

Analysis of Entrepreneurial Initiative in SMEs in Leskovac (Serbia)

Prof. Dr. Dragana Živković
Assoc. Prof. Dr. Dragan Manasijević
Prof. Dr. Nada Štrbac
Assoc. Prof. Dr. Ivan Mihajlović
Prof. Dr. Živan Živković
Milan Stevanović, BSc

Technical Faculty in Bor, University in Belgrade
e-mail: dzivkovic@tf.bor.ac.rs

Analiza preduzetničke inicijative na primeru nekih malih i srednjih preduzeća u Leskovcu (Srbija)

Prof. Dr. Dragana Živković
Doc. Dr. Dragan Manasijević
Prof. Dr. Nada Štrbac
Doc. Dr. Ivan Mihajlović
Prof. Dr. Živan Živković
Milan Stevanović, Dipl.Inž.

Tehnički fakultet u Boru, Univerzitet u Beogradu
e-mail: dzivkovic@tf.bor.ac.rs

Abstract: *The paper presents the results of the analysis of entrepreneurial initiative in the example of some small and medium-sized companies in Leskovac (Serbia). Based on the survey on a sample of 40 SMEs surveyed, statistical analysis has been performed by Multiple Response Analysis using SPSS program, and it has been determined that for entrepreneurs in Leskovac the most important motive for starting and developing their own businesses is financial security.*

Key words: *SMEs, Entrepreneurial Initiatives, Leskovac, Survey, Multiple Response Analysis.*

Izvod: *U radu su izneti rezultati analize preduzetničke inicijative na primeru nekih malih i srednjih preduzeća u Leskovcu (Srbija). Na osnovu sprovedene ankete na uzorku od 40 ispitanih MSP, izvršena je statistička analiza metodom Multiple Response Analysis korišćenjem SPSS programa, i utvrđeno je da se kao najznačajniji motiv za pokretanje i razvoj sopstvenog biznisa, kod preduzetnika u Leskovcu, javlja finansijska sigurnost.*

Ključne reči: *MSP, preduzetnička inicijativa, Leskovac, anketa, Multiple Response Analysis.*

I. Introduction

There are 335000 SMEs in Serbia, employing 67% of the total number of people working in economy (Vasić, 2010). A recent survey, conducted by the Serbian State Agency for

I. Въведение

U Srbiji trenutno ima 335 hiljada malih i srednjih preduzeća, koja zapošljavaju oko 67% svih zaposlenih u privredi (Vasić, 2010). Nedavno istraživanje, koje je sprovedla Republička agencija za razvoj

Small and Medium Enterprises, in cooperation with the Ministry of Economy and Regional Development of the Republic of Serbia, highlighted the fact that 50% of entrepreneurs in this group considered themselves successful in their jobs and were planning new investments, one third wanted to expand the category, while the rest had some difficulties in work or, in a small percentage (<5%), were thinking only about survival (Vasić, 2010). Further, the results mentioned showed the following:

- 64.7% of the owners are between the ages of 36 and 55 (only 15.6% are younger than 35),
- one fifth of the owners are women
- 47% of the entrepreneurs have only a high school education, while less than 40% are university graduates,
- more than 57% of the entrepreneurs have been engaged in their own business for more than 11 years, and
- 66.5% of the entrepreneurs had no previous experience in starting up businesses (Vasić, 2010).

It should be noted that more than 50% of all Serbian SMEs are located in four regions - Belgrade, Novi Sad, Nis and South Banat, with about 30% of the private companies located in Belgrade (National Agency for Regional Development, 2010).

Bearing in mind that small and medium sized enterprises are the initials of the development of a country and a region, it is important to investigate the effect of different variables on the willingness of entrepreneurs to start and develop their own business.

This paper presents an analysis of entrepreneurial initiatives in the example of some small and medium-sized companies in Leskovac (Serbia). The aim of the research is to explain the influence of some factors on the behavior of entrepreneurs, in terms of readiness for starting and developing their own business. At the same time, the motives for entrepreneurial activities, the resources used to run a business, the area of activity, the way of acquiring knowledge and skills for business development, and the satisfaction with the results have been questioned.

malih i srednjih preduzeća u saradnji sa Ministarstvom ekonomije i regionalnog razvoja Republike Srbije, ukazalo je na činjenicu da 50% privrednika iz ove grupacije smatra sebe uspešnim u svom poslu i planira nove investicije, dok trećina želi da proširi delatnost, a preostali imaju poteškoća u radu ili u manjem procentu (<5%) razmišljaju o opstanku (Vasić, 2010). Dalje, rezultati navedenog istraživanja su pokazali i sledeće:

- da je 64.7% vlasnika starosti između 36 i 55 godina (samo 15.6% je mlađe od 35 godina),
- svaki peti vlasnik je žena,
- prema obrazovanju 47% preduzetnika imaju samo srednjoškolsko obrazovanje, dok je manje od 40% visokoobrazovanih,
- više od 57% preduzetnika se bavi sopstvenim biznisom duže od 11 godina, i
- 66.5% preduzetnika nije imalo ni nikakvo prethodno iskustvo pri započinjanju sopstvenog biznisa (Vasić, 2010).

Treba istaći da je više od 50% svih srpskih MSP locirano u četiri regiona - Beograd, Novi Sad, Niš i Južni Banat, dok je oko 30% privatnih preduzeća locirano u Beogradu (National Agency for Regional Development, 2010).

Imajući u vidu da su mala i srednja preduzeća pokretači privrednog razvoja zemlje i regiona, važno je istražiti uticaj različitih varijabli na spremnost preduzetnika da pokrenu i razvijaju sopstveni biznis.

U ovom radu je izneta analiza preduzetničke inicijative na primeru nekih malih i srednjih preduzeća u Leskovcu (Srbija). Cilj sprovedenog istraživanja je da se objasni uticaj pojedinih faktora na ponašanje preduzetnika, u smislu spremnosti za pokretanje i razvoj sopstvenog biznisa. Pri tom su ispitivani motivi za preduzetničku aktivnost, korišćeni resursi za pokretanje biznisa, oblast delatnosti, način sticanja znanja i veština za razvoj biznisa, kao i zadovoljstvo dosadašnjim rezultatima.

II. The commercial sector of the municipality of Leskovac (Serbia) with special reference to the situation of SMEs

Leskovac is a town in southern Serbia (Fig.1), located 280 km from Belgrade, on the way to Macedonia and Greece. With 144 settlements, the municipality of Leskovac is the most indented municipality in Serbia. The three settlements are of the urban type, but the city of Leskovac is the economic, social, political and cultural center in the area, where currently live 65000 inhabitants, or 40% of the total population (The City of Leskovac, 2008; The municipalities in Serbia 2007, 2008).

II. O privrednom sektoru opštine Leskovac (Srbija) sa posebnim osvrtom na stanje MSP

Leskovac je grad na jugu Srbije (Slika 1), udaljen od Beograda 280 km, na putu ka Makedoniji i Grčkoj. Sa 144 naseljena mesta, opština Leskovac je najrazuđenija opština u Srbiji. Tri naseljena mesta su gradskog tipa, a grad Leskovac je privredni, društveno-politički, kulturni i imigracioni centar čitavog područja, u kome trenutno živi 65 000 stanovnika, odnosno 40% ukupnog stanovništva opštine (The City of Leskovac, 2008; The municipalities in Serbia 2007, 2008).

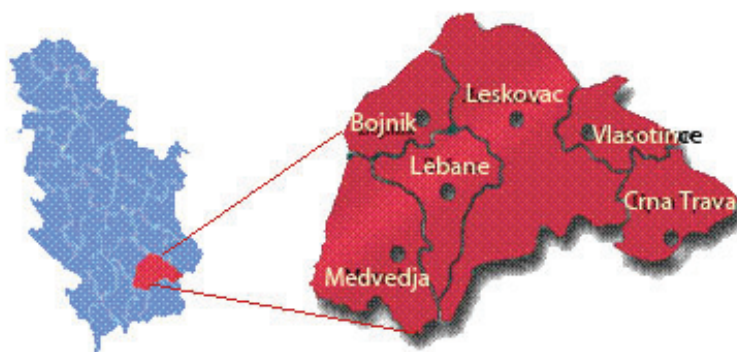


Figure 1. The municipality of Leskovac (Serbia)
Slika 1. Opština Leskovac (Srbija)

As for the commercial sector of Leskovac municipality, the most common are micro enterprises, which account for about 80% of the total number of enterprises, small enterprises are about 15%, medium - 3%, and large companies are only 2%. SMEs are from the trade sector (40%), followed by companies in manufacturing (20%), agriculture, transport, civil engineering. The number and structure of companies, and the structure of the economy by ownership sectors (comparatively to Leskovac and Serbia as a whole), are given in Tables 1 and 2, respectively.

Entrepreneurial potential in the municipality of Leskovac is defined with over 1000 small and medium-sized enterprises - 804 private, over 3600 private shops and 23 privatized SOEs. Over 12 000 workers are employed in small and medium-sized private enterprises and shops.

Što se privrednog sektora opštine Leskovac tiče, najzastupljenija su mikro preduzeća, koja čine oko 80% ukupnog broja preduzeća, mala preduzeća oko 15%, srednja 3%, a velikih preduzeća je svega 2% , pri čemu je u strukturi preduzeća u Leskovcu najveći broj MSP iz sektora trgovine (oko 40%), a slede preduzeća u oblasti prerađivačke industrije (20%), poljoprivrede, saobraćaja, građevinarstva. Broj i struktura preduzeća, kao i struktura privrede po sektorima svojine (komparativno za Leskovac i Srbiju u celini), dati su u Tabeli 1 i 2, redom.

Preduzetnički potencijal opštine Leskovac određen je sa preko 1000 malih i srednjih preduzeća - 804 privatnih, preko 3600 privatnih radnji i 23 privatizovana društvena preduzeća. U malim i srednjih privatnim preduzećima i radnjama zaposleno je preko 12 000 radnika, od čega su samo poslodavci 4400.

The importance of SMEs in the economic structure of the city, in relation to Serbia as a whole, is given in Table 3.

Značaj MSP u privrednoj strukturi grada u odnosu na Srbiju u celini dat je u Tabeli 3.

Table 1. Number and structure of the enterprises
Tabela 1. Broj i struktura preduzeća

	Description Opis	Enterprises number Broj preduzeća
	Enterprises, total / Preduzeća, ukupno	837
I.	Enterprises by size / Preduzeća po veličini	
I.1	Small	796
I.2	Medium	32
I.3	Large	9
II.	Enterprises, by type of ownership	
II.1	Social	61
II.2	Private	711
II.3	Cooperative	35
II.4	Mixed	20
II.5	State	10

Table 2. The economic structure of Leskovac by ownership sector
Tabela 2. Struktura privrede grada Leskovca po sektorima svojine

Description Opis	Total income Ukupan prihod		Capital Kapital		Employment Zaposlenost	
	Leskovac Leskovac	Serbia Srbija	Leskovac Leskovac	Serbia Srbija	Leskovac Leskovac	Serbia Srbija
Social Društvena	17.0	4.1	44.4	7.3	44.6	3.1
Private Privatna	66.4	65.8	23.7	32.4	32.4	54.1
Cooperative Zadružna	1.2	1.0	0.7	0.8	0.9	1.2
Mixed Mešovita	12.9	9.5	22.9	11.0	15.1	15.1
State Državna	2.5	19.5	8.3	48.3	7.0	16.5
Total: Ukupno	100.0	100.0	100.0	100.0	100.0	100.0

Table 3. The importance of SMEs in the economic structure of Leskovac
Tabela 3. Značaj MSP u privrednoj strukturi grada Leskovca

SMEs participation in: Učešće MSP	Leskovac Leskovac	Serbia Srbija
Total income Ukupan prihod	64.5	46.5
Capital Kapital	42.6	29.9
Employment Zaposlenost	70.3	54.6

Having in mind the tendency that the degree of development of SMEs and entrepreneurship in Leskovac equate with national averages, projected average annual growth rates are above the republic 12.2% compared to 6% in the number of SMEs and stores, and 14.4% and 11.8% growth rate in employment in the sector of SMEs.

S obzirom na težnju da se stepen razvoja MSP i preduzetništva u opštini Leskovac izjednači sa republičkim prosekom, projektovane prosečne godišnje stope rasta su iznad Republičkih 12.2% u odnosu na 6% kod broja MSP i radnji, 14.4% i 11.8% kod rasta zaposlenih u sektoru MSP.

According to the Serbian Bureau of Statistics ([The municipalities in Serbia 2007, 2008](#)), in the previous period, private SMEs and shops in Leskovac municipality recorded a dynamic, average annual employment growth - private SMEs - 9.6% and stores - 9.1%.

III. Methodology for investigation

In order to get the answer to the question which the major themes that stimulate entrepreneurial initiative are, with the aim to determine the status and the potentials for further development of entrepreneurship in Leskovac, the survey was conducted on a sample of 40 participants - entrepreneurs in the municipality of Leskovac. Based on the answers that respondents gave, an analysis using the software package SPSS (Statistical Product and Service Solutions), Ver.13 ([Argyrous, 2005; SPSS, 2010](#)), using Multiple Response Analysis ([Lavassani et al., 2009; Reynaldo & Santos, 1999; Schriesheim & Schriesheim, 1974; Thomas & Decady, 2004; Umesh, 1995](#)) was done, allowing the analysis of the questions that may have multiple answers.

According to the procedure of the method, the first step in research was data collection. Respondents were offered a questionnaire to fill, and for each question, a list of responses was offered. Respondents were to select the appropriate answers, while the researcher determined the maximum number of responses. Thus, completed questionnaires represent a database necessary for further analysis.

An example of the questionnaire/survey used in this study is given below:

1. *What are your reasons for starting a business? (select up to 2 responses)*
 - a) The prestige - a better social status
 - b) Better wages
 - c) The economic needs of the region
 - d) Career and economic security
2. *What are the resources used to run a business? (select up to 3 responses)*
 - a) Savings
 - b) Bank loans
 - c) Earnings from working abroad
 - d) A loan from a friend
 - e) European Funds

Prema podacima Republičkog zavoda za statistiku ([The municipalities in Serbia 2007, 2008](#)), u prethodnom periodu privatna MSP i radnje u opštini Leskovac beležila su dinamičan, prosečan godišnji rast zaposlenosti - privatna MSP 9.6% i radnje 9.1%.

III. Metodologija ispitivanja

Kako bi se došlo do odgovora na pitanje koji su najznačajniji motivi koji stimulišu preduzetničku inicijativu, sa ciljem utvrđivanja stanja i potencijala daljeg razvoja preduzetništva u Leskovačkoj opštini, sprovedena je anketa na uzorku od 40 ispitanika - preduzetnika u opštini Leskovac. Na osnovu odgovora koji su dali ispitanici izvršena je analiza primenom softverskog paketa SPSS (Statistical Product and Service Solutions), Ver.13 ([Argyrous, 2005; SPSS, 2010](#)), metodom Multiple Response Analysis ([Lavassani et al., 2009; Reynaldo & Santos, 1999; Schriesheim & Schriesheim, 1974; Thomas & Decady, 2004; Umesh, 1995](#)), koja omogućava analiziranje postavljenih pitanja koja mogu da imaju višestruke odgovore.

Prema proceduri metode, prvi korak u istraživanju je prikupljanje podataka. Ispitanicima se nudi upitnik koji treba da ispune, a za svako postavljeno pitanje se nudi određena lista odgovora. Ispitanik postupa tako što zaokružuje adekvatne odgovore, pri čemu istraživač određuje koji je maksimalan broj odgovora. Tako ispunjeni upitnici predstavljaju bazu podataka neophodnih za dalje istraživanje.

U nastavku je dat primer upitnika korišćenog tokom ovog istraživanja:

1. *Koji su Vaši razlozi za pokretanje biznisa? (zaokružiti maksimalno 2 odgovora)*
 - a) Prestiž – bolji društveni status
 - b) Bolja zarada
 - c) Ekonomske potrebe regiona
 - d) Karijera i ekonomska sigurnost
2. *Koje ste resurse koristili za pokretanje biznisa? (zaokružiti maksimalno 3 odgovora)*
 - a) Uštedevina
 - b) Bankarski krediti
 - c) Zarada od rada u inostranstvu
 - d) Zajam od prijatelja
 - e) Evropski fondovi

3. *The area of your business is? (select up to 2 responses)*
 - a) Industry and mining
 - b) Construction
 - c) Trade
 - d) Restaurants, Hotels and Tourism
 - e) Crafts and personal services
 - f) Health and social care
4. *How did you acquire the knowledge and skills needed for business development (select up to 3 responses)*
 - a) University education
 - b) Own experience
 - c) Specialised courses in fields of business
 - d) Books, magazines, the Internet
 - e) After talking to friends
5. *Satisfaction with the results (select up to 3 responses)*
 - a) Improved security of personal finances
 - b) Improving the social status
 - c) Providing a perspective for employment of family members
 - d) Opening the perspective for the further development of the company

IV. Survey analysis and discussion

This part presents the results of the survey conducted among the entrepreneurs of the municipality of Leskovac (Serbia), which is given as a review in Table 4 a-e.

3. *Oblast Vaše delatnosti je? (zaokružiti maksimalno 2 odgovora)*
 - a) Industrija i rudarstvo
 - b) Građevinarstvo
 - c) Trgovina
 - d) Ugostiteljstvo i turizam
 - e) Zanatstvo i lične usluge
 - f) Zdravstvo i socijalna zaštita
4. *Na koji način ste stekli znanje i veštine potrebne za razvoj biznisa? (zaokružiti maksimalno 3 odgovora)*
 - a) Univerzitetsko obrazovanje
 - b) Sopstveno iskustvo
 - c) Specijalizovani kursevi iz oblasti biznisa
 - d) Iz knjiga, časopisa, sa Interneta
 - e) Iz razgovora sa prijateljima
5. *Zadovoljstvo postignutim rezultatima? (zaokružiti maksimalno 3 odgovora)*
 - a) Poboljšana lična finansijska sigurnost
 - b) Poboljšanje društvenog statusa
 - c) Obezbeđenje perspektive zapošljavanja članova porodice
 - d) Otvaranje perspektive za dalji razvoj firme

IV. Rezultati ankete i diskusija

U ovom poglavlju su predstavljeni rezultati ankete sprovedene medju preduzetnicima opštine Leskovac (Srbija), što je pregledno dato u Tabeli 4 a-e.

Table 4. The results of statistical analysis of survey using Multiple Response Analysis method
Tabela 4. Rezultati statističke analize ankete korišćenjem Multiple Response Analysis metode

a) Reasons for starting a business a) Razlozi za pokretanje biznisa		Answers / Odgovori	
		N° of examinees Broj ispitanika	Percent Procenat
a)	Prestige – better social status Prestiž-bolji društveni status	13	17.6%
b)	Better earnings Bolja zarada	31	41.9%
c)	Economic needs of the region Ekonomske potrebe regiona	3	4.1%
d)	Career and economic security Karijera i ekonomska sigurnost	27	36.5%
Total / Ukupno:		74*	100.0%

* The total number of responses is 74, which means that not all respondents chose two answers (which was predicted maximum), but some chose only one answer.

* Ukupan broj odgovora je 74, što znači da se nisu svi ispitanici opredelili za 2 odgovora (koliki je bio predviđeni maksimum), već su neki izabrali samo 1 odgovor.

b) Resources used to run a business b) Razlozi za pokretanje biznisa		Answers / Odgovori	
		N° of examinees Broj ispitanika	Percent Procenat
a)	Savings Uštedjevina	27	32.9%
b)	Bank loans Bankarski krediti	30	36.6%
c)	Earnings from working abroad Zarada od rada u inostranstvu	10	12.2%
d)	Loan from a friend Zajam od prijatelja	8	9.8%
e)	EU funds EU fondovi	7	8.5%
Total / Ukupno:		82*	100.0%

* The total number of responses is 82, meaning that most respondents used one type of resource, while some used more, i.e. two.

* Ukupan broj odgovora je 82, što znači da je većina ispitanika iskoristila jednu vrstu resursa, dok su neki i više, odnosno dve.

c) Resources used to run a business c) Razlozi za pokretanje biznisa		Answers / Odgovori	
		N° of examinees Broj ispitanika	Percent Procenat
a)	Industry and mining Industrija i rudarstvo	2	3.8%
b)	Construction Gadjevinarstvo	6	11.3%
c)	Trade Trgovina	13	24.5%
d)	Restaurants, hotels, and tourism Ugostiteljstvo i turizam	11	20.8%
e)	Crafts and personal services Zanatstvo i lične usuge	13	24.5%
f)	Health and social care Zdravstvo i socijalna zaštita	8	15.1%
Total / Ukupno:		53*	100.0%

* The total number of responses is 53, indicating that some entrepreneurs engaged in more than one activity, i.e. the businesses of some entrepreneurs have overlapping activities.

* Ukupan broj odgovora je 53, što ukazuje da se neki preduzetnici bave više od jednom delatnošću, tj. u poslovanju nekih od preduzetnika ima preklapanja delatnosti.

d) Knowledge and skills needed for business development d) Znanje i veštine potrebne za razvoj		Answers / Odgovori	
		N° of examinees Broj ispitanika	Percent Procenat
a)	University education Univerzitetsko obrazovanje	12	14.8%
b)	Own experience Sopstveno iskustvo	32	39.5%
c)	Specialised courses in fields of business Specijalizovani kursevi iz oblasti biznisa	13	16.0%
d)	From books, magazines, the Internet Iz knjiga, časopisa, sa interneta	18	22.2%
e)	From conversations with friends Iz razgovora sa prijateljima	6	7.4%
Total / Ukupno:		81*	100.0%

* Respondents were allowed to select up to three answers, as most did, considering that the total number of responses was 81.

* Ispitanicima je bilo dozvoljeno da zaokruže do 3 odgovora, što je većina i učinila, s obzirom da je ukupan broj odgovora 81.

e) Satisfaction with the achievements e) Zadovoljstvo postignutim rezultatima		Answers / Odgovori	
		N° of examinees Broj ispitanika	Percent Procenat
a)	Improved personal financial security Poboljšana lična finansijska sigurnost	34	37.8%
b)	Improving the social status Poboljšanje društvenog statusa	18	20.0%
c)	Securing employment prospects of family members Obezbedjenje perspektive zapošljavanja članova porodice	15	16.7%
d)	Open perspectives for further development of the firm Otvaranje perspektive za dalji razvoj firme	23	25.6%
Total / Ukupno:		90*	100.0%

* The total number of responses is 90, indicating that several factors influence the satisfaction of entrepreneurs' achievements.

* Ukupan broj odgovora je 90, što ukazuje da više faktora utiče na zadovoljstvo preduzetnika postignutim rezultatima.

Statistical analysis indicates that the entrepreneurs from Leskovac believe money represents the most important reason for starting a business; savings and bank loans are the most important resources for starting a business; the two most common activities are the manufacturing and trade /personal services, while in developing their own business most entrepreneurs from Leskovac rely on their own experience and the most numerous respondents were satisfied with the improved financial security through their own business. Such results are consistent with those on the basis of a similar survey in municipalities of Bor and Zaječar (Ciurea et al., 2008; Živković & Živković, 2009; Živković et al., 2010), which supports the fact that entrepreneurial behavior in the southern and eastern parts of Serbia, as less developed regions, is not that different.

V. Conclusions

Based on the responses given by the survey conducted among entrepreneurs in the municipality of Leskovac (Serbia) and analysed by the method of Multiple Response Analysis using software package SPSS, there are some conclusions that point to what is motivating the majority of entrepreneurs to start their own business:

Statistička analiza ukazuje na to da preduzetnici iz Leskovca smatraju bolju zaradu najbitnijim razlogom za pokretanje biznisa; uštedjevinu i bankarske kredite najvažnijim resursima za pokretanje biznisa; dve najzastupljenije delatnosti su trgovina i zanatstvo/lične usluge; dok se pri razvoju sopstvenog biznisa leskovacki preduzetnici najviše oslanjaju na sopstveno iskustvo, a najbrojniji su ispitanici zadovoljni poboljšanjem finansijske sigurnosti kroz sopstveni biznis. Ovako dobijeni rezultati su u skladu sa podacima dobijenim na bazi slične ankete u opštinama Bor i Zaječar (Ciurea et al., 2008; Živković & Živković, 2009; Živković et al., 2010), što govori u prilog činjenici da se preduzetničko ponašanje u južnim i istočnim delovima Srbije, kao slabije razvijenim područjima, bitno ne razlikuje.

V. Zaključak

Na osnovu odgovora dobijenih po anketi sprovedenoj među preduzetnicima u opštini Leskovac (Srbija) i analiziranih po metodi Multiple Response Analysis korišćenjem softverskog paketa SPSS, došlo se do izvesnih zaključaka koji ukazuju na to šta motiviše najveći broj preduzetnika da pokrenu sopstveni biznis:

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| <ol style="list-style-type: none"> 1) The main motive of the respondents to start their own businesses is primarily providing financial security and money. A small number of respondents considered social status, and much less the economic needs of the region, as a motive for starting a business. 2) The largest number of entrepreneurs started their business right from their own funds, which indicates that more is needed to stimulate the will and the willingness of people to start businesses. Specifically, they have a base amount of money they want to increase (which can be seen from their responses that their motive is money), but obviously lack ideas, willingness, preparedness and knowledge to do so. 3) The survey confirmed that the most frequent field among SMEs in Leskovac is trade, followed by craft, catering and tourism. 4) Knowledge and skills that are used for business development among the majority of entrepreneurs come down to their own experience, followed by an exchange of views, e.g. talk with friends is in the second place, while information from books, specialised magazines and internet comes third, and, unfortunately, the last place is the present knowledge acquired in education, both in specialised courses and faculties. 5) In terms of satisfaction with the achievements, most of them have achieved personal financial security for themselves and their family, which has made it possible to get a job. Less than half of them are interested in opening perspectives for further development work, which in turn leads to the conclusion that the motive of business is primarily related to money, while the social status is of far less importance. 6) Research conducted among the entrepreneurs of Leskovac Municipality has shown that the general assumption is true - during an uncertain economy as well as in times of transition of the country, the main motive for people is to do business for the money, | <ol style="list-style-type: none"> 1) Motiv ispitanika za pokretanje sopstvenog biznisa je prevashodno obezbedjivanje finansijske sigurnosti, odnosno novac. Mali broj ispitanika smatra društveni status, a još manje ekonomske potrebe regiona, motivom za pokretanje sopstvenog biznisa. 2) Ubedljivo najveći broj preduzetnika je svoje poslovanje pokrenulo upravo iz sopstvenih finansijskih sredstava, što ukazuje da je potrebnije stimulisanje volje i spremnosti ljudi za pokretanje biznisa. Naime, oni poseduju određenu polaznu sumu novca koju žele da uvećaju (a što se vidi iz njihovih odgovora da im je motiv poslovanja novac), ali im očigledno nedostaje ideja, volja, spremnosti i znanja kako da to i učine. 3) Istraživanje je potvrdilo da je najzastupljenija oblast medju MSP u Leskovcu trgovina, a da zatim slede zanatsvo, ugostiteljstvo i turizam. 4) Znanje i veštine koje se koriste za razvoj biznisa kod većine ispitanika se svode na sopstveno iskustvo, zatim sledi razmena mišljenja, tj. razgovor sa prijateljima, treće po redu je informisanje iz knjiga, specijalizovanih časopisa i internet, a na žalost, najmanje je zastupljeno znanje stečeno u obrazovanju, kako na specijalizovanim kursevima, tako i na fakultetima. 5) Po pitanju zadovoljstva postignutim rezultatima, najviše je onih koji su ostvarili ličnu finansijsku sigurnost sebi i članovima porodice, kojima su omogućili da se zaposle. Manje od polovine njih je zainteresovano za otvaranje perspektive za dalji razvoj posla, što opet navodi na zaključak da je motiv poslovanja prevashodno vezan za novac, dok je društveni status od daleko manjeg značaja. 6) Obavljeno istraživanje medju preduzetnicima opštine Leskovac je pokazalo kako važi opšta pretpostavka - da je u vreme nesigurne ekonomije kao i u vreme tranzicije čitave zemlje, osnovni motiv ljudi da rade novac, |
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with continuing increase of satisfaction with the results achieved, while other motives such as economic needs of the region can be completely ignored.

SMEs are the engine of economic development, promoting private ownership and entrepreneurial skills. According to many experts and economists, SMEs are synonymous with the private sector, and, in the figurative sense, of entrepreneurship (Steenkamp & Kashyap, 2010; Terziovski, 2010). Their comparative advantage is that they are flexible and can quickly adapt to change and meet market demands.

Therefore, to evaluate the situation and the potentials for development of entrepreneurship, such investigations may be of great importance. They can give answers to the question what can be done by the state and government in order to aid entrepreneurs (Kearney et al., 2009), given that it was the SMEs that were of the utmost importance to the economy of a country (Benzing & Chu, 2009; Beylier et al., 2009; Omerzel & Antoncic, 2008). They promote the development of the regional economy and the country where they are located (Zambaldi et al., 2009), and are therefore very important to the district authorities and the state should provide assistance in the future. This assistance should be primarily reflected in an adequate education, but can also be helpful in a financial way, i.e. securing funds from the Development Fund, or loans with various facilities.

te da je isto to i merilo zadovoljstva ostvarenim rezultatima, dok se drugi motivi poput prestiža ili ekonomskih potreba regiona mogu potpuno zanemariti.

Mala i srednja preduzeća su motor ekonomskog razvoja. Promovišu privatnu svojinu i preduzetničke veštine. Po mišljenju mnogih eksperata i ekonomista MSP su sinonim za privatni sektor, i u figurativnom smislu za preduzetništvo (Steenkamp & Kashyap, 2010; Terziovski, 2010).

Njihova komparativna prednost je u tome što su fleksibilna, mogu brzo da se adaptiraju na promene i da zadovolje zahteve tržišta.

Dakle, ispitivanje stanja i potencijala za razvoj preduzetništva može biti od velikog značaja. Može se doći do odgovora na pitanja šta se može preduzeti od strane države i vlasti kako bi se poboljšali uslovi poslovanja MSP i preduzetnika (Kearney et al., 2009), a s obzirom da su upravo MSP od najvećeg značaja za privredu jedne zemlje (Benzing & Chu, 2009; Beylier et al., 2009; Omerzel & Antoncic, 2008). Ona pospešuju razvoj privrede regiona ali i države u kojoj se nalaze (Zambaldi et al., 2009), te je zato veoma značajno da okružne vlasti i država pruže pomoć svim potencijalnim budućim, ali i sadašnjim preduzetnicima, da razvijaju sopstveni biznis. Ta pomoć se prvenstveno treba da ogleda u adekvatnoj edukaciji, ali i u pomoći finansijske prirode, t.j. obezbeđivanju sredstava iz Fonda za razvoj ili kredita sa raznim olakšicama.

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