

Alexander Salvisberg, 2002:

Towards the emergence of an employed entrepreneur? Shifting soft skill requirements in the second half of the 20th century

[abstract]

Abstract: Almost a century ago the renowned economist, Joseph Schumpeter, stressed the importance of entrepreneurship for economic and social development. At the center of his considerations he situated the personality of the entrepreneur. For him it was obvious that individuals who succeed in fulfilling the entrepreneurial function are exceptional figures, and that only a few outstanding characters combine all the qualities necessary to realize creative responses in the face of changing conditions. Today, at the beginning of the 21st century, the conditions are changing faster than ever, and finding creative responses has become almost everyday routine: in the working sphere, as well as in private life. In any case, this view seems to be equally well established in the social sciences and in popular recommendations for the revitalization of the economy. Is therefore the “entrepreneurial society” just around the corner? A society, which is shaped by permanent change and therefore requires almost daily creative responses? With individuals, who – thanks to their personal qualities and their entrepreneurial spirit – do not consider this condition to be an unreasonable demand, but more as a challenge and a chance?