



## ПЛАТФОРМА 5

### ПІДПРИЄМНИЦЬКІ І ОСВІТНІ АСПЕКТИ ДИЗАЙН-ДІЯЛЬНОСТІ

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## NECESSITY OF DEVELOPING ENTREPRENEURIAL SKILLS AMONG STUDENTS OF FASHION DESIGN AND CLOTHING TECHNOLOGY IN THE CONTEXT OF THE ECONOMIC SITUATION IN LIGHT INDUSTRY

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*The current context of the development of light industry in the Republic of Moldova requires a revision of the content of training with a deep focus on small and medium-sized enterprises. Manufacturing systems in small businesses (SMEs) are quite different from mass production. Of particular importance is the formation of entrepreneurial competencies among students, which will greatly facilitate their career building and professional development.*

**Key words:** SME, entrepreneurial competencies, light industry.

### INTRODUCTION

Moldovan economy is presenting by potential developing sectors as are agro alimentary, food and wine production, light industry, IT and tourism. The persistent poor condition of the economy is responsible for the low standard of living in society. Almost one-quarter of citizens live below the poverty line. This, in turn, drives mass economic emigration (about 40% of the working age population are working abroad), which increases brain drain and constrains development. Mass migration is also contributing to the deepening of the demographic collapse in Moldova [2].

### PURPOSE

The purpose of this work is to identify the accents in the content of training students in the specialties of design and technology of clothing at the Technical University of Moldova, based on an analysis of the situation in the country's light industry.



## RESULTS AND DISCUSSION

The light industry sector in the economy of the Republic of Moldova occupies an important place in the context of the overall strategy of the country's industrial development. First of all, due to the high export potential, which is about 16% of the total exports of the national economy (2018) [*The Report on Moldova Business week 2020*]. On the other hand, light industry has a great social importance in social terms. This sector employs more than 30,000 people, 95% of them are women [4]. In conditions of high rates of labor migration, the employment of women is important for the normal development of society, the preservation of families and the upbringing of children.

On the other hand, the profile of the light industry sector in Moldova, according to the National Bureau of Statistics, is represented by 682 registered enterprises, of which more than 96% are SMEs [4]. The big part of enterprises cc 65% are specialized in manufacture of apparel. Nowadays, there are practically no large sewing enterprises on the Moldovan market. Many traditionally well-known companies have moved into the category of medium-capacity enterprises, due to growing labor migration, as a result of low wages general in the industry. The critical situation in the industry is primarily due to the low capacity of the domestic market, unwillingness to enter the foreign market, and in some cases, the difficulty in promoting in external markets. Therefore, medium-sized specialized enterprises with a high potential for production are forced to work in the Lohn system, and at the very initial stage of the system production "Cut and Make" (CMT), only few of them can offer FOB. Moldovan light industry sector is known for high quality production, short delivery times, flexible orders and value-added production. These facts suggest that under favorable business conditions, there are preconditions for significant economic growth in the sector.

The presence of a large number of small and medium-sized enterprises indicates a change in the production environment of enterprises. These are more often family businesses or businesses located in countryside or small towns that produce products in small batches. Thus, small business in light industry occupies a large share in terms of the number of companies. This was facilitated to a greater extent by government initiatives supported by European funds, such as the "Women in Business" program promoted by the Organization for the Development of Small and Medium Enterprises (ODIMM) [1].

Over the last decade, Moldova has achieved enormous progress in eliminating barriers to market entry and continues to strengthen its position in this field. According to the World Bank's Doing Business Index, between 2018 and 2020, Moldova increased its score in the category "starting a business" from 95.5 to 95.7 points (out of 100) and ranked 13 out of 190 countries. In comparison, in 2013, Moldova ranked only 92 out of 185 countries. Starting a business takes four days and three procedures, with no minimum paid-in capital requirement. On the other hand, market exit remains underdeveloped. In 2020, Moldova ranked 67th for resolving insolvencies. The indicator for the cost of starting a business (for both men and women) is low at 4.0 [3].

The rights of entrepreneurs in Moldova are protected by law. The business climate for private entrepreneurs in Moldova is improving, among other things, due



to the implementation of the DCFTA. According to Doing Business 2020 by the World Bank, Moldova scored 74.4 points (in comparison to 73.54 in 2019) and ranked 48 out of 190 countries. Women are becoming more active in business. In 2020, about 34% of all companies in Moldova were run by women. Women aged 25–64 have a higher level of education than men. The largest gap is in tertiary education, with 23.4% of women reaching this level compared to 18.0% of men.

In this context, it can be stated that the state is taking steps to develop entrepreneurship in the country. It is known, from the experience of developing the economies of various countries, that small and medium-sized businesses are a structure-forming in the country's GDP. Analyzing the current situation in the industry, it is necessary to reconsider the paradigm of training specialists in the field of clothing design and technology at the Technical University of Moldova. This is primarily a focus on small-scale production, a customer-oriented marketing concept and the development of entrepreneurial skills. What qualities should a student have in order to become a successful entrepreneur and perform entrepreneurial functions in such a way as to become one of the subjects of a market economy?!

As Peter Drucker said, “Most of what you hear about entrepreneurship is not true. It is not magic, not a sacrament, and has nothing to do with genes. Entrepreneurship is a discipline and how any discipline, it can be learned” [5]. And you need to learn this as soon as better. This is one of the priorities of the modern education system, society and the state.

Entrepreneurship is not a profession at all, it is a competence. And this skill can be taught. Another thing is who should teach, when and where. This is different in different countries. But it is obvious that entrepreneurship should be taught from school years. It is necessary to approach the preparation for entrepreneurial activity somewhat at the highest level, taking into account their age and psychological characteristics, the adequacy of competency-based observation, various examination systems for young people by teachers, additional educational institutions, employees of certain enterprises. These are the following competencies.

**Strategic thinking.** This skill to think farsightedly and on the basis of a decision-making strategy built up, it includes three groups of qualities: the mind, the ability to generate ideas, the ability to make solutions. **Professional competence in business.** These are knowledge and experience in business, experience and skills in entrepreneurial activity, the ability to understand and accept the interests of society. **Initiative.** The ability to choose the right tactics of action availability, business acumen, which helps to gain benefits. **Organizational skills.** These are the abilities to unite around you and lead people. **Personal organization.** This is the ability to effectively manage oneself, live and act according to the system. **Moral qualities.** Successful business is associated with high morality. The spiritual potential of the individual, his ethics of behavior in society and business should be high. **Working capacity.** Ability to work hard and be creative.

Along with professional competencies (knowledge in the field of economics, business, finance, etc.) and personal competencies (the desire to achieve success, initiative, independence in setting goals), social competencies (the ability to work in a team, interact with other people, cooperation, etc.) are important. Entering



professional activity, a young entrepreneur has to pass professional, subject and social adaptation. Social adaptation consists in the development of social qualities (coordination and interaction with other people, cooperation, mutual assistance, communication and interaction in the labor process, joint decision-making). This process is especially difficult for a young specialist, since the development of these qualities is not included in the educational process and the content of education. Therefore, it is necessary to look for methods that would ensure the development of the entire complex of entrepreneurial competencies.

The Technical University of Moldova introduces the practice of organizing business trainings, business camps, hackathons. All these forms allow students to go beyond the academic environment, which significantly removes barriers and contributes to the development of a creative approach to solving problems. Such events are held by business coaches, representatives of the business environment, and entrepreneurs. This approach allows you to create a learning context in relation to real business problems, which is often not possible with the participation of academic staff. Projects, competitions, programs, courses and business accelerators appearing in recent years will contribute to the growth of entrepreneurial initiative among young people. In particular, in Moldova, an annual competition for start-up entrepreneurs "Start for Youth" is held, which is organized by ODIMM, is aimed at college and university students, young people under 35 years old.

### CONCLUSIONS

Thus, in modern professional high education, along with the development of professional competencies, an important role is played by entrepreneurial competencies as a guarantee of successful career building, especially in small markets, such as in the Republic of Moldova.

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