

Health Student Entrepreneurship in Pandemic Era – A Systematic Literature Review

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ABSTRACT

The problem of unemployment is problem faced by every country. For decades numbers of unemployment have increased. The covid-19 also contributed to the unemployment rate. Covid-19 represents a global challenge that requires adequate public and private responses to address the emergency, forge new development trajectories, and prepare for future outbreaks. Using the literature methodology, the paper provides a comprehensive overview of the complex interactions between entrepreneurship intention in health entrepreneurship and entrepreneurship education curriculum.

Keywords: covid-19, education, entrepreneurship, unemployment

1. INTRODUCTION

The phenomenon of low interest and motivation of youth in Indonesia for entrepreneurship today become a serious thought of various parties, both the government, the world of education, the world industry, and society (Kasali, 2010). Various efforts are made to cultivate the spirit. Entrepreneurship especially changing the mindset of the youths who had been only interested as a job seeker when they finish their school or college (Adewumi & Naidoo, 2022; Atanyan, et al, 2022). This matter is a challenge for the school and universities as institutions producing graduates in current situation and condition.

All colleges in Indonesia have included courses entrepreneurship into the curriculum as a course a must-have for all student (Kasali, 2010). Entrepreneurship education does not only provide a theoretical basis regarding the concept of entrepreneurship but shape attitudes, behaviors, and mindsets of an entrepreneur (Neto, & Hall, 2018; Neergård, 2021; Adewumi, & Naidoo, 2022; Markee, & Sebelski, 2022; Mohamed, et al., 2023; Neergård, Aaboen, & Politis, 2022). It is an investment on human capital to prepare students starting a business through the integration of experiences, essential skills, and knowledge to develop and expand a business (Neergård, G.-B. (2022). Entrepreneurship education can also increase the interest of the students to choose entrepreneurship as a career option other than career choice to become a private employee or civil servant.

Attitudes, behaviors, and interests toward student entrepreneurship are influenced by various aspects of a career choice as an entrepreneur (Neergård, 2022). Top consideration career options can vary depending on risk preference which they will bear later.

Students who are afraid to take risk tends to choose to become private employee or civil servant employees as an option career while for students who dare to take risk for tend to leave the comfort zone will choose to be one entrepreneurship as a career choice (Soyler & Cavmak,

2018). Demographic factors such as gender, background parental education, and experience work may affect the choice career as an entrepreneur (Giones et al., 2020; Shepherd, 2020). So,

Health is a dynamic environment that requires adaptable agile healthcare provider, solve problems, and make quick but effective decisions (Huang & Liu, 2020). Great value is given to health workers who can take advantage of this changing landscape to deliver quality maintenance (Huang & Liu, 2020). Agility and adaptability have been studied in health and through health education responses from students or practitioner tolerance for uncertainty in relation to entrepreneurship.

Covid-19 is a new challenge that highlights an important health issue and its consequences for the current global development model and the realization of the United Nations' Sustainable Development Goals (Biancone *et al.*, 2021; Capone, Marino & Park, 2021; Aykan et al., 2022; Callegari & Feder, 2022). In response to these emergencies, it is required not only behavioral and medical and technological changes progress but also the globally coordinated efforts of public and private actors. In addition, building a “new normal” after the shock requires entrepreneurial skills within and outside of established socio-economic structures to meet new demands, create and exploit economic opportunities, and engage in institutional restructuring to support new development trajectories (Kuckertz *et al.*, 2020; Khandelwal, Kolte & Rossi, 2022). An extensive analysis and comprehensive response to the Covid-19 crisis must be carried out take into account the short-term and long-term impact of the epidemic.

Entrepreneurship education is common in business schools but is also relevant in non-business fields (Kuckertz et al, 2020; Khalid, Dixon & Vijayasingham, 2022). Entrepreneurial skills are relatively lacking for health students upon graduation (Lee & Winters, 2022). So embedding education about entrepreneurship in the health professions curriculum can instill a greater degree of self-efficacy in this case for graduates, especially when instruction incorporates entrepreneurial experience learning activities (Llanos-Contreras, Alonso-Dos-Santos & Ribeiro-Soriano, 2020).

This paper takes a step in this direction by reviewing the existing literature on entrepreneurial reactions fueled by current and past epidemics from a combined Schumpeterian-Kirznerian theoretical perspective (Marino, Pariso & Picariello, 2022). This review also intersects with the literature on entrepreneurial disaster response (Shepherd & Williams, 2018; Williams et al., 2017).

2. THEORETICAL BASIS

2.1. Concept of entrepreneurship

Indonesian Dictionary (KBBI) provides that the word entrepreneurship is a combination of two words, each of which has a meaning, wira can be interpreted as a hero or man, while the word usaha is an activity by exerting energy and mind to achieve a goal. So the word entrepreneur, can be interpreted as someone who does something with all his ability to achieve certain goals.

On its journey, entrepreneurial activity develops into entrepreneurship (Chiles, Bluedorn & Gupta, 2007; Shockley & Frank, 2011; Ramadi, Srinivasan & Atun, 2019; Collins, 2022; Zhou, Park & Li, 2022). The word entrepreneurship itself comes from the French word, namely *entreprende* which means adventurer, creator and business manager (Chiles, Bluedorn, & Gupta, 2007). Meanwhile, the notion of entrepreneurship is an attempt to determine, develop, then combine innovation, opportunities, and better ways to have more value in life.

Entrepreneurship is a mindset and method (Bahar et al., 2018; Audretsch & Moog, 2020; Adewumi & Naidoo, 2022). Both can stand alone or together (Borst et al., 2019; Beaulieu & Lehoux, 2019; Chandra, Shang & Roy, 2022). As a mindset, entrepreneurship represents a pattern thought, basic assumptions, values or underlying our thinking (Bennett & Nikolaev, 2020; Atanyan *et al.*, 2022). It is a 'something' difference between stimulus and response (da Graça,

2015; Frederick, 2018). It is the difference between an individual and others (Jenkins, Burton & Holmes, 2021). The entrepreneurial mindset in this case is a positive mindset never give up, always try to see opportunities (Prashant, Arora & Kakoty, 2022).

Furthermore, as a method, entrepreneurial activity has certain steps/methods/strategies to be successful (Vis *et al.*, 2020). Of all in many cases, of course, an ideal formula is found for how to start an activity entrepreneur well, in the sense that they have the opportunity to earn profits as well as own little chance of going bankrupt (Soyler & Cavmak, 2018; Neergård, Aaboen, & Politis, 2022).

2.2. Health entrepreneurship

Health entrepreneurship has the potential to drive significant improvements in healthcare delivery and patient outcomes, and it is increasingly becoming a focus of investment and innovation in the healthcare industry (Neto & Hall, 2018; Lafuente *et al.*, 2019; Ratten, 2020a; Adewumi & Naidoo, 2022). Health entrepreneurship refers to the process of creating and managing new businesses, products, or services in the healthcare industry (Ratten, 2020b). Health entrepreneurs identify gaps or unmet needs in the healthcare sector and develop innovative solutions to address these challenges.

Health entrepreneurship encompasses a wide range of activities, including developing medical devices and technologies, launching healthcare startups, creating healthcare apps and platforms, and establishing healthcare services such as telemedicine and home healthcare (Bennett & Nikolaev, 2020). Health entrepreneurship is a rapidly growing field that combines innovative business ideas with the goal of improving health outcomes (Collins, 2022).

Some of the key theories in health entrepreneurship include (Collins, 2022):

1. **Social entrepreneurship:** This theory focuses on creating and implementing innovative solutions to social problems, including health-related issues. Social entrepreneurs often operate in resource-limited settings and seek to create sustainable business models that address both the social and financial aspects of their ventures.
2. **Disruptive innovation:** This theory suggests that new technologies and business models can disrupt existing markets and create new ones, ultimately leading to improved health outcomes. Health entrepreneurs who adopt this theory focus on developing new technologies and innovative business models that can transform the healthcare industry.
3. **Lean startup methodology:** This theory emphasizes the importance of rapid prototyping, testing, and iteration in the development of new ventures. Health entrepreneurs who use this theory focus on creating minimum viable products that can be tested and refined quickly, enabling them to bring their products to market more quickly and efficiently.
4. **Effectuation:** This theory emphasizes the importance of taking a flexible, iterative approach to entrepreneurship. Health entrepreneurs who adopt this theory focus on creating opportunities through a process of experimentation, iteration, and collaboration with stakeholders.
5. **Behavioral economics:** This theory suggests that people's behavior and decision-making can be influenced by factors beyond their rational self-interest. Health entrepreneurs who use this theory seek to design products and services that account for the social, psychological, and emotional factors that can influence health-related behaviors.

These are just a few of the theories that inform health entrepreneurship. Successful health entrepreneurs often combine and adapt these theories to suit their specific needs and goals.

3. RESEARCH METHODS

3.1. Types and Nature of Research

This study using a type or research approach Library Studies (Library Research). According to Kirsti Malterud (2019), literature or literature study can be interpreted as a series activities related to library data collection methods, reading and taking notes and processing research materials. Literature studies can also study various books, useful references and results of similar previous studies to obtain a theoretical basis for the problem to be studied.

Literature study also means data collection techniques by conducting a review of books, literature, notes, as well various reports relating to the problem to be solved. Literature study is a theoretical study, references and other scientific literature that related to the culture, values and norms that develop in the situation studied social.

Judging from its nature, this research includes research descriptive, descriptive research focuses on systematic explanations about the facts obtained when the research was conducted. Descriptive research is research that gives a description of the symptoms social research by describing the value of the variable based on the indicators studied without making relationships and comparisons with a number of other variables.

3.2. Research procedure

This library research method is used to compile concept of productivity which can later be used as foothold in developing practical steps as an alternative management approach. As for the steps in library research according to Kirsti Malterud (2019) are as follows:

1. Topic selection
2. Information exploration
3. Determine the focus of research
4. Collection of data sources
5. Preparation of data presentation
6. Compilation of reports

3.3. Data source

Sources of data that are the material for this research are in the form of books, journals, and internet sites related to the chosen topic. The data source for this research consisted of reference books and reputable journals about entrepreneurship and health entrepreneurship.

3.4. Data Collection Techniques and Instruments

Data collection techniques in this study are documentation, namely looking for data about things - things or variables that in the form of notes, books, papers or articles, journals and so on. The research instrument in this study was a checklist classification of research materials, writing schemes/maps and note formats study.

3.5. Data Analysis Techniques

After all the data is collected then the next step the author analyzes the data so that it can be drawn a conclusion. To obtain correct and precise results in analyzing the data, the writer uses critical analysis techniques. Analysis critical is a view that states the researcher is not value-free subjects when looking at research. analysis that Critical nature generally moves from views or values of what the researcher believes. Therefore, the alignment of researchers and the position of the researcher on a problem determines how interpreted text/data. The critical paradigm is more about interpretation because with interpretation we get the inner world, entering the inner enveloping text, and address the meaning behind it.

4. RESULT AND DISCUSSION

Student perceptions of lecture material presented at the time education plays a very important role in formation of student attitudes ultimately raises student motivation in entrepreneurship. Most of the subject research (82%) perceives that material that has been submitted by sources have met expectations. The material at the beginning of the lecture is build understanding and motivation students about entrepreneurship, knowledge and skills about logistics management, marketing. Material Next is giving skills for students to develop business and management plans finance and business financing. Material are considered highly student students need if they will entrepreneurship.

Several decades ago there was opinion that says that Entrepreneurship cannot be taught. Now it's Entrepreneurship (entrepreneurship) is the eye a subject that can be taught in schools and has grown very rapidly. Transformation of entrepreneurial knowledge has grown in recent times.

Likewise in our country of knowledge entrepreneurship is taught in elementary schools, middle school, college in various business courses. So, the conclusion entrepreneurship can be taught. Students are given the cultivation of attitudes behavior to open a business later we will make them be a talented entrepreneur.

Entrepreneurship education has taught as a scientific discipline independent or separate from other sciences:

1. Entrepreneurship contains a body of complete and real knowledge, that is there are theories, concepts and scientific methods complete
2. Entrepreneurship has two concepts namely the position of venture start-up and venture-growth. This is clearly not deep general management framework the courses separating management and business ownership.
3. Entrepreneurship is a scientific discipline which has its own object, the ability to create something new and different.
4. Entrepreneurship is a tool for create equity of effort and income distribution or just and welfare of the people prosperous.

From the description of the concept of education entrepreneurship above, it can be concluded that entrepreneurship basically focused on learning about values, abilities and behavior someone who is creative and innovative.

1. Establishing an Independent practice, independent practice by health graduate is usually called home care. According to Ministry of Health of the Republic of Indonesia or the Ministry of Health of the Republic of Indonesia, home care is sustainable and comprehensive health services provided to individuals and families in their places of residence with the aim of enhancing, maintain, or restore health or maximize level of independence and minimize the consequences of illness. Forms of home care services or health care at home can be post general cases hospital care and special cases that are often encountered in some communities.
2. Some common post-hospital cases that are usually carried out in practice independent or home care are among the following, patients with impaired oxygenation, patients with chronic obstructive pulmonary disease, patients with heart failure, patients with chronic wounds, patients who have diabetes, patients with impaired urinary function, patients requiring intravenous fluids, patients with impaired nerve function, patients with human immunodeficiency virus disease or HIV AIDS patients who are undergoing recovery and rehabilitation. While special cases are often found in some ordinary communities carried out in independent practice or home care are as follows, patients who are in a terminal condition, patients who are in old age, patients with psychiatric or mental health disorders
3. Establishing Joint Practices, in addition to independent practice, nurses can also set up joint practice. It means is, nurses can work with several doctors, midwives, or pharmacists

in carry out this practice. So that practice established more complete in terms of medical personnel compared to independent practice.

4. Open Nursing Counseling Services, counseling can be equated with consultation. Nurses can open services home counseling. Not all humans have extensive knowledge related health or medical. So that local residents, at least neighbors, can consult with the nurse if there are things you want to know about medical. With technological sophistication, such as with the internet and social media, Nursing counseling can also be done online. For example, a nurse can create a website that can accommodate various questions related to medical matters. Then the nurse can give answers according to their area of knowledge. Nurses who open a nursing counseling service business are examples of workers informal sector and become an example of business capital of 5 million or even less than 5 million.
5. Open therapy services, Therapy services that can be opened are types of complementary therapy. Therapy complementary therapy is one type of therapy that is carried out for the treatment of an disease and is useful for improving the immune system (immune system), so that the immune system in the human body is able to stimulate the healing of disease is in the body. Complementary therapy is useful too as a support for conventional medical treatment, such as therapy with herbal ingredients, chiropractic therapy, magnetic field therapy, energy therapy, acupuncture therapy, hyperbaric therapy, and various other therapies. Therapy services are rare ventures but needed.
6. Establishing Physiotherapy Services, physiotherapy is a method or form of service health to restore the function of the body's organs by using natural energy, namely electricity, water, heat, cold, and sunlight. Use of various powers nature to restore the function of the organs of the body is carried out as needed to get the effect of the treatment. If physiotherapy is carried out too much or less will also have a bad impact. This matter is an example of a promising business opportunity with small capital
7. Become a writer, nurses can express a variety of ideas, knowledge, and experience that has been passed into a book, especially writing that relating to medicine or health.
8. Opening Medical Equipment Rental Services, Nurses can open rental services for medical devices such as glucometric devices, oxygen cylinders, wheelchairs, or other medical devices. Usually tool rental services. This medical treatment is needed for patients who are lying weak at home, or are in the process outpatient. Medical device rental services are one of the business opportunities that have not been many competitors

The above entrepreneurship possibilities may be occupied by health entrepreneurs. While, based on student perception on possibility to an entrepreneur are:

1. Small businesses in the culinary field. This is a great opportunity for students who are interested in opening small business in this field. Students may start from a restaurant business, health food, cafe, crowded stalls, or even Street vendors. Of course anyway pay attention to health aspects. Knowledge community nutrition that can be obtained directly applied to the field entrepreneurship. A culinary business interest in the health sector is a baby food manufacturing business organically using organic and non-organic ingredients however has high nutritional value. Business opportunities this is in great demand by students because of the many complaints from people parents who do not have time to make their own baby food and depend on instant baby food
2. Small businesses in the service sector. There are various types of small businesses in the service sector. Looks like in this business students you have to have expertise as well as extensive insight depending on services offered. the most services much in demand is manufacturing services logo design, banners, banners and website for promotion in the field health.
3. Small businesses in the health sector environment. This attempt is wrong an attempt to reduce originating environmental pollution from inorganic waste in the form of garbage

plastic. Students try to cycle – recycle plastic waste to reduce volume of household-scale plastic waste ladder. This business not only can by students but also can invite local people to take part in the activity. Several products that can be produced of plastic waste are brooches, flowers plastic and various kinds of pretty bags plastic based.

4. Therapeutic clinic business. Current need the public will health has increased sharply along with increasing public awareness will be important and valuable health. Likewise with phenomenon of alternative medicine because with alternative medicine, the risks the effect of chemical drugs can be more suppressed and costs to be even cheaper. The concept of a clinic that students are interested in is a herbal cafe and herbal pharmacy. Business or business in the field health is a business or business which currently has prospects very good and even fore will increased significantly. Estimated business or business or industry in the health sector is a future business besides internet education, entertainment industry and entertainment.

The final result of the course Entrepreneurship in the Health sector is students are able to write proposals entrepreneurial business they want do. In this case, the task of the lecturer or resource person is to provide input to students so that proposals are generated can be used by students for doing business in the world of work.

5. CONCLUSION

Entrepreneurship in health sector is a mindset and methods that must be mastered by a student as an entrepreneur in starting and/or managing a professional practice business by developing activities based on creativity and innovation that can meet the needs of clients, families and communities for the advancement/success of her midwifery professional practice. As an entrepreneur, a health student has to be disciplined, honest, highly committed, creative and innovative, independent and realistic.

Based on the literature review, it can be concluded that:

1. In general public lectures entrepreneurship is very good and there benefits to health students, in particular regarding entrepreneurial knowledge obtained from the story and source experience.
2. Student perceptions about implementation entrepreneurship has proven to be positive for stimulating student entrepreneurial motivation. This is proven by most research subjects understand the material well, knowledge and proven experience of sources help in understanding the material and the application and formation of motivation student entrepreneurship.
3. Stimulation of student motivation can be known from the existence of a small part students who have joined health entrepreneurship course enthusiastically to take part in good entrepreneurship programs held by the government or by private. A small number of research subjects hope to be an entrepreneur reliable in the world of work.

Advice that can be given from the results of this study are necessary sharing of knowledge and experiences from practitioners (entrepreneurs), need to do the efforts of especially the course entrepreneurship in compiling curriculum where is the Entrepreneurship Course. What is expected of the curriculum can improve the character of entrepreneurship spirit.

Provide opportunities for students to try opening a new business as a form experience for students to do business. Implementation of education entrepreneurship needs attention seriously from the government and institutions education on how to method teaching, curriculum, lecturer

competency, and the length of time to study so can stimulate interest in entrepreneurship on students.

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