

ENTREPRENEUR KNOWLEDGE: THE CONCEPTUAL FRAMEWORK

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Abstract

The aim of this research is to give the conceptual idea of needed knowledge for entrepreneurs in managing the business. There are some different perspectives toward entrepreneur, some opinion state that the most important thing for an entrepreneur is the ability to execute the business idea while other stated that the planning is important as well. A qualitative study has been conducted to identify the knowledge needed by entrepreneurs to run their business. This study conducted a literature review to find out the needed knowledge for an entrepreneur. This study finds out, there are two dimensions of entrepreneur knowledge which are explicit knowledge (functional knowledge) and tacit knowledge (skill). These dimensions were identified by using various literature.

Keyword: entrepreneur, knowledge, business