



THE ROLE OF ENTREPRENEURIAL MINDSET IN MANAGEMENT AND SME GROWTH

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Abstract

Small and medium-sized businesses (SMEs) are essential to economic expansion, their performance frequently hinges more on the attitudes of its management than on the resources within their control. This study looks at how management and the expansion of SMEs are affected by entrepreneurial mindset. It makes the case that mindset is a managerial tool rather than just a characteristic of entrepreneurs. In order to provide a theoretical framework, the study uses a conceptual research method, combining knowledge from organizational, management, and entrepreneurship theories. The framework, which is based on the resource-based and a flexible capacity perspective, presents an entrepreneurial mentality as a managerial philosophy, a dynamic capability, or a cognitive asset. Three main ways that an entrepreneurial mindset aids in the expansion of SMEs are highlighted in the discussion: opportunity-oriented decision-making, creative management techniques, and crisis-resilience. Employee empowerment, agility, and competitiveness are all enhanced when an entrepreneurial spirit is ingrained in company culture. According to the findings, SME managers that deal with uncertain situations and limited resources must develop an entrepreneurial mindset. Beyond its scholarly value, the study has applications for leaders, legislators, and educators: education and support for SMEs ought to emphasize the growth of entrepreneurial mindsets in addition to technical proficiency. In order to better understand how SMEs can attain sustainable growth in dynamic marketplaces, the article reframes the entrepreneurial mindset as a bridge between management and entrepreneurship.

Keywords: Management, small and medium-sized enterprises (SMEs), Innovation, Resilience, Opportunity recognition and SME growth.



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Introduction

SMEs, or small and medium-sized businesses, are frequently referred to as the backbone of economies. They foster creativity, provide jobs, and promptly address the needs of the neighborhood. However, maintaining growth is a huge struggle for many SMEs. They are frequently at risk due to a lack of funds, scarce resources, and quick changes in the company's environment. However, a closer examination reveals that it is not just about resources. The attitudes and behaviors of their leaders determine whether many small enterprises prosper or fail. Thus, the concept of the entrepreneurial attitude is introduced. One type of thinking that enables people to recognize opportunities where others perceive barriers is known as an entrepreneurial mindset. It involves taking initiative, using creativity, and remaining strong when faced with uncertainty. Although stability and efficiency are frequently the focus of traditional management, the entrepreneurial mindset welcomes change and pursues innovation. This kind of thinking might mean the difference between stagnation and sustainable growth in SMEs, where CEOs typically make speedy and straightforward decisions. Crucially, management is greatly impacted by an entrepreneurial attitude, which is not distinct from it. Small business management involves more than just organizing and planning; it also involves setting goals, inspiring employees, and making calculated choices in the face of uncertainty. As Kuratko and Audretsch (2013) contend that in order to successfully traverse turbulent circumstances, modern management increasingly needs entrepreneurial thinking. This indicates that an entrepreneurial outlook is a management skill that enables leaders to transform scarce resources into chances for expansion, in addition to being an entrepreneurial trait.

There has been a lot of attention over the years in defining and characterizing SMEs' owners and managers and if they are the same as or distinct from entrepreneurs. Scholars have attempted to pinpoint the qualities and attributes that characterize entrepreneurs and demonstrate how they are distinct from other businesspeople, particularly in the way they differ from owner-managers of SMEs. Even while several characteristics have been mentioned as being especially suggestive of entrepreneurial behavior, they are not always obvious, can vary over time, and are challenging to quantify. For instance, entrepreneurs



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may differ in their early stages of business development, go on to become serial entrepreneurs, or become owners and managers of SMEs with a focus on growing their company. The terms owner-manager and entrepreneurship are frequently used interchangeably to refer to someone who runs a small firm in the literature on SMEs, especially research conducted outside of the United States. The word "entrepreneur" was first used to refer to someone who organized resources and took on risk by purchasing at a specific price and selling at an unpredictable price, such as farmers or merchants. The "entrepreneur" repurposes already-existing resources, including people, money, facilities, and materials, to increase their worth and productivity (Stokes and Wilson, 2010). In SMEs, the relationship between management and an entrepreneurial attitude is particularly important. SME managers frequently need to integrate strategic vision with day-to-day operational decisions, in contrast to large firms where tasks are distributed across divisions. In these situations, the manager's attitude directly influences the results of the organization. According to research, in situations where resources are limited, entrepreneurial thinking improves managerial decision-making by promoting adaptability, opportunity detection, and creativity (Rauch & Hulsink, 2015). Additionally, management academics stress that CEOs with an entrepreneurial attitude are better able to strike a balance between efficiency and adaptability, which keeps SMEs competitive in ever-changing markets. Accordingly, having an attitude of entrepreneurship is not just a trait of entrepreneurs but also a crucial managerial skill that influences the expansion of SMEs (Ireland, Covin, & Kuratko, 2009).

However, research on SMEs does not yet adequately address the entrepreneurial attitude. It is common for academics to prioritize resources, tactics, or leadership philosophies over attitude. However, in practice, attitude frequently serves as the unseen framework upon which all other tactics are built. This article makes the case that an entrepreneurial attitude is essential to the expansion and survival of SMEs. This study aims to investigate how SMEs may find opportunities, innovate, and remain resilient in unpredictable situations by adopting an entrepreneurial attitude. It poses the following leading query: How can an entrepreneurial attitude support SMEs' expansion and survival? By addressing this issue, the paper aims to raise awareness of the human aspect of



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entrepreneurship and provide insights for scholarly discourse as well as for small business executives looking to expand in the uncertain world of today.

Literature review

In pointing out that not all small businesses were entrepreneurial, Peter Drucker had a significant role. Additionally, he argues that entrepreneurship is not necessarily about making money, and he provides examples of this idea in the public sector. In particular, Drucker observes that "there is a lot of misunderstanding today regarding the correct definition of entrepreneurship." Some analysts use the word to describe all new enterprises, while others use it to describe all small businesses. However, in reality, a large number of reputable companies conduct extremely successful entrepreneurship. Therefore, the phrase relates to a certain type of activity rather than the size or age of an organization. Innovation, or the endeavor to bring about targeted, intentional change in an organization's economic or social potential, is at the core of that activity. In fact, this contributes to the understanding that innovation is not context-specific. Additionally, Drucker highlights that "this characterizes entrepreneur and entrepreneurship. The entrepreneur constantly looks for change, reacts to it, and seizes the chance when it presents itself (Drucker, 1986). McGrath and MacMillan (2000) state in their book The Entrepreneurial attitude that you may tell you have completely adopted the entrepreneurial attitude when you begin to behave and behave like a regular business owner. As the term implies, habitual entrepreneurs are renowned for turning their passion for launching companies into a vocation, whether they are independent endeavors or part of larger corporations. It is not necessary to launch firms in order to adopt an entrepreneurial attitude; what matters is that you apply it so regularly that it becomes second nature. Five traits of the entrepreneurial attitude shared by frequent entrepreneurs are further identified by McGrath and MacMillan:

1. They actively look for new chances.
2. They are extremely disciplined in their pursuit of opportunities.
3. They don't overextend themselves and their organizations by pursuing every possibility; instead, they only chase the finest chances.
4. Specifically, they emphasize adaptive execution.



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5. They activate all of the energies within their sphere of influence.

By incorporating an entrepreneurial spirit into management practices, executives can find novel growth tactics, inspire staff to welcome change, and handle problems in a creative way. According to Rauch and Hulsink (2015), managers that possess an entrepreneurial attitude are more likely to support experimentation, make investments in novel concepts, and guide firms through change. Therefore, the mindset of entrepreneurship can be viewed as a link between the needs of contemporary company environments and conventional management techniques.

Due to their tendency toward centralized decision-making, SMEs are particularly reliant on the attitude of their executives. The significance of a leadership mindset in promoting creativity, adaptability, and long-term success in SMEs has been emphasized in a number of studies (Eggers, 2020). Businesses that perceive crises as opportunities, for instance, frequently change course more quickly and adjust more effectively than those run with a risk-averse mentality. This implies that SME managers' cognitive and behavioral orientations contribute to growth rather than only outside resources. Additionally, by encouraging a culture that values creativity and constant improvement, an entrepreneurial attitude aids in the expansion of SMEs. When managers have an entrepreneurial mindset, they inspire staff members to take initiative, offer ideas, and try out novel solutions. Everyone in the company becomes more flexible and forward-thinking as a result of this. In this regard, the entrepreneurial attitude serves as an organizational asset and an individual trait that raises the competitiveness of SMEs.

There is frequently debate about what exactly qualifies as an opportunity if entrepreneur is defined as the identification, assessment, and exploitation of opportunities. Any novel combination of information, resources, etc. might be considered an innovation. He lists five broad categories of innovations: new products, new manufacturing techniques, new markets, new input sources, and new organizational structures. We might also examine the difference between gradual and dramatic developments. The most important lesson for entrepreneurial educators is that there are a wide variety of entrepreneurial options. For instance, it can involve creating an entirely new product or



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improving an old procedure to cater to a new market (Bosman & Fernhaber, 2017).

Methodology

A conceptual method of study is used in this work. In contrast to empirical research, which gathers data via surveys, interviews, or tests, conceptual research generates knowledge by examining and incorporating ideas from the body of existing literature. The goal is to build a theoretical foundation that may serve as a guide for both researchers and practitioners, rather than to produce new statistical data. Two factors make the conceptual methodology a particularly good choice for this investigation. First, the subject of entrepreneurial attitude in management and the expansion of SMEs crosses several domains, such as organizational behavior, strategic management, and entrepreneurship. These viewpoints can be combined into a logical framework using a conceptual method. Second, SMEs have different obstacles in different industries and geographical areas due to their great diversity. This method allows for the capture of broad patterns and the proposal of a structure that can be used in a variety of scenarios, as opposed to restricting the research to a limited dataset. The framework that is offered as the result of this conceptual approach shows how managerial practices are influenced by an entrepreneurial mindset and how this effects the growth of SMEs. The study intends to offer both academic value as well as practical use by extending the framework's applicability to SME management while firmly establishing it in accepted theories.

The concept presented in this paper is straightforward but effective: **Entrepreneurial Mindset → Entrepreneurial Management Practices → SME Growth.** According to this concept, a manager's mindset affects their thinking, which in turn affects how they manage, and eventually dictates the enterprise's growth trajectory. First, decision-making that is focused on opportunities is encouraged by an entrepreneurial attitude. Managers who possess this mentality are better able to observe the surroundings, pick up on new trends, and turn them into commercial opportunities (Hmielecki & Baron, 2009). They foresee change and take proactive measures to adapt instead of waiting for it to happen. This proactive management approach may be essential



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to the survival of SMEs, who cannot afford protracted delays. Second, creative management techniques are fueled by an entrepreneurial mindset. Here, innovation is not always dramatic; it can take the form of innovative methods for distributing resources, enhancing workflows, or connecting with clients. For instance, instead of using traditional large-scale advertising, SMEs with tight budgets can turn to digital advertising, partnerships, or community networks (Rauch & Hulsink, 2015). Third, resilience in management is strengthened by an entrepreneurial approach. SMEs frequently work in unstable settings where failures are frequent. Setbacks could be interpreted as failure by a manager with a strictly administrative attitude, who would then avoid taking risks. An entrepreneurial attitude, on the other hand, encourages the pursuit of alternative solutions and views difficulties as teaching opportunities. SMEs can withstand crises and sustain their potential for long-term growth because of their resilience (Eggers, 2020). Last but not least, an entrepreneurial spirit spreads from managers to staff members when it becomes ingrained in the company culture. Entrepreneurial leaders frequently encourage their teams to take initiative, embrace responsibility, and provide ideas. As a result, the entire company becomes more inventive, flexible, and focused on development (Kuratko & Audretsch, 2013).

Table1. Conceptual Framework: Entrepreneurial Mindset, Management Practices and SME growth.

Dimension of Entrepreneurial Mindset	Impact on Management Practices	Contribution to SME Growth
Opportunity recognition & proactiveness	Scanning environment, anticipating change, acting early	Seizing emerging opportunities; faster adaptation
Innovation & creativity	Experimenting with new ideas, resourceful problem-solving	Competitive advantage through new products, services, and processes
Resilience & risk tolerance	Treating setbacks as learning, persisting through uncertainty	Sustained performance in volatile environments
Empowerment & cultural influence	Encouraging employee initiative and participation	Organizational agility and long-term growth

by author



Discussion

The theory put out in this research demonstrates how an entrepreneurial attitude influences management procedures in SMEs, hence fostering their expansion. Despite the theoretical nature of the notions, small business managers' everyday operations clearly demonstrate their ramifications. Through observations and examples of how an entrepreneurial attitude results in measurable benefits for SMEs, this section explores these implications. The ability to recognize opportunities is one of the most obvious results of an entrepreneurial attitude in management. Many SMEs prosper because managers are able to spot possibilities that others miss, not because they have more resources than their rivals. Think about the packing of tiny eateries and cafés throughout the COVID-19 pandemic. Businesses with entrepreneurial-minded managers swiftly transitioned to e-commerce platforms, social media involvement, and creative packaging, while many others struggled to exist. They demonstrate how mindset directs opportunity-driven action and enables SMEs to continue operations under duress by proactively modifying management techniques in response to an environmental impact. Innovation in management practice is a second crucial factor. SMEs frequently face significant human and financial resource limitations. Managers with an entrepreneurial mindset are more equipped to come up with innovative ways to provide value in these kinds of situations. A tiny apparel store, for instance, might not have the funds for extensive advertising campaigns, but it can nevertheless effectively reach audiences through customer-generated content, Instagram stories, and partnerships with regional influencers. Although it doesn't necessitate a large initial outlay, this type of innovative management shows a willingness to try out novel concepts and instruments.

The cultural impact of an entrepreneurial mindset on SMEs is another implication. Entrepreneurial managers frequently encourage their staff to take initiative and be creative. For small businesses, where each employee's input can have a big impact on results, this cultural transformation is crucial. An atmosphere of shared responsibility is created when a management encourages staff members to make fresh suggestions, try out different customer service techniques, or recommend process enhancements. Such empowerment



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eventually boosts worker motivation, fortifies loyalty, and creates a growth-oriented company culture.

When combined, these observations show that having an entrepreneurial attitude is essential for managing SMEs rather than a luxury. Simply allocating resources and preserving stability is insufficient for managers; in extremely dynamic marketplaces, SMEs must continuously innovate, adapt, and rethink their roles. Managers with an entrepreneurial attitude are better able to see obstacles as opportunities, come up with innovative solutions, and create resilient, growth-oriented businesses.

Conclusion

The role of an entrepreneurial attitude in management and the expansion of SMEs has been examined in this article. The conversation has demonstrated that an entrepreneurial mentality is not just a personal characteristic of entrepreneurs but also an essential managerial tool that influences the operations, adaptations, and growth of small and medium-sized businesses. The essay shows that mindset is a useful tool for directing SME success rather than an abstract idea by tying managerial decision-making to entrepreneurial thinking. Three main ways that an entrepreneurial mindset aids in the expansion of SMEs were identified by the proposed framework: opportunity-oriented decision-making, creative management techniques, and crisis-resilience. Collectively, these routes show how attitude affects management decisions and shapes small enterprises' long-term course. Crucially, when entrepreneurial thinking is ingrained in company culture, it empowers workers, improves agility, and raises the enterprise's level of competitiveness overall. The results indicate that managers of small businesses should intentionally foster an entrepreneurial attitude in their teams as well as for themselves as part of management practice. This entails cultivating adaptability, promoting innovative approaches to problem-solving, and seeing failures as teaching moments. The implication for educators and policymakers is obvious: training programs and support systems for SMEs should emphasize the development of entrepreneurial mindsets in addition to technical proficiency and financial literacy.



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To sum up, an entrepreneurial mindset serves as a link among management and entrepreneurship, giving SMEs the focus they require to thrive in unpredictable times. SME managers may transcend ordinary administration and turn their businesses into resilient, creative, and dynamic entities by embracing this mentality. In this way, having an entrepreneurial mindset is more than a theoretical idea; it is a crucial component of managing SMEs in the real world and a key factor in long-term, steady growth.

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