

COMMUNICATION,  
ENTREPRENEURSHIP  
AND FINANCE  
Renegotiating Diverse  
Perspectives

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# 1

## Entrepreneurial Leadership A Focus on Key Communicative Strategies

Rita Devi

### **Introduction**

An entrepreneur is an innovator who recognizes and seizes opportunities; converts those opportunities into workable and marketable ideas; adds value through time, effort, money, skills and other resources; assumes the risks of the competitive marketplace to implement those ideas; and realizes the rewards from those efforts (Kuratko and Hodgetts, 2004). In fulfilling this process, entrepreneurs function within an operational paradigm of three dimensions—innovativeness, risk-taking and pro-activeness (Morris, Schindehutte and LaForge, 2004). Innovativeness focuses on the search for creative and meaningful solutions to individual and operational problems and needs. Risk-taking involves the willingness to commit resources to opportunities that can have at least a possibility of failure. Pro-activeness is concerned with implementation and planning to make events happen through appropriate means, which typically include the efforts of a team of other participants. This tri-fold perspective of being innovative, taking risks, and being proactive takes into account the entrepreneur, the individuals with whom he/she is directly involved, and the broader community of stakeholders within which