

The usefulness of coaching for the development of entrepreneurship in Eastern European countries

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Abstract

In order to transform knowledge into products of society that give value and usefulness to work, the coaching technique contributes to motivating entrepreneurs, by increasing entrepreneurial knowledge and skills with an action role, at the expense of the attitudinal and contemplative role.

The utility of having knowledge is the way in which the product of knowledge (a good or a service) becomes effectively recognized by society and used to satisfy a real need. Thus, the coach retains the level of knowledge of a person/entrepreneur, his desire to use knowledge in a value-producing activity and "trains" him to confer utility, both to the knowledge and skills possessed, as well as to the economic goods produced. In this sense, intrinsic and extrinsic motivation is stimulated.

The article aims to identify a causal relationship between coaching and the entrepreneur's decision regarding the establishment of the production level that contributes to sustainable economic growth.

Keywords: behavioral economy, coaching, economic utility, new economy, satisfaction