

Analysing the Role of Mentors in Entrepreneurship Education: Effective Support and Assistance

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Abstract

Entrepreneurship education can help improve one's ability to innovate, build businesses and create jobs. However, not everyone has the ability to become a successful entrepreneur. Therefore, it is important for those who want to enter the business world to have a mentor who can help them achieve success. This research aims to provide new insights in the development of entrepreneurship education and the role of mentors in achieving business success. This research is qualitative in nature. Data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. The study concluded that in entrepreneurship education, the role of mentors is crucial in helping aspiring entrepreneurs develop the skills and knowledge needed to start and manage a business. Mentors can provide direction, guidance and moral support to young entrepreneurs to help them overcome the challenges and difficulties faced in starting and running a business.

Keywords: Mentors, Education, Entrepreneurship

Abstrak

Pendidikan kewirausahaan dapat membantu meningkatkan kemampuan seseorang untuk berinovasi, membangun bisnis, dan menciptakan lapangan kerja. Namun, tidak semua orang memiliki kemampuan untuk menjadi seorang pengusaha yang sukses. Oleh karena itu, penting bagi mereka yang ingin terjun ke dunia bisnis untuk memiliki seorang mentor yang dapat membantu mereka meraih kesuksesan. Penelitian ini bertujuan memberikan wawasan baru dalam pengembangan pendidikan kewirausahaan dan peran mentor dalam mencapai kesuksesan bisnis. Penelitian ini bersifat kualitatif. Teknik pengumpulan data meliputi menyimak dan mencatat informasi penting untuk melakukan analisis data melalui reduksi data, display data, dan penarikan kesimpulan. Hasil studi menyimpulkan bahwa dalam pendidikan kewirausahaan, peran mentor sangat penting dalam membantu para calon pengusaha mengembangkan keterampilan dan pengetahuan yang diperlukan untuk memulai dan mengelola bisnis. Mentor dapat memberikan arahan, bimbingan, dan dukungan moral kepada para pengusaha muda untuk membantu mereka mengatasi tantangan dan kesulitan yang dihadapi dalam memulai dan menjalankan bisnis.

Kata Kunci: Mentor, Pendidikan, Kewirausahaan

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INTRODUCTION

Entrepreneurship education is becoming increasingly important in the face of globalisation and increasing competition (Gadzali et al., 2023). Entrepreneurship education can help improve a person's ability to innovate, build businesses and create jobs (Raharjo et al., 2023). However, not everyone has the ability to become a successful entrepreneur. Therefore, it is important for those who want to enter the business world to have a mentor who can help them succeed.

A mentor is someone who has extensive experience and knowledge in a field, including entrepreneurship (Memon et al., 2015) and (St-Jean & Mitrano-Méda, 2016). Mentors can help young entrepreneurs build their businesses by providing advice, direction and moral support (Manafe et al., 2023) and (Ausat & Suherlan, 2021). Mentoring can help reduce mistakes in starting a business and improve young entrepreneurs' ability to make the right decisions (Zen et al., 2023); (Ausat, Suherlan, et al., 2022) and (Diawati et al., 2023).

As a result, the role of mentors in entrepreneurship education is increasingly important to increase business success. Research on the role of mentors in entrepreneurship education can help find more effective ways to provide support to young entrepreneurs. Research can also help understand how mentors can influence business success and improve the performance of young entrepreneurs. Thus, this research is expected to provide new insights in the development of entrepreneurship education and the role of mentors in achieving business success.

METHOD

The present investigation involved a desk-based research approach, wherein the researcher relied on secondary sources of information to facilitate data collection, rather than conducting primary research in the field. Various reference materials were consulted to ensure the seamless execution of the study. The literature was sourced from online media and databases available through journal portals that align with the keywords relevant to the present discourse, specifically mentors, entrepreneurship, and education. The author adopts a flexible approach in identifying pertinent reference sources, without confining themselves to particular journal portals or online media. They do not limit themselves to referring solely to the Emerald Insight, Research Gate, and Elsevier journal portals. This article centers on the significance of mentors in entrepreneurship education, with a deliberate emphasis on specific keywords to avoid diluting the primary discourse. The inquiry for scholarly journals, articles, and publications primarily encompassed articles that have been published from 2015 to the present. During the process of gathering sources, we utilized keywords to conduct searches on multiple publication platforms. However, not all downloaded papers, journals and publications will be used, but only those that are most pertinent to the role of mentors and its link to individual success through entrepreneurship education. This article incorporates a total of 27 references.

The present study is classified as a form of qualitative research. The process of collecting data involves the utilization of techniques such as attentive listening and meticulous recording of pertinent information. This data is then subjected to analysis through methods such as data reduction, data display, and conclusion drawing, with the aim of obtaining a comprehensive understanding of the literature study that will be the focus of this research. At the stage of data reduction, the process involves simplifying, categorizing, and eliminating extraneous data in a manner that facilitates the

generation of significant insights and enhances the ease of drawing conclusions. The need to analyze data through the reduction stage arises from the considerable volume and intricacy of the data. The reduction stage was performed to determine the relevance of the data to the ultimate objective. Initially, a total of 49 references were obtained. However, after going through this initial process it became 27. Subsequently, the data will be presented through a display. The present stage represents a subsequent step to the data reduction phase, which involves the systematic organization of a dataset to facilitate comprehension and enable the derivation of conclusions. The mode of data representation utilized in this context is in the form of written discourse (in the form of field notes). This data presentation facilitates the organization and arrangement of data in a relational pattern. The final phase entails the derivation of conclusions from the data. The current phase marks the conclusion of our employed qualitative data analysis methodology, wherein we examine the outcomes of data reduction and data display, ensuring that they remain aligned with the intended analysis objectives. The objective of this phase is to derive significance from the gathered data by identifying correlations, commonalities, or distinctions in order to formulate resolutions to extant issues. The sources utilized are deemed reliable for deriving inferences. This endeavor aims to arrive at reliable and valid conclusions, thereby facilitating comprehension.

RESULTS AND DISCUSSION

Entrepreneurship education plays an important role in producing successful entrepreneurs and helping to drive the economy (Rembulan et al., 2023) and (Azzaakiyyah, 2023). However, becoming a successful entrepreneur is not always easy. That's why mentors in entrepreneurship education are so important. Mentors can provide valuable advice and guidance to students who want to start their own business (Ahsan et al., 2018); (Sarabipour et al., 2022) and (Emery et al., 2019).

The mentor's role in entrepreneurship education encompasses many things, such as providing emotional support, giving advice, sharing knowledge and experience, helping build skills, introducing resources, and connecting students with business networks. The following are some examples of the roles played by mentors in entrepreneurship education.

1. Provide Emotional Support

Starting a business can be a challenging and daunting experience. Many students who venture into entrepreneurship do not have adequate support from their family or friends. A mentor in entrepreneurship education can provide emotional support and motivate students to keep going, even in difficult situations (Kubberød et al., 2018) and (Nabi et al., 2021).

2. Providing Advice

A mentor in entrepreneurship education has wider experience and knowledge of the business world. Therefore, the mentor can provide valuable advice to students who want to start their own business (Fauchald et al., 2022) and (Theaker, 2023). This advice can range from how to start a business, how to run a successful business, to how to overcome obstacles that arise along the way.

3. Sharing Knowledge and Experience

A mentor in entrepreneurship education can also share their knowledge and experience (Ausat, Widayani, et al., 2022). Mentors can share information on the latest business trends, marketing strategies, financial management, and various other things that can help students start and run their businesses successfully.

4. Help Build Skills

In addition to providing advice and information, mentors can also help build the skills necessary to become a successful entrepreneur. Mentors can help students improve their leadership skills, presentation skills, sales skills, and various other business skills (Jeske & Linehan, 2020); (Sutrisno et al., 2023) and (Eby et al., 2008).

5. Introducing Resources

Mentors in entrepreneurship education can also introduce students to available resources. These resources can include libraries, collections of articles and books, training programmes, and even potential investors or partners. By introducing students to these resources, mentors can help students gain the additional knowledge and experience needed to start and run their business (Bolton-King, 2022); (Salim et al., 2022) and (Ilieva-Koleva, 2015).

6. Connecting with Business Networks

Besides introducing resources, mentors in entrepreneurship education can also connect students with business networks (Subagja et al., 2022). Mentors can help students expand their network by introducing them to other entrepreneurs, investors, or other business people who can help them in growing their business. By expanding their network, students can get the support and assistance needed to start and run their business.

7. Encouraging Innovation

Mentors in entrepreneurship education can also encourage innovation and creativity in students (Cahyono et al., 2023). They can help students to think of new and different ideas in starting and growing their business. By encouraging innovation, mentors can help students to find new ways of solving problems and achieving their goals.

8. Improving Self-Confidence

Students involved in entrepreneurship education often experience a lack of confidence and feel anxious in the face of the challenges involved in starting and running their business. Mentors in entrepreneurship education can help boost students' confidence by providing valuable support and guidance (Babatunde & El-Gohary, 2019) and (Natalia & Sihombing, 2018). By increasing self-confidence, students can be more confident in facing challenges and making the right decisions in growing their business.

In conclusion, mentors in entrepreneurship education play an important role in helping students to start and grow their business. Mentors can provide emotional support, give advice, share knowledge and experience, help build skills, introduce resources, and connect students with business

networks. With the help of mentors, students can gain the confidence and knowledge necessary to achieve success in the world of entrepreneurship.

CONCLUSION

In entrepreneurship education, the role of mentors is crucial in helping aspiring entrepreneurs develop the skills and knowledge needed to start and manage a business. Mentors can provide direction, guidance and moral support to young entrepreneurs to help them overcome the challenges and difficulties faced in starting and running a business.

Suggestions that can be given when looking at the above analysis are: Firstly, building strong relationships between mentors and young entrepreneurs. This can be done by organising regular meetings, open communication, and identifying the individual needs of the young entrepreneurs. Second, ensuring mentors have sufficient skills and knowledge in entrepreneurship and are able to provide effective and efficient guidance. Third, provide a structured and systematic mentorship programme, with the aim of helping young entrepreneurs build their businesses successfully. Fourth, involve mentors in the process of making important business decisions and provide constructive feedback to help young entrepreneurs make better decisions. Finally, recognise and value the role of mentors in entrepreneurship education and provide incentives for outstanding mentors to motivate them to continue providing better support.

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