

ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT IN EMERGING ECONOMIES: KOSOVO'S PERSPECTIVE

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Abstract:

The intention of this study is to observe the importance of Entrepreneurship and Strategic activities in the SME sector in Kosovo. The study refers to the long-term research experience of the author in Entrepreneurship and Small Business Development especially, in designing Strategic Activities in SME Development. The subject is developed based on a broad literature and practices in the SME development sector, and the great importance of Strategic activities in the direction of firm's growth. During the preparation of this study, a range of methods were used to research and study the SME development in the era of globalization. Using a sample of BSCK research from 2010 and 2011, the conclusion of this study indicate that the majority of CEOs agreed that various of the actions undertaken by enterprises in an effort to realize prosperity occur within six domains: innovations, networks, SME internationalization, organizational learning, top management team, and growth orientation. These conclusions suggest that successful Entrepreneurship and SME Strategic Development is conditioned by factors such as: SME leadership, Local and Central Institutions, conditions of financial sector, structure of the SME sector, the business environment, and approaches to regional markets.

Keywords: *Entrepreneurship, Strategic activities, Innovation, Networking, Internalization, Organizational learning, Top management teams, Growth and firm's wealth.*

JEL codes:: *L260, O120*