

## AN ENTREPRENEUR: PRODUCT OF NATURE OR NURTURE?

### A CASE OF A YOUNG OMANI

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#### ABSTRACT

Generally the notion of entrepreneurship applies to both those who create new startups and those in larger firms who bring new ideas, innovations, and businesses to market, the challenges are very different. Entrepreneurs who start a business from scratch must do whatever it takes to make their venture succeed, performing all tasks, working all hours, and showing creativity and resourcefulness, passion and humility. But, in larger organizations, the challenge is fostering an environment and a culture where people have the time, resources, opportunity, and incentive to innovate. Failing early and often must be rewarded, with innovation and entrepreneurship encouraged at all levels and functions. At the same time small businesses face different kinds of problems.

Most of the researched on this topic, agreed that those entrepreneurs who start a business from nothing must possess creativity and must have a unique idea. But except, creativity the attributes which play a vital role are passion, humility, a willingness to take calculated risks, an ability to sell and persuade in order to raise capital, attract employees, and secure customers, a tremendous work ethic, a willingness to do whatever it takes to succeed, and an ability to execute the idea, modifying the original idea as necessary.

This particular case is a journey through an entrepreneur's success. In addition to that, it also brings out the importance of discussion and research on the environmental factors, playing an important role in the success of an entrepreneur and the related ventures.

**KEYWORDS:** Creativity, Entrepreneur, Omanization, Opportunity, SANAD, SMEs

**Teaching Notes:** This particular case should be incorporated in the teaching pedagogy for BBA & MBA, students. This case can be taken up in the class for Entrepreneurship, Creativity and Innovation and personal development.

The teaching objectives depending on the modules are:

- Entrepreneurial skills
- Entrepreneurial environment
- Creativity
- Innovation, can it be acquired?
- Dimensions of personal development
- How personal ethics helps in shaping a successful career?

In what way and up to what extent the case will add value towards an effective teaching pedagogy, will depend on the tutor's own experience and creativity.

The case is a real life situation from the life of an entrepreneur, in the Sultanate of Oman. The names of the people in person are being changed to keep the sanctity of the place, people and profession.

*The very things that ensure a company's survival and success act as obstacles to entrepreneurship.*