SME MENTOR- A NEW ACTIVITY REQUIRED BY THE EUROPEAN ECONOMIC ENVIRONMENT

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Abstract - The Europe's economic growth and jobs depend on its ability to support the growth of enterprises. In the same time, the most important sources of employment in the EU are Small and Medium-sized Enterprises (SMEs). For this reason one of the EU Commission's objective is to encourage people to become entrepreneurs and also make it easier for them to set up and grow their businesses, because entrepreneurship creates new companies, opens up new markets, and nurtures new skills. In this context a new activity emerged in the economic environment, being a direct request of entrepreneurs at the beginning of their activity or in moment during developing their business. The aim of this paper is to try to clarify the new concept of SME mentor then to draw a possible skills-frame this new job taking into consideration the entrepreneurships needs and expectations from a country with an emerging economy. The conceptual objective is achieved by performing a literature review of relevant international literature and the second on by conducting and interview and analyses of results.

Keywords - Entrepreneurship, Mentor, Europe, Sme, Skills