, based on experience and on a certain motivation the success. There are a number of factors or "barriers" in the path to start small businesses and medium-sized enterprises, potential entrepreneurs. These barriers may be grouped into two categories:

• barriers that make it that the business it is forced to trade and not, to production, the constituting a lack of capital, interest rates charged by large banks, the difficulties encountered in obtaining bank credits, inappropriate taxation, customs duties or difficult access to facilities, equipment and means of transport etc.;
• general barriers, which operates regardless of your industry we want to us begin your business: the lack of capital, and the lack of knowledge or training business initiation, the fear of risk or lack of knowledge management.

2. The body work. Foray in the evolution concept of self-employed

The concept of "self-employed" there are a variety of views and definitions. Thus, American economist F. Knight appreciates in 1921, that self-employed is, in essence, a person who assumes risks. In 1940, it redefines the concept of self-employed by taking into account, in addition to the function to assume the risks of, and on the management or pioneering economic and the adapting to change.

For A. Shapero, the quality of self-employed have a any person possessing sufficient sightedness and boldly order to engage in a business, be it, and a bakery that were assessing.

On the contrary, J. Schumpeter famously called considers that the venture is always a innovative function, which lead to the creation of new goods and services, by combining in an original way, of the various factors of production. So, as long as the owner welfare village will not produce a new type of bread, for Schumpeter famously called it will not be self-employed, but a man of business.

Schumpeter famously called emphasizes the fact that self-employed is in essence a innovative and should not be defined as a person who assumes risks, because the profit is his remuneration of innovation and is not a premium for risk.

The role occupied by self-employed is at present at the same time controversial argument. If on the one hand, it is considered self-employed is essential operation capitalism, on the other hand states that self-employed does not create ex nihilo, but taking advantage of opportunities encountered as a result of the report of the forces of the market, market situation, level technologies, personal relationships etc. , and using what J. Kirzner was called constant vigilance venture.

Kirzner develops the concept of a "constant vigilance venture" which implies that entrepreneurship involves discovering opportunities and the resources necessary to exploit them as economy tends to move toward balance. From this perspective, self-employed is a identifier of opportunities. Thus, Kirzner positioned at the center of this concept the signal and behavior to self-opposite of the quantity of information.

Vigilance venture (H. broom. J. Longenecker, 2000) on the environment external operation translates into technological resources, financial, material, human and institutional capacities. But its role is limited to reveal what already exists.

Economic area, in which they operate self-however, is more and more narrow, highlighted by the big firms, which have their own objectives of the development and of the public administration whose economic measures affects job creation, in the main by stimulating creation of enterprises. Small and medium-sized enterprises do not represent a whole constantly but, on the contrary, it is in a constant renewal. Daily disappear small companies while others are created.

First, the market must behave in a manner flexible after the motto free input/output free. Reality proves that the input/output to/from a market is rather before the words "Come who wants, he comes out who can". This is because entrepreneurs are that they are often of difficulties when they want to close your business. Procedures are cumbersome and expensive. As stimulates creation of new firms by administrative measures, as should facilitate and closing them.
Secondly, the market must be transparent, i.e., to characterize the free movement of information (economic, institutional, scientific, and technical) and, in particular, the month of:

- protection of intellectual property, in general, and on new products, in particular;
- conditions for the creation of the firm as well as the cessation of business;
- institutional support on creating small businesses (financial aid access conditions in the financial market etc.).

Despite its conceptual dispute concerning the notion of self-employed, we can affirm that it is a person able to meet, in a satisfactory manner, a number of economic factors, in order to obtain the profit.

3. Typology to entrepreneurs

3.1. Typology of Smith

The characteristics and motivation’s personal assets, on the one hand, and external environment, on the other hand, does not influence on the same entrepreneurial decisions. On the basis of these criteria may draw up a typology of the individual in order to provide an instrument both in theory as well as pragmatic. Smith identifies two types of entrepreneurs: self-proclaims itself opportunistic and self-employed. In addition, it establishes a connection between the two types of organization of the firm, rigid organization and what adaptive. This distinction is essentially based on the relationship's personal assets with the firm and to the conditions for the creation of the firm.

Self-proclaims itself has a relatively limited education. Been a worker, he, and has acquired evening preparation courses. It has technical experience. It is omnipresent and requires loyalty and employees. There is little social butterfly and managerial skills. Prefer short-term focus. Does not have a social conscience very high. Its activities are often located in sectors less than innovative.

Self-managed has a school education better. It is older and often formerly occupied leadership positions. He has experience of activities very varied. In the first place development aims at his company. Employees are regarded as collaborators. The delegation is used on a large scale and has communication skills. It is flexible. Your business is often based on an opportunity for innovation. Stanworth and Curran identify three types of self-employed: creator, self-employed and classic manager. This typology is based entirely on their own motivations each category.

Self-proclaims itself is motivated especially by innate advantages of its role of owner, such as autonomy, status or power. It money interest only in the middle because it is more concerned about the firm’s survival than its development. An attempt is made to carry out a quality product coupled with a personalized service.

Self-employed classic is motivated in the first row of financial benefits. Personal gains, the profit yields financial firm and it’s important to him. Development company puts it in a great dilemma. While this is necessary in order to provide future yields, however, it makes mixing in organizational structure which narrows the area to control’s personal assets.

Self-employed-manager is interested in the first row of full recognition of its managerial skills. In this context, rapid development of the firm and its profitability are objective criteria which confirm its management efficiency being practiced.
3.2. Laufer exclusively for's typology

Laufer exclusively for has developed a typology based on objectives holder's personal assets, high main three reasons linked to the objectives of development. The typology has been studying Beuran's employment agreement as of the permanent majority to entrepreneurs, tempted to promote their company's growth for the sake of power and prestige, but at the same time reluctant to accept autonomy loss, dilution authority, and the difficulty to the check - phenomena that appear and grow with growth. The author classified entrepreneurs into four categories: creator, the technician, the owner and the manager (see Table 1).

Self-manager is "pushed" by a strong desire of achieving individual, materialized in the creation of your own business. In general, it leaves the great undertaking where he has been employed previously, because it cannot to enforce an idea/project. Its fundamental motivation is to launch a new activity and to develop. He is only interested in sectors with high-end technology. Far from considers the autonomy, at the same time, factor personnel and one economic, it follows, before all, growth and technical development of the firm.

It considers that the power is based primarily on expertise, and do not show might have flickered to share authority with a team and to practice the delegation on a larger scale. For this type of self-employed, the problem financial autonomy is subject to the growth strategy of the firm.

Self-employed owner creates its own their own business in often difficult conditions, such as a failure of the studies his professional start difficult or a run professional deceptively to a large enterprise. It becomes self-employed both to satisfy the desire of power, as well as to achieve better. As a result, it is concerned with the development company because this is the most powerful evidence of success and its status. But this growth is not desired only to the extent to which it does not fundamentally in question or the authority to your employees and no financial autonomy of the firm. Owner and manager of his company, self-employed means to remain the only "master" until the end his career and practice management rather traditional and omnipresent.

At the same time, he feels the need to justify such behavior fears, by recourse to arguments of greater efficiency. As a matter of fact, the behavior ambiguous prevents it from not exceed easily problem maintaining a strict control on the company on the rise.

Table 1. Laufer exclusively for's typology

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<td>Dominant motivation</td>
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<td>Realization</td>
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Source: J. Laufer, Comment on devient entrepreneur, Revue Française de Gestion, nov. 2000

Self-employed computer technician starts, in general, the business during a crisis serious professional. Creating his company take therefore form a reaction for defense against threats to its floating on the future professional. In these conditions, self-inclined to conserve all powers of
manager, and has a tendency to perceive an increase as a threat to an authority hard acquired. He refuses to be practical delegation and tries to control everything to firm up to the bottom-most level. Increasing firm is denied in the name of maintaining independence and financial authority. Firmly fastened in place in a slot in precise on the market, this type of self-employed appears to be a "militant" of small dimensions.

Self-proclaims itself often has started to work as a worker. Suffering from a certain instability professional and made up her own firm to ensure its independence and personal exit a situation of subordination. But it is not to be considered as a true self-employed. Although it has consciousness of the creator of enterprise rarely feels unable to assume the role of innovative, a leader and manager. Therefore, it not only refuses development, but also looking for a protected side on the market, for example, that resulting from assuming role played by the subcontractor. It is essential to maintain strict control over firm's activities. Therefore, certain tasks entrusted to it by members of the family, which can have confidence. As for financial autonomy, as it is, in its opinion, the only possible solution, because he can't imagine the future outside his family. In fact, itself-proclaims itself gives your business an advantage less economic and more private. He needs to adapt to his family's needs and not the other way around.

3.3. OCDE typology

Other types of entrepreneurs, outlined from the decade of the sixth are:

- the woman-self-employed;
- self-employed-technician;
- self-employed "of necessity";
- self-employed "franchised".

The woman-self-employed

In general, women who launch their own business have been previously employed, in many cases, in posts of responsibility. In market economy countries has occurred in the last few years, a true explosion of women entrepreneurs. Today, they are proprietary of one-quarter of small businesses and medium-sized businesses in the United States, one-third of small firms Canadian and one-fifth of the French.

Although starting from the 80 's, the herd women which is self-employed has increased, on average, 2 to 3 times faster than that of men, their own enterprise results have remained, often, modest.

Research carried out in this field have highlighted differences between entrepreneurs, on the basis of sex, as regards: reason for creating enterprise, the difficulties faced by the sector of activity.

a) Thus, as regards the grounds creating new enterprises have been found, especially for the women trained, one of the main reasons was unable to advance in the large enterprises where they have previously been employed. In general, a factor of attraction is its thinness self-employed activity compared with that, self important element for the women who assumes the entire responsibility for family tasks.

b) The main obstacles faced by the woman-self-employed shall consist of: the difficulty to have credibility front of bankers and consequently, the difficulty of obtaining capital; the difficulty to penetrate the male network by the clubs of business, political organizations, sporting, etc.
These mentalities of female entrepreneurship are induced, of the role traditionally assigned to present, woman, of inertia, which is focused on setting up housekeeping and the growth of children.

c) If entrepreneurship male is dominant in the industry, the female is over-represented in the trade and services, one of the main reasons for the low level of fees for the establishment in these two sectors. Thus, in the United States, 90% of businesses created by women operating in trade and services, from 7% in industry and 3% in the financial sector.

**Self-employed-technician**

The appearance of this type of self-employed is closely linked to, on the one hand, and the rapidity of the contemporary technological change, and on the other, the imperative innovational of realization of the potential of small businesses and medium-sized enterprises.

Self-employed-technician is the one that will set up a high-technology enterprise. From studies carried out in the USA and the countries of the community showed that self-techs has at least a diploma, usually by an engineer, they are young (average age: 32 years), are strongly motivated by the desire to succeed, and entrepreneurial skills are, often, legacy of the family. In addition, competence creators of high technology business come, before all of their experience and not from their training university.

The lens holder-technician is not to invent, but to decrease the time interval between the time of occurrence of an invention and the materialize her in a new product or service.

Many of the founders of high technology enterprises working in the group to create an enterprise group, which has fewer gaps than each individual member, thus providing balance and psychological support in times much more difficult.

Technical entrepreneurship is, at present, one collectively, within the framework of which can be strengthened synergy capacity collective innovation.

**Self-employed 'of necessity''**

Massive unemployment, the reduction of unemployment benefits and other social aid at the origin an increasing number of small firms and medium-sized enterprises initiated by unemployed persons or persons with low income.

And in the past, in the Community, there have been enterprises established by unemployed persons. But, starting with the '80 thousand people have passed from the status of unemployed to the self-employed, with the support of powers public.

Launched in France in 1979, the program for unemployed-creators was taken over later, and in other countries in the Community. The rate of survival of undertakings established in the framework of this program, two years after their launch, has been encouraging (75%). Most of the enterprises have been created in the sector of trade and services.

Finally, support of the public administration shows that entrepreneurs atypical, as they are unemployed, may also create your own place of employment and to turn it into a business cost effectively.

**Self-employed "franchised"**

Franchising History began at the end of the war of secession when the manufacturer of sewing machines Singer concession territorial exclusivity of independent vendors. The system has
gained ground in the years '30, for from the '70s to be familiar with a development very fast, thus creating the opportunities for the development entrepreneurship.

In the US, franchising owns 13% of the total sales retail and provides around 5 million jobs. Franchising Development was done in parallel with the rapid of the service industry catering. More than 400 groups American covers 25,000 franchises from all over the world, belonging to both of entrepreneurs, "recycle" as well as new entrants, humorless of experience, but which are less risky than starting a business under the "umbrella" of the trade mark known.

4. Conclusions

Initial entrepreneurial act is not only determined by motives but also facilitated by the existence vocation entrepreneurial. Difficult to define, but it is difficult to commensurate, vocation is closely linked to the idea of free will, because "a gifted in interested party or forced is no longer, to the limit, a gifted in".

In the opinion of expert French, vocation is present to those who have learned the values entrepreneurial in a family environment, from his parents who are craftsmen, gaining or small traders. However, the author recognizes that vocation is not changed if never did not exist, at a given moment, a favorable context in which to be proud. The two poles of vocation causes two types of attitudes characterized as dynastic wars, meritocratic respectively (V. Zaharia, 2008). Attitude dynastic consists of the desire to transmit your business of the family descendants. At the opposite pole, the attitude toward meritocratic occurs at entrepreneurs coming from families of employees, by turning the foreground of merits and personal by decoupling future their business from that of their family.

This approach can be considered as mid if we have in view of the fact that it can fluctuate on a scale vocational training from zero - good value concept of learning venture - at a maximum value, corresponding myth's personal assets. If the myth's personal assets ("Entrepreneurs are born, not made") has occurred as a result of acquiring their success by persons with incomplete education, is the concept of learning specific U.S. pragmatism is based on a conviction that entrepreneurship can be learned in the same way as any other discipline, even in the absence of any its own by helping people find their vocation.

Whether it comes from the top of society, from the bottom or the blanket medium and, regardless of the path followed entrepreneurs success owes its constant interaction and dynamic of their person, the "history" their concrete and the economic conditions. Vocation is to bring about in a series of personality attributes and skills:

1. Energy, the power to initiate and conduct business, which are manifest by a spirit of initiative, sense of accountability, tenacity;

2. Mental skills, which are reflected in intelligence, capacity of analysis and synthesis, creative thinking. Innovative thinking because the holder's personal assets constitutes an essential prerequisite to its success, we believe to be a brief overview of the major creative four processes.

   a. innovation requires an original thinking. The success resulting from recouping of business opportunities on which competitors do not their senses;

   b. the summary is to combine information from a variety of sources and their integration into a new structure;

   c. extension involves penetration of the basic ideas in other areas in which it is applicable;

   d. copy is best defined by cliché "if you can't be original, copy good ideas".
In most cases, creative thinking combines these four processes. Creativity is often regarded as a worthy trait a person has or not. However, research shows it is possible to improve creativity on the individual.

3. specialist knowledge of technical, managerial, marketing, financial and accounting;
4. communication skills, which are reflected in the ability to transmit the messages oral and written, to overcome communication barriers, to establish a climate of trust;
5. skills relating to human relations, which consist of the ability to establish relationships, sociability, tact etc.;
6. decision-making capacity, as the identification of several solutions for solving each problem, determining alternatives decision-making, the choice of the best and decision making. Decision-making capacity requires consistency, firmness, clarity.

The profile's personal assets of the success can be discerned from the characteristics and features which have the highest contribution to successful business. No person may be perfectly fit in this profile, but these traits predominate in personality to entrepreneurs of success. They are:

- a sense of independence;
- availability for taking responsibility to your customers and suppliers;
- the ability to do intense efforts and long-lasting;
- the ability to react quickly and to decide promptly;
- ability to organize wise working time;
- the desire to quickly get concrete results;
- consecrating entire energies, of capital and the time his own;
- deep confidence in the success personally;
- motivation by reasons of personal or family;
- permanent concern for the future enterprise.

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