

ULOGA SOCIJALNOG PREDUZETNIŠTVA U SAVREMENIM USLOVIMA POSLOVANJA

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Rezime

Cilj ovog rada je da ukaže na značaj i ulogu socijalnog preduzetništva u savremenoj ekonomiji radi ostvarivanja sveukupnog privrednog razvoja. Suština postojanja preduzeća u oblasti socijalnog preduzetništva jeste rešavanje socijalnih pitanja i smanjenje siromaštva. Pomaganje ugroženim kategorijama stanovništva sprovodi se aktivno kroz rad socijalnih preduzeća, posebno u zemljama Evropske unije. Razvoj socijalnog preduzetništva je nedvosmisleno povezan sa povećanjem nivoa zaposlenosti, razvijanjem novih veština i stvaranjem uslova za uključivanje u društvo socijalno ugroženih.

Ključne reči: *socijalno preduzetništvo, ekonomski uslovi, siromaštvo.*

JEL: *M21,M29.*

Uvod

Zemlje u razvoju suočavaju se svakodnevno sa velikim izazovima u oblasti ekonomske i socijalne politike. Oni su vezani za visok nivo siromaštva, veliki procenat nezaposlenosti, socijalnu ekskluziju i dr. Problemi u oblasti socijalne i ekonomske politike u značajnoj usporavaju proces približavanja standarda razvijenim zemljama, što je u značajnoj meri uslovljeno samim odnosom te države prema tim pitanjima (Berbegal-Mirabent et al., 2018). To sve

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uslovljava činjenicu da socijalno preduzetništvo dobija sve veći značaj u ostvarivanju društvenog blagostanja.

Socijalna preduzeća su prisutna u različitim oblicima, ali u osnovi su neprofitna koja se služe preduzetništvom radi ostvarivanja svog osnovnog cilja. U suštini cilj socijalnog preduzetništva je primena različitih inovacija radi ostvarivanja društvenih promena (Avakumović i dr., 2021). Socijalni preduzetnici uočavaju različite društvene i ekonomske probleme, ukazuju na načine kako da se reše i na kraju primenjuju ta rešenja radi ostvarivanja dugoročnog blagostanja. Socijalno preduzetništvo je pojava koja ima inetrnacionalni karakter i koja je vezana za inovativnost i društvene promene.

Da bi se ostvarilo nesmetano funkcionisanje socijalnog preduzetništva neophodna je njegova normativna regulativa, jer bi se na taj način obezbedilo bolje poslovanje socijalnih preduzeća (Donthu et al., 2021). Ovo je posebno važno polazeći od činjenice da je motiv poslovanja ovih preduzeća društvena korist, što značajno odstupa od motiva poslovanja ostalih preduzeća gde je profit osnov postojanja i opstanka. Prihodi koji se ostvaruju u socijalnim preduzećima koristi se u svrhu zapošljavanja ugroženih kategorija stanovništva odnosno ulaganju u njihovo obrazovanje ili medicinsku zaštitu (Rao et al., 2021).

Metodologija istraživanja

Za potrebe izrade istraživanja biće korišćene različite naučne metode. U okviru istraživanja, posebna pažnja je usmerena na primenu metoda i tehnika koje se u istraživačkoj praksi uobičajeno koriste za prikupljanje, obradu, analizu i sintezu podataka u oblasti preduzetništva. Metodi naučnog istraživanja će se tako kombinovati da doprinesu ostvarivanju realnog permanentnog proveravanja naučne zasnovanosti istraživanja i u njemu postavljenih pretpostavki.

U rsdu će biti korišćen opšti naučni metodi, kao i posebni metodi karakteristični za istraživanje pojava u oblasti ekonomije. Predmet istraživanja biće istraživan na osnovu zvaničnih podataka iz statističkih izveštaja, stručnih studija, izvornih dokumenata kao i informacije iz naučnih disciplina koje sa različitih aspekata proučavaju fenomen socijalnog preduzetništva.

Značaj preduzeća u socijalnom preduzetništvu

U savremenoj ekonomskoj literaturi ne postoji jedinstvena definicija preduzetništva iako je sam pojam star preko dva veka. Suština definisanja ovog pojma se svodila na njegovo razlikovanje od pojma menadžera dodajući mu karakteristike koje mora da poseduje preduzetnik (Khurana et al., 2021).

Pojam preduzetnika se u današnje vreme koristi u kontekstu privrednika koji preuzima inicijativu, organizuje potencijale i prihvata rizik i neizvesnost. Preduzetništvom se ostvaruje profit koji se dalje ulaže u nove preduzetničke ideje (Mea & Sims, 2019). Ovaj profit je posledica prihvatanja rizika u pogledu uloženog kapitala u određenom vremenskom periodu radi stvaranja vrednosti. Iako proizvod ili usluga koja je rezultat preduzetničke delatnosti može da bude nov, on u svakom slučaju treba preduzetniku da obezbedi dodatnu vrednost na osnovu uloženog rada. Hisrich, Pipers & Shefed (2012) definišu preduzetništvo kao proces stvaranja nečeg novog, a ključna karakteristika je ličnost preduzetnika koji je posvetio dovoljno vremena i truda finansijskom, fizičkom i društvenom riziku i neizvesnosti da bi na kraju dobio nagradu u obliku novca, materijalnog ili ličnog zadovoljstva (Miletić & Farahmandepuy, 2021). Preduzetništvom se stvara neka nova vrednost, uz uloženi rad i kapital, uz prihvatanje rizika koji je vezan za neizvesnost u stvaranju profita. Preduzetnici stvaraju promene kroz njihove preduzetničke aktivnosti, odnosno preduzetničkog ponašanja kao odgovor na neizvesnost u pogledu mogućnosti ostvarivanja profita.

Na osnovu navedenog, postavlja se pitanje koja je veza preduzetništva, čiji je osnovni motiv profit i socijalnog blagostanja. U osnovi obavljanja preduzetničke delatnosti se nalazi zadovoljavanje potreba određene strukture društva, korišćenjem društvenog kapitala prilikom osnivanja (Avakumović i dr., 2021; Milojević i dr., 2021). Zato se socijalno preduzetništvo izdvojilo kao poseban oblik u službi zajednice i zadovoljavanja potreba socijalno ugroženih kategorija kao što su lica koja imaju pravo na novčanu naknadu u slučaju nezaposlenosti; lica starija od 50 godina koja su duži niz godina nezaposlena; osobe sa invaliditetom zatim interno raseljena lica i druge kategorije propisane Zakonom.

Socijalna preduzeća se postoje u različitim oblicima od društva sa ograničanim udruženjem građana do zadruga, koje obavljaju poslovne aktivnosti vezane za proizvodnju dobara i pružanje usluga. Pored toga ova preduzeća su prisutna i u oblasti obrazovanja, kulture, zdravstvene zaštite, zaštite životne sredine, poljoprivrede, zanatstvu i dr.

Analiziranjem različitih pristupa definisanju socijalnog preduzetništva dolazi se do zaključka da se osnovne karakteristike socijalnih preduzeća odnose se na ostvarivanje društvenih ciljeva, realizaciju društvenih uticaja i primenu preduzetničkog menadžmenta, kreativnosti i inovativnosti u rešavanju različitih društvenih problema (Lepojević & Samardžić, 2022). Zato se socijalno preduzetništvo može posmatrati kao višedimenzionalna i dinamička struktura koja se kreće između javnog, privatnog i dobrovoljnog sektora.

Odnosno socijalno preduzetništvo je usmereno na ostvarivanje socijalnog uticaja inovativnim metodama u realizaciji misije. Dimenzije oko kojih se koncept socijalnog preduzetništva razvija su (Assmann & Ehrl, 2021): • Društvena misija; • Društvene inovacije; • Društvene promene; • Preduzetnički duh; • Razvoj ličnosti.

Socijalno preduzetništvo i zapošljavanje osoba sa invaliditetom

U savremenom poslovnom okruženju socijalno preduzetništvo se posmatra kao sistem sačinjen od ljudi koji poseduju nove ideje, identifikuju različite socijalne probleme, istrajni su u rešavanju tih problema i ne plaše se izazova i rizika. Socijalno preduzetništvo podrazumeva uočavanje problema koju su prisutni u društvu, a koji pogađaju posebne kategorije stanovništva: stare i bolesne; lica koja su zavisna ili su u procesu odvikavanja od bolesti zavisnosti; deca i mladi sa posebnim potrebama; osobe sa invaliditetom; diskriminisane osobe i dr (Avakumović, 2020; Mukherjee et al., 2021). Da li će ovi problemi biti rešeni pravovremeno i na adekvatan način u velikoj meri uslovljeno je stepenom razvoja nacionalne ekonomije. Jedan od značajnih problema sa kojima se suočava većina država jeste ozbiljni problemi nezaposlenosti osoba sa invaliditetom. Stopa zaposlenosti osoba sa invaliditetom je generalno mala, i ona iznosi svega 13% u Republici Srbiji. Stopa nezaposlenosti invalida u EU je sistematski veća nego u evrozoni.

Visoka stopa nezaposlenosti osoba sa invaliditetom odražava teškoće sa kojima se suočavaju ove osobe se sa pronalaženjem posla. Srbija je od 2009. godine počela da otvara radna mesta za osobe sa invaliditetom. Imajući u vidu strateško opredeljenje Srbije članstvo u EU, onda je prioritet približiti se standardima Evropske unije i u ovoj oblasti. Osnovni ciljevi koji se postižu zapošljavanjem osoba sa invaliditetom jeste pružanje mogućnosti ovim osobama u obrazovanju i lakšem pristupanju tržištu rada, kao i podsticanje za aktivno učešće u društvu (Chopra et al., 2021). Da bi se ostvarili ovi ciljevi moraju se implementirati inicijative poslovnih subjekata usmerene na osobe sa invaliditetom radi njihove informisanosti i mogućnosti neformalnog učenja kao i integracija međusektorskih inicijativa koje omogućavaju osobama sa invaliditetom da učestvuju u formulisanju, implementaciji i evaluaciji politika i aktivnosti u drugim okruženjima (Živković, 2019).

U razvijenim zemljama sa višedecenijskom praksom zapošljavanja osoba sa invaliditetom, osobe sa fizičkim ili senzornim invaliditetom su uglavnom zaposlene na otvorenom tržištu rada, uvažavajući pozitivnu normativnu praksu. Praktična iskustva iz sveta pokazuju da ukoliko ljudi s intelektualnim i

mentalnim teškoćama dobiju odgovarajuću podršku, mogu da rade. Takođe, kada rade, ostali ljudi znaju za njih i cene njihov doprinos.

Zapošljavanje uz podršku je pomaže da ljudi sa ozbiljnim intelektualnim teškoćama postanu deo poslovnih organizacija i da kao zaposleni i integrisani u radnu sredinu pruže svoj doprinos zajednici (Aaken & Buchner, 2020). Zapošljavanje uz podršku je najčešće usmereno na osobe sa najtežim oblicima invaliditeta. Ovakav vid zapošljavanja omogućava da se sobama sa invaliditetom pronađu poslovi sa primanjima većim od minimalnih, sa posebnim pogodnostima i potencijalom za razvoj karijere (Ivanova, B. & Ristić, 2020). Takođe, poslovne organizacije dobijaju kvalifikovanu radnu snagu.

Na osnovu istraživanja sprovedenih poslednjih godina u Republici Srbiji osobe sa invaliditetom su u dosta teškoj poziciji kada se posmatra tržište rada i mogućnost zapošljavanja. Zakonom o profesionalnoj rehabilitaciji i zapošljavanju osoba sa invaliditetom ("Sl. glasnik RS", br. 36/2009, 32/2013 i 14/2022 - dr. zakon), otpočelo se sa rešavanjem ovog problema, ali su relativno slabi uspesi zabeleženi u poslednjoj deceniji. Činjenica je da se u praksi najveći problemi javljaju usled oduzimanja poslovne sposobnosti osoba sa invaliditetom što onemogućava njihovo zapošljavanje. Za njih u tom slučaju kao mogućnost ostaje samo radni angažman koji se uglavnom odvija neadekvatnim uslovima kao izolovan, nepodsticajan i nekompezovan (Miljković, 2022). Međutim, raširene predrasude koje preovlađuju o osobama sa intelektualnim teškoćama kao nesposobnima i nekorisnima za društvo, zapravo su glavni faktor koji u ovom trenutku otežava svih uklanjanje pravnih i društvenih prepreka za njihovo zapošljavanje.

Potreba za obrazovanjem i kreativnošću u socijalnom preduzetništvu

Preduzetništvo u savremenim uslovima funkcionisanja tržišne privrede sve više dobija na značaju i ulazi pokretača privrednog razvoja. U vezi sa tim je i naglašena važnost obrazovanja u oblasti preduzetništva i opšte informisanosti društva. Preduzetništvo se sve više posmatra kao opšti način razmišljanja koji se primenjuje u svakodnevnom životu u gotovo svim oblastima rada (Deller et al., 2018). Kako bi se ostvarili osnovni ciljevi preduzetništva neophodno je podizanje svesti učesnika obrazovnog procesa o važnosti preuzimanja odgovornosti i promociji razvoja ličnih karakteristika (Gammelgaard et al., 2020). Obrazovanje preduzetnika u najširem smislu, treba posmatrati, kao skup znanja i veština koje su neophodne za uspešno funkcionisanje tržišta i obezbeđivanje konkurentnosti na tržištu. Razvoj preduzetničkog načina razmišljanja treba da se postiže u svih sferama društva. Na nižim nivoima

obrazovanja, cilj preduzetničkog obrazovanja je posebno podsticanje i prepoznavanje određenih kvalitativnih karakteristika ličnosti (Mele & Fontrodona, 2017; Rauf, A.A. & Prasad, 2020).

Značaj preduzetništva postavljen je početkom ovog veka i u najvažnijim stratezijskim dokumentima Evropske unije. U njima se ukazuje na intenziviranje odnosa između obrazovnih institucija i poslovnih subjekata, kao i jačanje preduzetničkog duha kroz edukaciju i sistem obuke. Koncept preduzetničkog obrazovanja koji će imati dugoročnu komponentu, treba da bude primenjen u praksi.

Koncept preduzetništva je nedvosmisleno povezan sa kreativnom ekonomijom čije osnove datiraju od kraja dvadesetog veka (Nadoveza & Pešić, 2020). Suština ovog koncepta je bila u definisanju kreativnih potencijala društva, posebno tradicionalnih kreativnih industrija u oblasti kulture i umetnosti, koja se globalno prati, meri i istražuje kroz tržište rada i razvoj radne snage. U osnovi veze preduzetništva i kreativne ekonomije jeste obrazovanje preduzetnika razvijanje karakteristika kao što su: kognitivna fleksibilnost, sposobnost pregovaranja, rasuđivanje i brzo donošenje odluka u uslovima rizika i neizvesnosti i dr.

Zaključak

Podrška razvoju i unapređenju socijalnog preduzetništva veoma je značajna. Ona mora da potekne od korisnika, od pojedinaca, grupa i udruženja sa jedne strane i od lokalne samouprave i lokalne zajednice sa druge strane. Svrha razvoja socijalnog preduzetništva je kvalitetniji život pojedinca i ravnomerniji i ravnopravniji razvoj društva i lokalne zajednice.

Socijalno preduzetništvo i socijalna ekonomija se kontinuirano razvijaju poslednjih nekoliko decenija, ne samo u razvijenim zemljama, već i u zemljama u razvoju. Socijalno preduzetništvo kao organizacioni oblik prepoznato je i priznato u mnogim zemljama jer se bavi identifikacijom i rešavanjem socioekonomskih problema. Socijalno preduzetništvo može se posmatrati kao preduzimanje preduzetničkih inicijativa za njihovo rešavanje.

Imajući u vidu činjenicu da su osobe sa invaliditetom važan segment društva, s jedne i s druge strane, visok procenat nezaposlenosti istih, potreba podsticanja razvoja preduzetnika u zapošljavaju ove kategorije stanovništva u Srbiji je evidentna. U cilju postizanja rasta i razvoja i otvaranja novih radnih mesta, potrebni su odgovarajući pristupi edukaciji i obrazovanju.

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THE ROLE OF SOCIAL ENTREPRENEURSHIP IN MODERN BUSINESS CONDITIONS POSLOVANJA

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Review paper

Abstract

The goal this one work is indicate on the meaning and role social entrepreneurial things in contemporary economy working realization overall economic development. The essence existence company in areas social entrepreneurial things it is solution social questions and reduction poor thing. Helping endangered categories residential property implements se active through the Work social company, in particular in countries European union. Development social entrepreneurial things is unambiguously connected with increasing niwa employment, development new ones skills and creation conditions For inclusion in society socially endangered.

Key words: *socially entrepreneurial, economic conditions, poverty.*

JEL: *M21, M29.*

Introduction

Developing countries face daily major challenges in the field of economic and social policy. They are linked to a high level of poverty, a high percentage of unemployment, social exclusion, etc. Problems in the field of social and economic policy significantly slow down the process of approaching the standards of developed countries, which is to a significant extent conditioned by the attitude of that country towards these issues. (Berbegal - Mirabent et al., 2018). All this conditions the fact that social entrepreneurship is gaining more and more importance in achieving social well-being.

Social enterprises are present in various forms, but they are basically non-profits that use entrepreneurship to achieve their main goal. In essence, the

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goal of social entrepreneurship is the application of various innovations in order to achieve social change (Avakumović et al., 2021). Social entrepreneurs identify various social and economic problems, point out ways to solve them, and ultimately apply those solutions to achieve long-term well-being. Social entrepreneurship is a phenomenon that has an international character and is related to innovation and social changes.

In order to achieve the smooth functioning of social entrepreneurship, its normative regulation is necessary, because in this way, better operations of social enterprises would be ensured (Donthu et al., 2021). This is especially important considering the fact that the business motive of these companies is social benefit, which significantly differs from the business motive of other companies where profit is the basis of existence and survival. The income generated in social enterprises is used for the purpose of employing vulnerable categories of the population, that is, investing in their education or medical care (Rao et al., 2021).

Research methodology

For needs making research will be use the skin different science methods. U framework research, special attention is directed on the application method and technique who is se in researcher practice usually they use For collection, processing, analysis and synthesis data in areas of entrepreneurship. Methods science research will thus be combined contribute realization real permanent checking science the basis of the research i in based on the assumptions made.

It 's going to happen to be Kori Šć en in general scientific methods, like and special methods characteristic for researching phenomena in the field of economics. Subject research it will be investigated on the basis official data from statistics reports, professional study, original documents like and information from scientific discipline who is with different aspects they study the phenomenon of social entrepreneurship.

The importance of companies in social entrepreneurship

In contemporary economic literature, there is no single definition of entrepreneurship, even though the term itself is over two centuries old. The essence of defining this term came down to distinguishing it from the term manager by adding to it the characteristics that an entrepreneur must possess (Khurana et al., 2021). Nowadays, the term entrepreneur is used in the context of a businessman who takes the initiative, organizes potentials and accepts risk and uncertainty. Entrepreneurship generates profits that are further invested in new entrepreneurial ideas (Mea & Sims, 2019). This profit is a consequence of

accepting risk in terms of capital invested over a period of time in order to create value. Although the product or service that is the result of entrepreneurial activity may be new, it should in any case provide the entrepreneur with additional value based on the work invested. Hisrich, Peters & Shefed (2012) define entrepreneurship as the process of creating something new, and the key characteristic is the personality of the entrepreneur who has devoted enough time and effort to financial, physical and social risk and uncertainty to ultimately receive a reward in the form of money, material or personal pleasures (Miletić & Farahmandepay, 2021). Entrepreneurship creates some new value, with invested labor and capital, with the acceptance of risk that is related to the uncertainty of profit creation. Entrepreneurs create changes through their entrepreneurial activities, that is, entrepreneurial behavior as a response to uncertainty regarding the possibility of making a profit.

Based on the above, the question arises as to what is the connection between entrepreneurship, whose main motive is profit and social welfare. The basis of entrepreneurial activity is meeting the needs of a certain structure of society, using social capital during the establishment (Avakumović et al., 2021; Milojević et al., 2021). That is why social entrepreneurship stood out as a special form in the service of the community and meeting the needs of socially vulnerable categories such as persons who have the right to financial compensation in case of unemployment; persons over 50 years of age who have been unemployed for many years; persons with disabilities, then internally displaced persons and other categories prescribed by the Law.

Social enterprises exist in various forms, from limited companies through citizens' associations to cooperatives, which perform business activities related to the production of goods and the provision of services. In addition, these companies are also present in the fields of education, culture, health care, environmental protection, agriculture, crafts, etc.

Analyzing different approaches to defining social entrepreneurship leads to the conclusion that the basic characteristics of social enterprises relate to the achievement of social goals, the realization of social impacts and the application of entrepreneurial management, creativity and innovation in solving various social problems (Lepojević & Samardžić, 2022). That is why social entrepreneurship can be seen as a multidimensional and dynamic structure that moves between the public, private and voluntary sectors. That is, social entrepreneurship is aimed at achieving social impact through innovative methods in the realization of the mission. The dimensions around which the concept of social entrepreneurship develops are (Assmann & Ehrl, 2021): •

Social mission; • Social innovations; • Social changes; • Entrepreneurial spirit; • Personality development.

Social business and employment a person with disability

In the modern business environment, social entrepreneurship is seen as a system made up of people who have new ideas, identify different social problems, are persistent in solving those problems and are not afraid of challenges and risks. Social entrepreneurship implies noticing the problems that are present in society, which affect special categories of the population: the old and sick; persons who are addicted or are in the process of recovering from addiction; children and young people with special needs; persons with disabilities; discriminated persons, etc. (Avakumović, 2020; Mukherjee et al., 2021). Whether these problems will be solved in a timely and adequate manner depends to a large extent on the level of development of the national economy. One of the significant problems faced by most countries is the serious unemployment of persons with disabilities. The employment rate of persons with disabilities is generally low, and it amounts to only 13% in the Republic of Serbia. The unemployment rate of disabled people in the EU is systematically higher than in the Eurozone.

The high unemployment rate of people with disabilities reflects the difficulties these people face in finding work. Since 2009, Serbia has started opening jobs for people with disabilities. Bearing in mind Serbia's strategic commitment to EU membership, the priority is to get closer to European Union standards in this area as well. The main goals achieved by employing people with disabilities are providing opportunities for these people in education and easier access to the labor market, as well as encouraging active participation in society (Chopra et al., 2021). In order to achieve these goals, the initiatives of business entities aimed at persons with disabilities must be implemented for their information and opportunities for informal learning, as well as the integration of cross-sectoral initiatives that enable persons with disabilities to participate in the formulation, implementation and evaluation of policies and activities in other environments (Živković, 2019).

In developed countries with a decades-long practice of employing people with disabilities, people with physical or sensory disabilities are mostly employed in the open labor market, respecting positive normative practice. Practical experiences from around the world show that if people with intellectual and mental disabilities receive appropriate support, they can work. Also, when they work, other people know about them and appreciate their contribution.

Supported employment helps people with severe intellectual disabilities become part of business organizations and contribute to the community as employees and integrated into the work environment (Aaken & Buchner, 2020). Supported employment is most often aimed at people with the most severe forms of disability. This type of employment enables people with disabilities to find jobs with incomes higher than the minimum, with special benefits and potential for career development (Ivanova, B. & Ristić, 2020). Also, business organizations get qualified workforce.

Based on research conducted in recent years in the Republic of Serbia, people with disabilities are in a very difficult position when it comes to the labor market and the possibility of employment. The Law on Professional Rehabilitation and Employment of Persons with Disabilities ("Official Gazette of RS", No. 36/2009, 32/2013 and 14/2022 - other laws) started to solve this problem, but relatively weak successes were recorded in the last decade. It is a fact that in practice the biggest problems arise due to the deprivation of the business capacity of persons with disabilities, which makes it impossible for them to be employed. For them, in that case, the only option left is work engagement, which mostly takes place under inadequate conditions such as isolated, unstimulated and uncompensated (Miljković, 2022). However, the widespread prejudices that prevail about people with intellectual disabilities as incapable and useless to society are actually the main factor that currently makes it difficult to remove all legal and social obstacles to their employment.

The need for education and creativity in social entrepreneurship

Entrepreneurship in the modern conditions of functioning of the market economy is gaining more and more importance and the role of the driver of economic development. In this connection, the importance of education in the field of entrepreneurship and general information of society was emphasized. Entrepreneurship is increasingly viewed as a general way of thinking that is applied in everyday life in almost all areas of work (Deller et al., 2018). In order to achieve the basic goals of entrepreneurship, it is necessary to raise the awareness of participants in the educational process about the importance of taking responsibility and promoting the development of personal characteristics (Gammelgaard et al., 2020). The education of entrepreneurs in the broadest sense should be seen as a set of knowledge and skills that are necessary for the successful functioning of the market and ensuring concreteness in the market. The development of an entrepreneurial way of thinking should be achieved in all spheres of society. At the lower levels of education, the goal of entrepreneurial education is the special encouragement

and recognition of certain qualitative personality characteristics (Mele & Fontrodona, 2017; Rauf, A. A. & Prasad, 2020).

The importance of entrepreneurship was established at the beginning of this century in the most important strategic documents of the European Union. It shows in them on the intensification relationship between educational institution and business subjects, such as and strengthening the entrepreneurial spirit through education and the training system. The concept of entrepreneurial education, which will have a long-term component, should be applied in practice.

The concept of entrepreneurship is unequivocally connected to the creative economy, the foundations of which date back to the end of the twentieth century (Nadoveza & Pešić, 2020). The essence of this concept was to define the creative potential of society, especially traditional creative industries in the field of culture and art, which is globally monitored, measured and researched through the labor market and workforce development. The basis of the connection between entrepreneurship and creative economy is the education of entrepreneurs, the development of characteristics such as: cognitive flexibility, the ability to negotiate, judgment and quick decision-making in conditions of risk and uncertainty, etc.

Conclusion

Support for the development and promotion of social entrepreneurship is very important. It must come from the users, from individuals, groups and associations on the one hand and from the local self-government and the local community on the other. The purpose of the development of social entrepreneurship is a better quality of life for the individual and a more even and equal development of society and the local community.

Social entrepreneurship and social economy have been continuously developing for the last few decades, not only in developed countries, but also in developing countries. Social entrepreneurship as an organizational form is recognized and recognized in many countries because it deals with identifying and solving socioeconomic problems. Social entrepreneurship can be seen as undertaking entrepreneurial initiatives to solve them.

Bearing in mind the fact that people with disabilities are an important segment of society, on the one hand, and on the other hand, a high percentage of their unemployment, the need to encourage the development of entrepreneurs in the employment of this category of population in Serbia is evident. In order to achieve growth and development and the creation of new jobs, appropriate approaches to education are needed.

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