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ENTREPRENEURIAL ATTITUDE DURING ECONOMIC DOWNTURN

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Abstract

The current global economic meltdown, which led to many entrepreneurs/business owners closing down their firms and businesses as the only solution to the economic meltdown suggests that, entrepreneurial attitude of both the entrepreneurs and business-owners need to be re-examined. Therefore, within the context of entrepreneurship development, this paper examines entrepreneurial attitude during economic crisis and the effect of economic downturn on entrepreneurial development and performance. The paper further argues on the right entrepreneurial attitudes that are needed during economic downturn and thus, contribute to both theoretical and practical knowledge of entrepreneurship development management literature.

Keywords: Entrepreneurship attitude, economic downturn, entrepreneurship development

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