



Employment versus Entrepreneurship: Choosing the Right Path

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Abstract: Deciding on a career path can be one of the most important choices you make in your life. A career that you are not only successful in, but also enjoy doing will affect all aspects of your life in a positive way. But do we explore all the options before making a decision?

The average Canadian will switch career paths several times within their lifetime for various reasons. But when making the choice, it's important to consider all the different factors that play out in a career, including job security, financial stability, and the Canadian job market

One question that may get ignored by many people looking to start a new career, or simply entering the job market for the first time, is whether or not they want to be an entrepreneur or an employee. In fact, most people struggle with the difference between the two because they only saw employment as the choice that was available for them. We are often encouraged to find a great job, and many of us don't think about creating our own employment by becoming a business owner. Knowing the difference between employment and business mindset is crucial to understanding which option would work better for you as an individual, and how being an employee or a business owner can suit your own personality and goals

Key words: Entrepreneur, Employment, Schemes, subsidy, programs, Policies; Soft skills, self-employment

The technical definition of an entrepreneur is someone who "undertakes an enterprise." An entrepreneur is someone who starts a new organization – a business, or takes on an existing organization with the intent to revitalize it. Entrepreneurship most commonly manifests in the form of self-employment.

Literature review: The growth in entrepreneurship education across the country and increasingly around the world has been well recognized (Katz, 2003; Kuratko, 2005; Torrance, 2013). Over the past two decades, a proliferation of entrepreneurship programs, credentials, experiential and co-curricular activities have been made accessible to undergraduate students in a wide variety of academic disciplines beyond those enrolled in business schools. Programs vary widely, emerging from various academic units; employing tenured faculty, non-tenured faculty, or practitioners; and taking the form of majors, minors, and certificates (Duval, Shartrand, & Reed-Rhoads, in press; Shartrand, Weilerstein, Besterfield-Sacre, & Golding, 2010). Engaging students from a wide variety of academic disciplines has expanded the discourse surrounding the value of entrepreneurship education beyond that of venture creation. Recognizing that starting a company is not an immediate goal for many students, today entrepreneurship programs tout associated benefits, including the development of leadership, communication, business literacy and intrapreneurial

skills, in order to draw a broader audience to programs. USASBE 2015 – Journal of Small Business Management Editor’s Choice Award 2 Schramm’s comments highlight the ambiguity around what meaningful outcomes should be for contemporary entrepreneurship programs, as well as how and when they should be measured. These challenges have been discussed extensively in the literature (Duval-Couetil, 2013; Fayolle, Gailly, & Lassas-Clerc, 2006; Pittaway, Hannon, Gibb, & Thompson, 2009; Rideout, 2012) and the topic continues to stimulate active debate at meetings of entrepreneurship educators. Within the academic field there is a lack of consensus in defining the knowledge domain of entrepreneurship or how it should be taught – ranging from a set of terms, skills and competencies that students acquire, to the development of an “entrepreneurial mindset” enabling them to identify opportunities and be more proactive (Haynie, Shepherd, Mosakowski, & Earley, 2010; Neck & Greene, 2011). Varied pedagogical approaches lead to ambiguity related to how outcomes should be measured. A broad array of measures for entrepreneurship education have been proposed, ranging from student awareness and interest, to skills and knowledge, entrepreneurial intention, venture creation innovation, growth and development of enterprises, and community impact (Falkang & Alberti, 2000; Fayolle et al., 2006; Pittaway et al., 2009; Vesper & Gartner, 1997; Wyckham, 1989). Scholars have discussed the need to tailor evaluation criteria to the educational level, program goals, target audience, and stakeholders (Duval-Couetil, 2013; Fayolle et al., 2006). This leads to the question of when outcomes should be measured. As Fayolle states, “venture creation’ cannot possibly be measured during or after an [entrepreneurship education program] since venture creation usually takes time. On the other hand, the more delayed the measurement, the harder it is to isolate the role played by a single factor regarding its impact on a specific outcome such as venture creation” (p. 704). Due to challenges inherent in longitudinal research, many studies rely on short-term measures of self-efficacy and career intention to examine the impact of entrepreneurship education programs. Longitudinal studies conducted have found positive outcomes in favor of entrepreneurship education (Charney & Libecap, 2003; Lange, Marram, Jawahar, Yong, & Bygrave, 2011). More recently, the Entrepreneurship Education Project (Vanevenhoven & Liguori, 2013) is collecting longitudinal, crosscultural quantitative data over the next decade in order to follow students’ careers, motivations and identities to offer insight into the impact of educational practices on student outcomes

Entrepreneurship Vs. Employment: Which Is the Best?

Being an entrepreneur isn’t for everyone; by the same token, being an employee is not either. There are serious pros and cons to each side that affect one’s stress level, work/life balance, and personal fulfillment.

People don’t so much choose to be an entrepreneur as they are called to be one. Entrepreneurs generally know from early in their career that they are destined to start a business of their own. They may feel that it is in their genes. Being an entrepreneur can be risky, but if executed correctly, can have big payoffs. One of the biggest perks that entrepreneurs enjoy is that there is no cap to their potential, but being an entrepreneur is risky as about 50% of all startups fail in the first 5 years. Your own business may require much more than 40 hours per week, and entrepreneurs run the risk of becoming “workaholics.” This addiction to work leads to a poor work/life balance, where friends and family are often neglected. Being 100% autonomous (e.g., no boss), they are free to make all decisions and reap the benefits or suffer the failures. Entrepreneurs also set their own schedules; if you are most productive at night, great, stay up all night and get your work done. Setting your schedule does not mean you work less, as 30% of entrepreneurs work 50-59 hours per week while making less money than if they had a regular job.

Top three benefits of running your own company

- Earning potential is not capped
- Flexible schedule
- You steer the ship

Top three disadvantages of running your own company

- More work and less pay (at least in the beginning)
- More risk and stress
- Work can be addictive

All this talk about being an entrepreneur may have you thinking that everyone should be one. This is very far from the truth. People have different talents. Some talents apply to starting a company, while some are best for regular jobs. Employees enjoy a steady income (while employed at least) and less stress. The employer is responsible for keeping the business profitable and dealing with business problems. Employees generally have a benefits package with perks like PTO (paid time off) and insurance and retirement options. On the downside, most employee pay is capped based on the position they hold at the company. Employees have managers (with agendas) which may limit an employee's ability to follow their passion and do what they really want to do and love. In general, employers have the power to tell employees when they need to be at work and when they can take time off. While this is essential for a business to function, it can cause havoc for an employee's personal responsibilities such as sick children and medical appointments.

Top three benefits of employment

- Steady income
- Benefits like PTO and insurance
- Less stress

Top three disadvantages of employment

- Typically, earnings are capped
- Harder to fulfill your passion
- Fixed schedule

Which path is better? There is no better; there is only the path which is best suited for you. If you are a risk taker, competitive and find a passion in business, you may want to look into starting your own company. If you like to play it safe, reduce stress in your life, and find passion in personal endeavors, employment may be your best option.

One of the biggest differences between self-employment and employment is having more control.

Employment is a relationship between two parties, usually based on a contract – one being an employer and the other being an employee. The employee will contribute labor and expertise to an endeavor for the employer and is usually hired to perform specific duties which are packaged into a job. In this case, the employee has less freedom over their time and earnings, as it is set by the employer and the organization they are working with.

On the other hand, being self-employed means having more freedom in deciding the workload and work hours, as well as having less supervision in terms of how the work is done. If you are working as a contractor or an independent service provider, you have the opportunity to decide what clients you want to take on, when you work, and how you and your future organization (if you decide to expand your business practice) operate.



Of course, being self-employed is not that simple. One aspect that differentiates entrepreneurship and employment is the amount of risk incurred. An employee has a relatively low amount of risk. In most situations, the employee is only responsible for his/her work responsibilities during the designated business hours, and they are often entitled to certain benefits from the organization. This form of employment is ideal for an individual who wants a higher degree of stability and predictability within for their career.

Being an entrepreneur means taking on a challenge and working hard to get through it. “Getting a new career or building a business is never easy, and not everybody will support you in your journey,” shares Bill Murray, an independent financial planner. And he is right: with any business venture, it takes a while to gain the knowledge, establish yourself as a business owner, and gain the reputation to attract the clients. “It can be a long process. They say every business needs at least 2-5 years to grow and prosper and start getting significant return on investments; and I’m talking about 2-5 years of dedication and hard work,” adds Bill. “But to be honest with you, the results are worth the struggle.”

Entrepreneurship: Is it for you?

For those who are driven, who want to take on a challenge, want more control of their time and money, and thrive in the excitement of building their own future, taking the entrepreneurial path may be the best choice

But be prepared: as an entrepreneur you will be responsible for all of the financial costs of the organization, for marketing and promoting yourself, and for gaining your clientele. Entrepreneurs’ days don’t go from 9am till 5pm, and

they are always working on ways to improve their organization. In addition, the entrepreneur can also be held legally liable for the organization, which is a personal risk, as well as a business risk.


However, you must not let these risks make you apprehensive towards taking the entrepreneurial path. There are many organizations and programs in place to help the entrepreneur start their journey, including different government agencies and NGOs. Canada is especially invested in helping entrepreneurs and encourage them on their path to success.

Another important aspect of successful entrepreneurship is mentorship. Having someone in the field who can teach you and guide you through the needs and responsibilities of the industry is incredibly important. So don't be afraid to join various networking events, or to pursue employment in the field first, before venturing out on your own.

One more tip to becoming a successful entrepreneur is to be properly educated. A strong educational foundation is good for any career, whether you would prefer to just be an employee or start your own business.

Studying can help you be more knowledgeable and more confident in your field; while having the practical skills and certifications in your industry will help you gain credibility and stand out among other self-starters.

Whichever route you pursue, make sure you do your due diligence and research all the different options and opportunities available for you.



Ringling bells and Mohit Goel created history of sorts with the announcement of Freedom 251 the cheapest smartphone priced at Rs.251/piece. The frenzy that followed for booking the most affordable mobile phone was unprecedented in Indian e-commerce ecosystem.

The site crashed as it got 6 lakhs hits/second and Google reported getting 40,000 searches /second for the phone. The company has become one of the most trending topics on social networking platforms, media circles, WhatsApp groups and private social gatherings.

The whole nation has suddenly got a new food for thought and everyone has their own take on the turn of events and controversy associated with Freedom 251.

While many are quick to debunk it as the biggest scam in recent years the company president Ashok Chadha has been reiterating that they are making profit due to economies of scale.

We wait for another couple of months to see the results but one fact has been proved beyond doubt, India is witnessing the growth of entrepreneurship like never before!

The Entrepreneurship Factsheet

Have you ever noticed how very often we come to know about a new online store being launched by a group of youngsters? Beginning with a small home office, these self-motivated individuals write success stories which are changing the way business was perceived conventionally.

Every entrepreneurial success story is providing a new business model and case study for the management students. Off late, entrepreneurship has become one of the most popular subjects being pursued by college students who plan to become their own boss in the future.

Entrepreneurship is becoming the most pursued career choice!

The term Entrepreneurship is defined by the willingness to take risks, plan, streamline, organize and manage a new business venture in ever evolving and competitive global marketplace.

Entrepreneurs are the dreamers who are fueled by the desire to pioneer, lead, innovate and invent disruptive technologies and products.

Just a generation ago Indians only thought of following well defined career paths. The children usually followed the footsteps or the desire of their parents and opted for a career that was decided by their elders.

However, the opening up of the world economy during the 1990's and the great advances in IT field had a far reaching impact on the way business was done world over. These momentous changes opened up new horizons and unexplored territories for the young and ambitious who were not satisfied being put in a career bracket for their entire life.

Following thoughts further pushed the young generation towards entrepreneurship:

- The desire to be their own boss and have better control
- The motivation to take risks in the changed global environment where unexplored new opportunities were present
- The ambition to develop and execute a plan right from the ground level
- The aim to do well financially and take their growth trajectory to unprecedented level

Entrepreneurship is more about idea than just talent or desire to begin something new

With the entire buzz around startups and new business ventures, it is very natural for anyone to ponder on the question. We all have the latent talent and desire to begin something new. But successful entrepreneurship is not only about doing something new, it is about having an idea that helps solve some issues and that has a market, a potential to be sold for profit.

If you have any plans for joining the startup bandwagon, ask these questions first:

- Do you have a novel idea/concept for starting a business?
- Can you easily create a network of people and products that would further your business goals?
- Do you have a clearly defined process for developing, promoting and delivering your product or service?
- Do you have sufficient funds to take your idea forward and sustain the plan until the product/service offered starts paying off?

If you have answered more than one of the above in affirmative, you certainly have a right plan in place which should be executed to create a new history.

Plan and Prepare your Business Venture

Look before you leap, may sound clichéd but this is the wisest thing to do when you are beginning your entrepreneurial journey.

You should have an eye to find the gaps in the existing market and try to find out a workable and profitable solution for it. Even if you are planning to following an established business model try to add something innovative to it that will make you stand out from the others.

If you are unsure what would be the best business vertical for you, run a check on the following pointers:

- What is your field of interest or passion?
- Do you have experience or inherent knack of that field?
- How would you arrange the funds to begin your business?
- Is there a demand for the product/service you are going to offer?
- Will you buy your product if you were a potential customer?
- Have you done a thorough research to assess the growth potential of your venture?
- Will it remain profitable 5-10 years from the starting date?

Answering these questions would help you arrive at the informed decision and once you are satisfied with the answers take your project forward. You would always come across naysayers and there would be many a pitfall in your path to success. But if you have the right plan and the determination, sky is the limit for you in the global entrepreneurial environment.

Conclusion:

Thus we can conclude that entrepreneurship is best then employment because the advantages what we get by becoming an entrepreneur we will not find in employment as a career path because of disadvantages of employment like Typically earnings are capped, Harder to fulfill your passion, Fixed schedule

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