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ENTREPRENEURSHIP IN NURSING EDUCATION

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ABSTRACT

Entrepreneurship is becoming increasingly important within nursing care as societal changes give space for new entrepreneurs in the field. Entrepreneurship means that salaried nurse develops, promotes, and delivers an innovative health care or nursing practice. Nursing role and responsibilities are continually changing with developments in medical science, policy directives and movements in priorities in health care, and advances emanating from nursing and scientific research. Hence, there is a need for entrepreneurial nurses, to maintain and improve the individual care. Nurse need to understand the process of the introduction and management of change so as to determine and carry through his/her position in the change process and participate as valid. Therefore education about entrepreneurship is becoming an important concept in nursing education. For entrepreneurship to be improved severity in nursing, nursing education must ensure that students are provided with the opportunity to develop the necessary knowledge and skills.

Keywords: Entrepreneurship, nursing, nursing education

JEL Codes: L20

1. INTRODUCTION

In all fields relating to develop the life quality of human, entrepreneurship has been currently regarded as a significant dynamic element (Arslan and Şener, 2012). Economy is also positively affected by increase in entrepreneurship. Entrepreneurship is thus supported all around the world. Furthermore, entrepreneurship is gaining more and more importance within nursing care as spaces are provided for new entrepreneurs in all areas by societal changes (Rankinen and Ryhänen, 2014).

Nowadays, the generation of multi-dimensional thinking, multidisciplinary studies and new problem solving methods are required for many health problems. For this purpose, by generating opinions for resolving the health problems and integrating new opinions, entrepreneurship principles must have been used in the studies of health improvement and disease prevention (Dolu et al., 2016). Along with the advancements in medical science, policy directives and movements in priorities within health care, and the developments arising from nursing and scientific researches, changes are continuously experienced in nursing roles and responsibilities. Because of the mostly aging population, the increase in chronic diseases and the increasing costs, changes are needed in nursing care. Therefore, in order to sustain and promote the individual care, a need for entrepreneurial nurses has arisen (Wilson et al., 2012).

As the technological era in which we exist is experienced all over the world in the delivery of quality, health-care services based on requirements, the concepts such as entrepreneurship, innovation and creativity have become significant in our country and in nursing (Şen et al., 2013). Nurses who are the practitioners of all levels of the health care system (protection, improvement, treatment, care and rehabilitation of health) are required to renew themselves in accordance with the scientific, technological, economic, social and social changes and improvements in order to fulfill these requirements (ICN 2009). Nursing education has become compulsory in order to carry out entrepreneurship strategies to

raise qualified nurses who are capable of fulfilling the requirements in changes and improvements (Başar et al., 2015; Dil et al., 2012; Şen et al., 2013).

While entrepreneurship is a learning discipline, entrepreneurship education leads to the improvement of entrepreneurial skills, qualities and behaviors (Dolu et al. 2016). It is necessary to include the improvement of entrepreneurial skills that nurses need to lead and respond to the changing demands in pre-graduation and post graduation education and training (Darbyshire, 2014).

2. DEFINITION OF ENTREPRENEURSHIP

When we examine the literature, it is seen that many definitions of entrepreneurship have been made. Entrepreneurship has been defined by many researchers in the field of economy, sociology and psychology. Entrepreneurship is defined as “the institutionalization or the development of something in order to provide benefits to the individuals and society” (Andrade et al., 2015).

Entrepreneurship is also defined as the fact that the entrepreneurs take risks, look for the opportunities, cover the entire process of innovation (Arslan and Şener, 2012; Başar et al., 2015).

With regard to the widely used definition of the European Commission (2006), “Entrepreneurship represents the ability of an individual to transform opinions into action. That is to say, it involves creativity, innovation and risk taking in addition to the ability to plan and manage projects to reach the objectives.”

3. ENTREPRENEURSHIP IN NURSING

The healthcare system with a great variety of areas enables nurses to provide professional services and to provide a variety of activities as experts. Thus, “nurse entrepreneur” is not a new concept (Darbyshire, 2014). Nurses worked freely to provide patients with at the beginning of the 20th century. The patient care practices have changed in the later years. The focus of nursing has extended since the mid-1960s. The nursing profession has contributed to the protection, development and correction of health in addition the knowledge, skills and confidence required to combine medical administration. For the recent twenty years, nurses have begun to perform in accordance with the entrepreneurial model, and they have produced innovative initiatives (Boore and, Porter, 2011; Dolu et. al.,2016).

When entrepreneurship is assessed with regard to nursing profession, entrepreneurship can be implemented in the business environment and personal life in order to develop the nurses' skills and to provide a better care (Arslan and Şener, 2012). In contrast to conventional nursing attitudes, entrepreneurship has also significance among contemporary and professional nursing attitudes and behaviors (Dolu et.al., 2016). Within the context of the health services, entrepreneurial nurses may be regarded as health and social care professionals who take innovative steps, develop the outcomes of patient care and decrease the health care costs (Kara, 2015). Among many definitions about the entrepreneurs nurses in the literature, patient care and practice with the nurse control are the most important definitions (ICN, 2009).

A professional nurse entrepreneur is a person who determines a patient's requirement and envisages how that requirement can be responded by nursing effectively, and then formulates and implements a plan to fulfill that requirement. As entrepreneurs, nurses are innovative powers within the healthcare sector for developing and producing new approaches to fulfill patients' requirements. That is to say, entrepreneurial nurses are innovators who employ their ingenuity to produce new ideas, services and new products or to develop new methods in order to use the available products in a different way (Dolu et. al., 2016). Several types of nurses entrepreneurs are available in various specialties such as acute care, gerontology, ostomy-wound and home health (Sarioğlu, 2014; Leong, 2004).

3.1. Entrepreneurship in Nursing Education

To support the acquirement of graduate outcomes that have positive effects on the transition of student is the most significant purpose of nursing education (Gamble, 2017). It is necessary to pay utmost attention to the balance between knowledge and ‘doing’ in the education of nurses (Hoyles et al., 2000). Nursing education involves the acquirement of abilities by means of on-the-job training with theoretical components that are taught as block or day release (Freshwater and Sticklely, 2004). It was considered by nurse teachers that entrepreneurship education was important in nursing education (Rankinen and Ryhänen, 2014).

It has been stated by Diekelmann that the majority of nurse trainers keep going to teach the same subjects that no longer have places within the health care system despite the significant changes in the health care systems and nursing practices. Hence, a remarkable reform and innovation should be made in nursing education leadership in the future nursing practices (Herdman and Korkmaz, 2009). With respect to the utilization of entrepreneurship principles in resolving the health problems, innovative and creative nurse entrepreneurs along with the early identification of health problems and the application of efficient care approaches, entrepreneurial education in the nursing curriculum is significant (Dolu et al.,

2016). The fact that the nursing education programs should produce entrepreneurial professional development that will allow nurses to introduce programs, that will contribute to enhanced health and health care was stated in the crucial "The Future of Nursing" report in the United States (Institute of Medicine, 2010).

The theoretical knowledge regarding the entrepreneurship, information about values and attitudes supporting the entrepreneurship should be included in entrepreneurship education (Rankinen and Ryhänen, 2014). It is necessary for the content of the entrepreneurship in nursing education programs/courses to focus on entrepreneurship innovation issues. For the development of the required knowledge and skills, opportunity should be provided by the education content. (Rankinen and Ryhänen, 2014). It is considered that such an educational program will enhance the coordination skills of nursing students in the exchange of agents and interdisciplinary health service delivery in their professional lives and will significantly contribute to the resolution of developing health problems (Dolu et al., 2016). Furthermore, they require some common skills most of which are attempted to be imparted by nurse education programs and that have been determined as the skills in opportunity spotting and innovation, planning and critical thinking, decision-making, time-management, self-discipline, and communicating.

4. CONCLUSION

With respect to the improvement of health, prevention of disease, recognition of risk factors, prevention and health increasing the developers' behaviors, maintenance and management of the new information, entrepreneurship, which is critical for developing the quality of nursing care and maintenance, in the nursing practice has a significant role (Kara, 2015). The entrepreneurial and innovative of roles and responsibilities in care practices should be reflected and supported by nursing education (Mcsherry and Douglas 2011). Studies should be performed with regard to entrepreneurship in nursing and nursing education. When the results of these studies are taken into account, the programs regarding creativity and entrepreneurship in patient care should be included in nursing education curricula for the development of entrepreneurship in nursing, and it should be ensured by nursing education that students are provided with the opportunity to develop the necessary knowledge and skills. The entrepreneurial and innovative of roles and responsibilities in care practices should be reflected and supported by nursing education.

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