

Modern entrepreneurship and strategic management - Strategic entrepreneurship for SME's in Kosovo

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Abstract

This manuscript describes the role and importance of strategy in the modern enterprises that operate in fast-changing business conditions. It gives the conceptual definition for the strategic entrepreneurship and its broad application not only to small enterprises but also to large companies and companies in the public sector. It describes the key characteristics of modern strategies with an emphasis on the necessity of strategic analysis of business opportunities and possibilities. This paper creates a model of strategic enterprises to show the relationship between modern entrepreneurship and strategic management. Special attention is paid to clarify the domain of strategic enterprise-wide applications and to display and involve the concept in modern business practice.

Keywords: strategic entrepreneurship, strategic analysis, model, modern economy.

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