

Behzat SENCAY*Gaziantep University Vocational School of Social Sciences**Gaziantep, Turkey*

bsencay@gantep.edu.tr

Culture of Entrepreneurship and SMEs in Gaziantep

ABSTRACT

A dizzying progress rapidly globalizing the world technology to adapt to the prevailing brutally competitive environment and advantageous to way to stand depends on the degree of economic development. Economy, they have dynamic elements that sustain the community entrepreneurs. Opportunity and innovation challenges capture the relevant risk-laden dynamic individuals to make production by combining the factors of production account for the higher level of development of society. The cultural values of the society along with it naturally must be in sizes that support entrepreneurship. That is a developing country. "Entrepreneurship" is a future for Turkey and we will discuss the development of this engine, "entrepreneurship"; Turkey in the world is constantly changing and evolving every day that the economies of scale and fast without a doubt the role of entrepreneurship and entrepreneurs is immense. In this context, the development of our country is not enough available and the lack of these developments it is obvious that the reason for the underdevelopment of the entrepreneurship and entrepreneurial culture. As one of the reasons for the development of entrepreneurship in our country are shown lack of entrepreneurial risk and require adequate financing accumulation. However, entrepreneurship is a risk and the accumulation of sufficient funding, although not one that is important for entrepreneurship and should be known to be the main reasons. We believe that cultural environment will support entrepreneurship. This study, conducted in formation and development of entrepreneurship and entrepreneurial culture, is composed of three parts. In the first part, SMEs and general characteristics, general description and requirements of the entrepreneurial culture, entrepreneurship is a cultural phenomenon, next to the culture to increase entrepreneurship and entrepreneurial potential and achievements in Gaziantep emphasized the necessity of promoting entrepreneurial culture.

Key words: *entrepreneurship, SME, entrepreneurship culture.*

Introduction SME Concept

When the reader and made for small and medium-sized enterprises is analysed; it is understood that definition of both countries vary from organization to organization in the country. Scientists in the SME definition of consensus between institutions and laws did not occur.

A lack of generally accepted definition of the SMEs concept is due to a large coverage area. A small workshop on a factory using advanced technology, considered as SME, can be included in the scope of SME. As large as the relevant descriptions 288B while numerous factors must be addressed. These factors: time, level of development, level of industrialization, use of technology, market size, business type, production techniques and product features. These factors according to their importance and efficacy of the country, which is also the definition of view of the organization or person, cause the differentiation in definition of SME

General characteristics of SMEs in terms of ease of identification must be known. These features are taken into consideration in the above definition of SMEs. These properties: 289

1. Organizational structure of SMEs is not managed by owners or managers with basittir.profesyonel partners.
2. SME owners or managers are independent in their decisions about business and are not subject to audit.
3. SMEs have a relatively small share in the market.

Criteria Used in the SME Definitions

Differentiation based on application of many factors that while SME definition and description made it mandatory to bring some limitations to the issues in question. This limitation oluşur.291 of small and medium sized businesses to create both quantitative and qualitative criteria for a model to be made of qualitative and quantitative criteria for the definition of standards reveals that both have. However, the definition of the person which used these criteria, organizations vary according to country and from time to etmekteDir.292

Quantitative**Criteria**

Contains the features that can be expressed with the company's figures.

It considers that they determined that they are used primarily in small and medium-sized enterprises due to the definition made easy.

Quantitative criteria are:

1. Staff of enterprise
2. Quantity of used machinery and power
1. Value of Machines
7. Equity
8. Fees paid to personnel
9. Raw Materials Used

1.4.5.1.1.1. Qualitative Criteria

Refers to features resulting from business owners or businesses. To be working in the SME business owners in person, business identification with them and affect the business are all of great importance. The company's management, production, marketing, personnel from the decision of the main functions such as business owners and is influenced by personal characteristics.

In this context, qualitative criteria can be written as follows: 293

1. Personal business operation of the business owner
2. Existence of the business owner's risk
3. Ownership and management degree of independence
4. The contribution by family members to the business
5. Failure and lack of implementation of management techniques
6. Limitation and lack of financial capital
7. Division of labour and specialization in allowances
8. Impairment of the entity's market share
9. Weakness of the business of buying and bargaining power of sale

Classification of SMEs

It is difficult to collect SMEs in a group. Because workshops of the factory, there is a structure that covers a wide range of heterogeneous continuing as many businesses from trading until the service unit. Again, independent businesses in this context, units such as satellite companies and contract manufacturers may also be involved. This diversity of perspectives on classification issues *değiřtirmektedir*.299

1. Manufacturing Enterprises: These businesses are taking raw materials on a small scale works and are ready for consumption. For example: bakeries, restaurants, toy manufacturers, furniture manufacturers.
2. Trade Enterprises: Practice wholesalers and direct customers are businesses that sell goods, seen as a retailer. For example; grocery stores, cafeterias, such as pharmacies.
3. Service Businesses: People are businesses arising prefer to see themselves rather than buying some services due to the increase in purchasing power.

SMEs Also From Big Business Features

Departing from definition of the SMEs concept; the distinctive features of SMEs in large enterprises; business environment, organizational structure and management is *söylenebilir*.300

Business Environment

I am trying to perform activities that the objectives of the business refers. Environment; customers, competitors, government, etc. is located. Small businesses are active in the market in one area and the market share is low. In this respect they differ according to large enterprises. The reasons for this are varied by large enterprises. The reason for this is that much of the large enterprises of product types. They also tried to dominate the market, large enterprises and they also differ in their production and competition aims to provide superior to competitors.

Organizational Structure

The organizational structure of small businesses is not clear. Job descriptions have not been made. Hierarchical levels not seen or are very small. Relationships are friendly and informal. Business owner deals with almost all the functions and makes decisions. This is a factor to increase the communication speed than large enterprises.

Management

Small businesses are managed by owners. Because of the purpose of business owners, behaviour and motivation are very effective on the business. Business owners; energetic, talented, likely due to the characteristics of the strategic aspects of risk than larger businesses provide differentiation. At the same time they are less affected by the staff of large enterprises to small businesses. Appropriate to the situation of the staff of small businesses, unrecognized and reinforce their dominance on the short-term operation of the business owner occur.

Importance of SMEs Economic Analysis

Small and medium-sized enterprises form the backbone of the country, whatever the level of development. SMEs in the economic development are of great importance. After the industrial revolution in large enterprises become more important in the information age has been launched by the information revolution has given its strategic importance to SMEs. Especially in the last two decades SMEs production, competition, to come to the forefront of employment creation *başlamıştır*.301

When the share of SMEs in the economy in Turkey and developed countries will stand out the importance of SMEs.

Age is the objective of all economic development in our country. Now SMEs in the functioning of the competitive system of basic economic system shows that strong. SMEs often contribute positively to the economy as they fulfil functions of large enterprises were unable to fulfil.

In this context, dynamics and power of the market economy depends largely on presence and power of SMEs, *denilebilir*.302

SMEs; very little investment in manufacturing and providing the variety of products, low cost job creation, less affected by economic fluctuations, to conform more easily to changes in demand and have the characteristics to be more prone to technological innovation. Using these features, the balanced development between regions and play a role in the improvement of income distribution will be secured. The completion of the promotion of individual savings and large business functions instead *getirirler*.303

SMEs will also undertake a major role in Turkey and overcome the economic crisis in the world. Entrepreneurial economy by largely the source of the economic development of SMEs contribution to the economic development of the whole world I *sağlamaktadır*.304 produce sector should also be mentioned here. Employment creation, creating added value, the share of small businesses in factors such as investment, should be supported by this assertion.

Benefits to the economy of SMEs

1. They balance distribution of income.
2. They provide flexibility to industry.
3. Make cheap production for operating expenses less.
4. They promote production and industrialization.
5. They support large industrial enterprises.
6. They bring to economy individual savings.
7. Employment creation and reduction of unemployment.
8. Encourage innovation.

2. Entrepreneurship (Girişimcilik) Culture

Globalizing is extremely important new dimension won the continuous development of the economy and the increase in the importance of achieving a healthy and reliable structure in entrepreneurship and business administration with economic transition and knowledge of the information age in the world. Sufficiently depends on development of entrepreneurship. The most important of these factors is "entrepreneurial culture". Entrepreneurial culture plays an important role in development and expansion of entrepreneurship.

Entrepreneurial culture, giving entrepreneurs a new vision and mission is to provide a culture of work and spending money to take that aims to grow the entrepreneurial type. The most prominent features of the entrepreneurs grow depending on the entrepreneurial culture; see opportunities that others see them transform into a business idea, have the ability to take risks and establishing business people can be counted on to work salami.

By understanding the importance and value of knowledge in the information age, the country can benefit from the information technology; entrepreneurial culture and infrastructure connected to the entrepreneurial culture and infrastructure due to attempts to develop culture, it is possible to gain a structure that supports entrepreneurship.

Have developed business in a country and entrepreneurship, the presence of traditional infrastructure in commercial intelligence and entrepreneurial culture, opening to the outside world, the historical process within the will to develop entrepreneurship there is a clear structure to the establishment of a culture of entrepreneurship and competitiveness. The country's entrepreneurial culture is in a close relationship with other cultural characteristics of the country, is nested case with them. History, art, traditions, folk literature, cultural and entrepreneurial culture of the infrastructure being developed will also be positively affected. On the other hand, entrepreneurial culture with the information age it is important to support cultural infrastructure in support of the culture of the contemporary culture, also called IT. The information age culture; I grasped the importance and value of information technology knowledge can make the most broadly, businesses and countries to share information and knowledge among a targeted initiative calling for effective use.

Today, with the entrepreneurial culture and entrepreneurship can use it in accordance with the policy objectives are to succeed in the entrepreneurial community. First of a new entrepreneurial culture should be established for the development of a new type of entrepreneur entrepreneurship in accordance with the policy objectives in the country. To establish a new culture of entrepreneurship and entrepreneurs to benefit from it must have certain characteristics. Entrepreneurship by creating a new entrepreneurial culture, what are the characteristics of the entrepreneur should have in order to provide development?

In order to benefit from the initiative of creating a new culture of entrepreneurship, the main characteristics of entrepreneur should be:

- Entrepreneurs must see every part of the world as their market.
- Entrepreneurs should be seen as the main reason for existence of free market and competition system.
- Entrepreneurial knowledge development and exchange of living permanently, this change of use in accordance with their purpose and have a personality change should be evaluated as an important opportunity.
- Entrepreneurs, educational issues should have the experience bringing a trend.
- Entrepreneurs, stability necessary to achieve a high level of motivation, should have confidence and willpower.
- Entrepreneur must be able to take appropriate and meaningful risk.
- Entrepreneur, with commitment authority could conclude the works and should have the ability to assume responsibility.
- Affecting the events from everyday thoughts and prejudices entrepreneur must find the correct interpretation skills.
- Entrepreneurs, who struggle with the challenges, must be constructed that can take precautions against risks.
- Entrepreneurs should carry a feature that I enjoy the competition and struggle.
- Entrepreneurs should target continuous and balanced growth.
- Entrepreneurs, keeping in the forefront of customer tastes and preferences, before you can comply with customer satisfaction approach.
- Entrepreneurs should have the ability to convert ideas into profitable business ideas and interesting.
- Entrepreneurial, innovative, and able to understand human behaviour which can adhere to business ethics sample should have a personality.
- Entrepreneur must see itself as one of cornerstones of democratic system and he should have a specific mission.

For the growth of entrepreneurial nature of the above described type with entrepreneurs in a country determined primarily an entrepreneurial strategy should create a corresponding structure with a new entrepreneurial culture. Living in a world that is constantly changing and globalization phenomenon developed from the economic aspect of Turkey came to be in a better position; progressive in our country, there are people who depend on the creative and entrepreneurial training. It is therefore a very important role in terms of the development of our country and the development of entrepreneurial culture.

There is a close relationship between entrepreneurial culture and entrepreneurial success. With entrepreneurial success in the country and in the region seems to be a direct relationship between presences of entrepreneurial culture. In this context the current entrepreneurial units in the region and build up to the current cultural infrastructure of an entrepreneurial culture is seen to be in a close relationship. With the increasing number of enterprises and businesses in the region, it is observed that formation of entrepreneurial culture in the region.

This is in accordance with the intended purpose of entrepreneurship development and can be used for creation this type of housing attached to entrepreneurship policy and strategy. The increasing number of entrepreneurs in a country depends on the existence of an entrepreneurial culture to become a driving force in the economy of the country.

For to ensure development of entrepreneurship and for taking advantage of the widespread culture of entrepreneurship, entrepreneurship, in particular: incentives, training and so on, must be supported by mechanism. In addition, a selective system for people who want to be entrepreneurs' entrepreneurship has to be said. In other words, when all you want is of course possible to intend to become entrepreneurs. However, people who want to become entrepreneurs? Can entrepreneurship be successful? Therefore, especially for those who want to be entrepreneurs, priority should be given to entrepreneurship education. Certainly before the entrepreneurship education "entrepreneurial ability tests" should be made but the entrepreneurial skills should be taken into entrepreneurship education. In this context, however high and entrepreneurial skills training girişimlik enough candidates can benefit from entrepreneurship training as required.

Attitudes and behaviour in this matter in our country adopt this culture of entrepreneurship in SMEs by creating a culture of girişimlik is a significant impact. Lack of skilled employees in SMEs is one of the most important obstacles for adoption entrepreneurial culture. Therefore, shortage of skilled employees SMEs should give importance to vocational training to the drawing. Vocational training should be seen in laboratory work function. Studies on this subject by making the necessary arrangements to provide a scientific nature in entrepreneurship education should be supported. You also; executive education, the quality of training programs, quality standardization, providing information and technology development efficiency and so on. Areas MPM, TOBB, KOSGEB, the TSA should be done in cooperation with universities and other related organizations. As a result, SMEs, economic, technical, managerial, legal and consulting services in areas of training received will allow assisted effect. They made the case will contribute to the development of entrepreneurial culture in the company.

One of the major factors hindering the development of an entrepreneurial culture is administrative errors in processing caused by the small business manager. Business "one-man-psychology" and "selfishness manager" devolution and management in enterprises lead to serious problems. The growth of business of such behaviour will be important inhibitory effect on the success. Point to note is that all the work of entrepreneurs in this position will not be anything other than a worker trying to make my own. In this case the company does not take place on the devolution of business; the company probably will not grow. In such a case; caught unprepared entrepreneurs to problems encountered during growth will remain major challenges and problems faced. For example; managers; the patient does not go to the company's business activities will be significantly interrupted. In this case, circuit managers, facilitating the provision of coordination in the enterprise. Posting devretmeyip progressively become even took mine a mixed jobs, jobs will be better entrepreneurs and senior executives who believe they can take in a grave error. In this way acts managers; in undertaking the functions carried out by others, unnecessarily increasing their workload, reduces performance and are unable to come to the state management functions themselves. The devolution; operational flexibility as a result of the authority delegated losing a balanced growth, between employees and management will emerge a new and different relationship will be built on a natural control mechanism. As a result of devolution with the issue of solving the problems of knowledgeable people will be making better decisions. Also used as an educational tool in the business of devolution with the emergence of trust and honesty will contribute to the development of a new entrepreneurial culture.

Entrepreneurs in Turkey; but by working with businesses to ensure the full participation of Total Quality if they adopt an entrepreneurial culture can have on the Administration will be successful. In this context, government regulations must be a router providing significant support and encourage entrepreneurship by credit mechanism.

It is seen where the employees are on the basis of an entrepreneurial culture in developing countries. At this point the value and importance of entrepreneurs give to employees, before the company is important in ensuring the full participation of the results along with the entrepreneurial culture to motivate them to abide by human understanding and development of entrepreneurial success. The adoption of an entrepreneurial culture in our country in recent years, and its expansion, the development of entrepreneurship has a positive impact on the increase in the number of SMEs.

One of the most important elements of entrepreneurial culture is "entrepreneurial freedom". In our country and in democratic countries "entrepreneurial freedom" is a natural extension and indispensable part of the rights and freedoms. In this regard, the entrepreneurs, especially considering the free market rules are met according to legal requests and will contribute positively to the development of entrepreneurship.

To take advantage of existing and potential entrepreneurial power of our country; open to competition, giving employees the importance and value of change and innovation in the open, it is essential to create an entrepreneurial culture of customer priority. This entrepreneurial culture has to be created; pave the way for entrepreneurship, entrepreneurs will enable unlimited converted to the idea of job imaginable ability to establish a business in order to expand the market will allow you to look at it as an opportunity to change and will allow people to prove themselves. Such girişimlik culture offers significant advantages and opportunities; with the restructuring of the business, increasing the performance of the business and will contribute significantly to the economic development of our country by opening the front.

Our country will provide a virtuous entrepreneur type; at the same time strengthening the social structure is expected to increase economic growth. An entrepreneurial type of upbringing who feels socially responsible to the society itself will be possible with the development of a new entrepreneurial culture. A strong entrepreneurial potential of our country, the entrepreneurial potential of determining the appropriate policy needs to make the most effective people are working in the business competition and the level of work proved to be false, perspective changes, it is important to create a new entrepreneurial approach to determine the format customers. This entrepreneurial culture and understanding of SMEs; unlimited imagination creative approach will encourage and change as an opportunity to prove himself to look. As a result, restructuring of small businesses and paving the way for the performance of the company will contribute to the economic development of our country. On the other hand, the state also makes the necessary arrangements for all the enthusiasm to break, especially legislators and tax collectors function of the entrepreneur, as well as removing barriers to entrepreneurs in developing countries should take measures to encourage entrepreneurship. In our country the growth of a type of virtuous entrepreneurs, economic and social structure will allow the formation of a society that is robust. As a result, the growth of entrepreneurial generation that feels it is socially responsible to the society will be possible only through the creation of a new entrepreneurial culture.

3. Gaziantep and SME

The city of Gaziantep is the 6th largest in the South-Eastern Anatolia Region of Turkey, it has a metropolitan look with economic potential and metropolitan status.

City of Gaziantep is situated on the ancient Silk Road, west to the east and the Middle East; it is the eastern gateway to the west and south. Turkey's western industrial cities with visual bridge between the agricultural city that meets the needs of the Southeast and Eastern Anatolia Region by providing all kinds of contacts; commercial activities that appeal to a broad market with both agricultural and industrial production; is a city in the metropolitan region's strategic position.

The breakdown of SMEs across the country, SMEs in Istanbul formed 23.4% of the total country. After Istanbul, most SMEs located provinces are Ankara (7%), Izmir (6.4%), Antalya (3.9%), Bursa (3.6%), Istanbul (2.6%), Adana (2.4%), Istanbul (2.2%), Kocaeli (2%) and Gaziantep (2%).

Having analysed number of enterprises and SMEs of the Gaziantep province over the years, it is seen that 99.9% of businesses in the province are SMEs. Years as of the volatile following Gaziantep number of enterprises have shown a downward trend since 2008 and reached its lowest level in 2010. Said decrease of 2008 was the result of the negative effects of the global financial crisis and was typical for all countries.

This downward trend has ended in 2011 followed by a rapid increase in the number of enterprises in Gaziantep 18% 69 619.

Country carried out in Gaziantep 3.1 percent of total exports, export amount per person per Gaziantep (2,069 dollars) as of ranks sixth among 81 provinces. As other competitiveness indicators also has an important role in the province's economy. In financial indicators it remained below the national average per capita amount of people, while an important aggregate total size of the province. As share in the country ranks eighth in terms of the use of bank loans savings deposits, Gaziantep ranks 21th. However, the national average of 8335 dollars per capita bank deposit amount, the Gaziantep's average is 2314 dollars.

4. Conclusion and Recommendations

Entrepreneurship subject, passing through the industrial society to information society has become more important. As people entering the information society, the economic value of physical strength decreased rapidly, the economic value of intellectual labour began to increase rapidly. Management and the idea of entrepreneurship along with R & D activities is the most important dimension of labour.

In this period of change and development and is made between basic and important issues for the future entrepreneurial people. Today, depending on the developments in the new economy and market conditions has increased continuously in the entrepreneurial type. These ones as opportunity entrepreneurship, entrepreneurship can be called creative and innovative entrepreneurship.

Entrepreneurship is not to make money no matter what the cost. There is no shame to make a profit for the entrepreneur is an achievement to be appreciated. But everything is not valid while earning profits. Tax avoidance, deceiving consumers have no place in true entrepreneurial gain obtained. The most accurate way of earning money for the entrepreneur is to earn money in a competitive environment. Without creating an economic value, economic value created by others in various ways entrepreneurship is not the name of transfer to his side.

Today all communities are growing as people look for ways to promote the entrepreneur and entrepreneurship. Britain's former Prime Minister Margaret Thatcher emphasized in her speech she delivered in 1984, the importance of entrepreneurship and entrepreneurial culture. "I came to an important objective of the government. We should convert our society which is addicted to England into a self-sufficient community; he's a self-made from a society he gave me a community. Someone is waiting for him to sit up and walking back to the UK, but I came to bring the UK". This means to create a new culture. In this sense, entrepreneurial culture can be defined as giving entrepreneurs a new status, the money they pay for guarantee, instead of waiting for others to bring about self-employment opportunities, culture will enable the training of a new generation that generates jobs for others.

Developing entrepreneurship occurs due to people being affected by the culture of the society where it is located and its influence undoubtedly remains. Entrepreneurship and entrepreneurial culture occur due to a variety of factors and. These factors can be briefly summarized as follows: individual, social and cultural, economic, educational, legal and political life is caused. Between individual factors, a person's motivation, creativity, frugality and courage to take risks and so on can be considered. Social and cultural factors in the family, religion, partnership / collaboration can be considered, in economic factors, support provided by the state, incentives and credits, displayed a variety of alternatives such as loan capital companies.

An important role of entrepreneurship in economic development in our country began to gain importance after the Republic. In the early years of the Republic people, capital, material resources have been carried out with the hand state-led initiatives to make is scarce. After the transition to multiparty era has gained importance in the private sector and has established itself in the country's economy. After 1980, a market economy was implemented and foreign entrepreneurs with new opportunities and horizons have come and through the opening up policy the country was opened to the world. These days were prior to the industrial revolution and the future of our society must also be transformed with the entrepreneurial culture; this is necessary for an industrialized society that is currently influenced by Akhism culture.

References:

1. Antioch Chamber of Commerce (ATO). (2012). *Foreign Trade Structure of the Hatay area*.
2. Obama, A. (2004). *Strategic Depth: Turkey's International Position*. Yayınları: istanbul sphere.
3. Foreign Economic Relations Board (DEİK). (2010). *Suri country Bulletin*, 13-23.
4. *DTP, Socio-Economic Development Ranking Study of the City*. (2011), 10-15
5. The nature, the Provincial Export 2012. (2012). *TR63 Analizi*, 12-19
6. *EDAM (Economy and Foreign Policy Research Center)* (2009).
7. Gaziantep Chamber of Industry (GSO). (2003). *Gaziantep with statistics*.
8. Gaziantep Chamber of Commerce (GTO). (2012). *2012 Gaziantep figures*.
9. Gaziantep Chamber of Commerce (GTO). (2013). *Gaziantep 2013 figures*.
10. ONE Mahmoud, *Entrepreneurship (real transformation of Hayel)* (2014)
11. Gaziantep, Turkey Exports 6. Next. (2012). *Middle East Business*.
12. Gaziantep Governor's Office, (2006). *Gaziantep Economy, Industry and Trade. Gaziantep*.
13. *Gaziantep Governor Publication No.2*.
14. Gaziantep Provincial Directorate of Environment and Forestry. (2012). *Gaziantep Provincial Environment Status Report*.
15. Hayton, J. C., George, G., & Zahra, S. A. (2002). National culture and entrepreneurship: A review of behavioral research. *Entrepreneurship Theory and Practice*, 26(4), 33-52.
16. *ÖZGENER enthusiasm, Entrepreneurship Culture and Restructuring, 1997 in Konya*
17. *AKMUT Özdemir et al, Management for Entrepreneurs*. (2003). Ankara: Gazi Publications.
18. *Erdogan Ilhan, Behavior in Business*. (1994). Istanbul.
19. *ER Erol, Strategic Management and Business Policy in Forward*. (1997). Der Publications, Istanbul.
20. Nakhaie, H., & Zadeh, A. E. (2011). Culture and Entrepreneurship. *International Proceedings of Economics Development & Research*, 25.