

# Putting Entrepreneurs in the Spotlight: Is Entrepreneurial Competency the “Silver Bullet” for SME Success?

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## ABSTRACT

*This paper proposed the direct relationship between entrepreneurial competencies and business success in SMEs by taking into consideration the various roles held by entrepreneurs in managing their own ventures. Evidence suggests that entrepreneurs, especially in SMEs engage in various tasks that demand possession of relevant competencies to enable them manage their ventures effectively. Linking the roles of entrepreneurs, as identified in the literature namely entrepreneurial, managerial, and functional roles with the competencies required in handling successful ventures, a conceptual framework is advanced for further empirical investigation. Propositions are made by integrating the roles of entrepreneurs in examining the relationship between entrepreneurial competencies and business success in SMEs. The suggested model of entrepreneurial competencies is intended for use by business practitioners, trainers, and educators in efforts to develop the right mix of competencies in generating more successful ventures in SMEs.*

*Keyword: SME entrepreneurs, competency model, SME success.*

## 1. INTRODUCTION

More than ever, SMEs especially in the emerging economies are struggling to navigate the current rough economic ocean. Debates are going on among scholars, practitioners, and policy makers to identify a model to assist SMEs to sail smoothly through the stretch of hurdles. Reflecting on Gibb's (2005) contention pertaining to the significant role of SME entrepreneurs in managing their ventures, some insights into how to increase the odds of survival and success among SMEs could possibly be unearthed.