

# THE ROLE OF BUSINESS MENTORS IN ASSISTING THE GROWTH OF EDUCATION- SUPPORTED MSMEs

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## THE ROLE OF BUSINESS MENTORS IN ASSISTING THE GROWTH OF EDUCATION-SUPPORTED MSMEs

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**Abstract.** MSMEs play a crucial role in a country's economy. They contribute to job creation, local economic growth, and product or service innovation. Education is also recognised as a key pillar in community and economic development. Improving the quality of education has the potential to help MSMEs grow and thrive. The purpose of this study is to examine the role of business mentors in supporting the growth of MSMEs that receive support from education. This research is a literature review using a qualitative method approach, which means it will analyse and interpret data by relying on information and text from various sources. The results of this study show that the role played by business mentors in supporting the growth of education-supported MSMEs is significant. The collaboration between business knowledge gained through formal education and practical guidance from mentors forms a strong foundation for sustainable business growth. Mentors not only provide insight and experience, but also help young business owners overcome challenges, formulate effective strategies, and build valuable networks. In an ever-changing business ecosystem, this role is becoming increasingly important in moulding the next generation of competent and innovative entrepreneurs.

**Keywords:** Business Mentors, MSMEs, Education

**Abstrak.** UMKM berperan krusial dalam perekonomian suatu negara. Mereka berkontribusi terhadap penciptaan lapangan kerja, pertumbuhan ekonomi lokal, dan inovasi produk atau layanan. Pendidikan juga diakui sebagai pilar utama dalam pembangunan masyarakat dan ekonomi. Meningkatkan kualitas pendidikan memiliki potensi untuk membantu UMKM tumbuh dan berkembang. Tujuan penelitian ini untuk menelaah peran mentor bisnis dalam mendukung pertumbuhan UMKM yang mendapat dukungan dari pendidikan. Penelitian ini merupakan kajian literatur yang menggunakan pendekatan metode kualitatif, yang berarti akan menganalisis dan menginterpretasikan data dengan mengandalkan informasi dan teks dari berbagai sumber. Hasil studi ini menunjukkan bahwa peran yang dimainkan oleh para mentor bisnis dalam mendukung pertumbuhan UMKM yang didukung oleh pendidikan sangatlah signifikan. Kolaborasi antara pengetahuan bisnis yang diperoleh melalui pendidikan formal dan panduan praktis dari mentor membentuk fondasi yang kuat untuk pertumbuhan bisnis yang berkelanjutan. Para mentor tidak hanya memberikan wawasan dan pengalaman, tetapi juga membantu pemilik bisnis muda mengatasi tantangan, merumuskan strategi efektif, dan membangun jaringan yang berharga. Di dalam ekosistem bisnis yang terus berubah, peran ini menjadi semakin penting dalam mencetak generasi pelaku usaha yang kompeten dan inovatif.

**Kata Kunci:** Mentor Bisnis, UMKM, Pendidikan

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## **1** **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) are of significant importance in the economic landscape of a nation (Harahap, Sutrisno, Raharjo, et al., 2023). MSMEs typically exhibit a higher propensity for generating employment opportunities compared to larger firms. As a result of their smaller size, MSMEs exhibit a tendency to employ a comparatively greater number of individuals per unit of production or service rendered. This implies that MSMEs have the potential to contribute to the mitigation of unemployment rates by offering employment prospects to a diverse pool of individuals, including those possessing restricted skill sets. The presence of MSMEs also plays a significant role in facilitating the circulation of capital within the local community, as a substantial portion of the generated revenue from these enterprises tends to remain within the region (Kamar et al., 2022). This has the potential to enhance the local economy by promoting increased consumption, investment, and fostering business expansion. MSMEs frequently exhibit a higher degree of adaptability when it comes to generating and executing innovative ideas (Ausat & Suherlan, 2021). Smaller enterprises possess the capacity to promptly adapt to market fluctuations, in contrast to larger organisations that may be burdened by intricate bureaucratic frameworks. These innovations have the potential to facilitate the emergence of novel products or services, enhance the value proposition for consumers, and cultivate a robust competitive landscape within the market. This implies that they play a role in fostering employment opportunities, stimulating regional economic development, and driving advancements in products or services.

Nevertheless, MSMEs frequently encounter a multitude of obstacles. MSMEs commonly encounter constraints in various aspects, including financial resources, workforce availability, technological capabilities, and physical infrastructure (Ausat & Peirisal, 2021). These constraints may impede their capacity to innovate and create novel products or services, enhance overall quality, or extend their operational reach. A significant number of MSME owners are initially self-employed entrepreneurs who possess considerable technical expertise and abilities in manufacturing (Harahap, Ausat, et al., 2023). However, they often face a deficiency in terms of business management experience. This can lead to challenges in financial management, stock organisation, production planning, and efficient workforce engagement (Hermansyah, 2023; Salamah, 2023). Furthermore, a significant number of owners of MSMEs are originally self-employed individuals who possess considerable expertise and proficiency in the technical aspects of production. However, they often lack the necessary understanding and competence in business management. Consequently, they

encounter challenges in effectively handling financial matters, organising inventory, strategizing production, and efficiently engaging their workforce (Sukenti, 2023).

Conversely, education is widely acknowledged as a fundamental cornerstone in the advancement of both society and the economy (Azzaakiyyah et al., 2023; Karneli, 2023). The provision of quality education enhances individuals' acquisition of knowledge, development of skills, and cultivation of abilities (Sutrisno, Hayati, Saputra, Arifin, et al., 2023). The pivotal factor in fostering sustainable economic development and enhancing societal well-being lies in the presence of superior human resources (Sutrisno, Ausat, Permana, & Harahap, 2023). Education has a key role in fostering the growth and advancement of innovation and technology (Cahyono et al., 2023). Education plays a pivotal role in equipping individuals with the requisite knowledge and skills essential for the generation and execution of novel solutions, the creation of innovative goods, and the facilitation of technological advancement (Septianti et al., 2023). Individuals with a higher level of education typically exhibit enhanced skills, a deeper understanding of subject matter, and a greater capacity to navigate evolving professional landscapes (Tuhuteru et al., 2023). By ensuring equitable access to high-quality education across all strata of society, the potential for individuals to attain improved employment prospects and increased income levels is enhanced. This implies that enhancing the calibre of education possesses the capacity to facilitate the growth and prosperity of organisations.

In recent times, there has been an increased focus on the notion of education-backed MSMEs. This is mostly due to the recognition that education plays a pivotal role in equipping individuals with the necessary information, skills, and network connections to effectively navigate the complexities of business management. The provision of formal education and entrepreneurial training has the potential to assist MSMEs in surmounting the obstacles they encounter (Sutrisno, Cakranegara, Hendrayani, et al., 2022). Formal education and entrepreneurship training equip owners of MSMEs with comprehensive understanding of fundamental business principles, encompassing areas such as management, finance, marketing, and operations (Harini et al., 2023). Students are instructed in the principles of stock management, production cost calculation, budget creation, and other essential components necessary for the efficient operation of a firm. Entrepreneurship education plays a crucial role in facilitating the development of strategic business planning for MSMEs. Students are instructed in the process of developing concise and comprehensive business vision, mission, and goals, in addition to recognising potential market opportunities and threats (Atrup et al., 2023; Satriadi et al., 2022). Furthermore, the provision of

entrepreneurship training offers valuable insights to MSMEs regarding the implementation of efficient marketing tactics. This includes enhancing their comprehension of customer requirements, establishing robust brand identities, and effectively promoting their respective offerings. In order to fully harness the potential of education-supported MSMEs, it is imperative to establish effective mentoring and guidance mechanisms.

The relevance of a business mentor's job is evident in this context. Business mentors are individuals who possess a wealth of experience and expertise in diverse areas of the business domain (Prastyaningtyas et al., 2023). They possess the ability to offer direction, counsel, and valuable perspectives to owners of MSMEs that aspire to expand their firms. Business mentors play a crucial role in supporting MSMEs in surmounting obstacles, devising effective expansion plans, enhancing the quality of their products or services, and facilitating their entry into broader markets.

However, it should be noted that although the significance of business mentors has been acknowledged, there is a scarcity of comprehensive research about their contribution to the advancement of education-supported MSMEs. The complete understanding of key inquiries, such as the extent to which business mentors can provide assistance to education-supported MSMEs, the identification of the most efficacious tactics, and the examination of the elements that impact the effectiveness of business mentor interventions, remains insufficiently explored. Consequently, the primary objective of this study is to address the existing vacuum in information by conducting a comprehensive examination of the role played by business mentors in facilitating the expansion of education-supported MSMEs. The study aims to examine the optimal strategies employed by business mentors, the various aspects that contribute to the effectiveness of their interventions, and the effects of their guidance on the enhanced growth and development of MSMEs.

This research aims to enhance comprehension of the significance of business mentors within the education-supported MSME ecosystem. It is anticipated that the findings of this study will offer practical recommendations to stakeholders, including educational institutions, government entities, and businesses, in order to facilitate the development of more efficient programmes that foster the growth of MSMEs. Furthermore, this study has the potential to make valuable contributions to the existing body of knowledge and understanding in the areas of MSMEs, entrepreneurship education, and local economic development.

## **METHOD**

This study constitutes a literature review that employs a qualitative methodology, hence

entailing the analysis and interpretation of data through the utilisation of information and texts derived from diverse sources. The primary objective of a qualitative literature review is to compile, assess, and incorporate pre-existing knowledge pertaining to the subject of investigation, namely the role of business mentors in assisting the growth of education-supported MSMEs. This study will gather data from several sources that are pertinent to the subject matter, including scientific journals, books, research papers, and other scholarly materials. The temporal scope of the data encompasses the years 2014 to 2023, affording the researcher the opportunity to observe and analyse the various advancements, trends, and alterations that have transpired during this timeframe.

The utilisation of the qualitative technique in conducting a literature review enables researchers to provide a more comprehensive and detailed description and characterization of intricate and multifaceted matters (Elo et al., 2014). Furthermore, the utilisation of this approach facilitates the incorporation of numerous information sources and encompasses a diverse array of perspectives, hence enhancing the depth of research and bolstering the credibility of the results. The data gathering procedure will entail a rigorous examination of textual material, a thorough search for pertinent information, and the systematic categorization of important data pertaining to the research subject. Following this, the author intends to organise the gathered material in a systematic manner, conduct a comparative analysis of the findings from various sources, and discern recurring patterns, themes, and trends that arise from the amassed data.

One notable benefit of employing a qualitative literature evaluation lies in its inherent adaptability to comprehend and elucidate intricate phenomena, as it is not constrained by numerical or statistical limitations (Rahman, 2016). This approach additionally enables researchers to acquire profound insights on the temporal evolution of the subject matter being investigated, as well as the transformations and shifts in thoughts and understandings pertaining to the subject matter throughout different time periods. In the present study, it is imperative to thoroughly examine the dependability and veracity of the sources employed, while also engaging in a rigorous analysis of the gathered material. According to Bradshaw et al. (2017), while employing a qualitative technique, it is crucial for the researcher to communicate their findings in an impartial and reflective manner, offer clear and correct interpretations, and acknowledge the limits inherent in the methodology and data utilised. The anticipated outcome of this research endeavour is to offer a detailed analysis of the evolution of the subject matter within the specified timeframe of 2014 to 2023. Additionally,

it is expected that this study may yield suggestions for future research endeavours that can enhance the comprehension of matters pertaining to the subject.

## RESULTS

In the context of a globalised world and rapid technological advancements, the significance of MSMEs that receive support from educational institutions is growing in the economic landscape. MSMEs play a crucial role not only in job creation but also in stimulating innovation, mitigating economic inequalities, and fostering general economic advancement (Supatmin et al., 2022; Sutrisno, 2023; Sutrisno, Ausat, Permana, & Santosa, 2023). Nevertheless, in order to maximise their capabilities, several MSMEs want proper advice and mentorship, hence highlighting the crucial significance of business mentors.

Education plays a pivotal role in providing entrepreneurs with the requisite knowledge, skills, and comprehension necessary to effectively manage and operate a prosperous enterprise (Bakar et al., 2014). Numerous educational initiatives, encompassing both formal and non-formal settings, prioritise equipping budding entrepreneurs with comprehensive knowledge in management, marketing, finance, and various other facets of business. Nevertheless, in practical application, the management of a corporation sometimes entails a level of complexity that surpasses the theoretical knowledge imparted in academic settings.

The involvement of business mentors has significance in this context. A business mentor is someone with significant expertise in the realm of business who is inclined to impart their knowledge and offer advice to aspiring or less seasoned business proprietors. The collaboration between business mentors possessing extensive expertise and practical insights required to confront business difficulties, and MSMEs bolstered by educational support, engenders a potent synergy conducive to growth.

One of the primary advantages associated with having a business mentor is in the opportunity to have access to knowledge that may not often be imparted within the confines of a classroom setting. The practical knowledge gained from a mentor's firsthand encounters, encompassing the navigation of routine operational challenges as well as the management of critical circumstances, holds significant potential as a source of motivation and educational growth for aspiring entrepreneurs (Boldureanu et al., 2020). Mentors play a crucial role in facilitating the development of effective business plans, offering valuable insights into contemporary industry trends, and providing an impartial assessment of the business's strengths and limitations. Furthermore, establishing a professional relationship with a business mentor can provide entrepreneurs with opportunities to broaden their professional

network (Memon et al., 2015). Mentors typically possess broad networks across the industry and business sector. By use of these connections, business proprietors have the opportunity to establish connections with possible suppliers, strategic partners, and even investors. In the context of a highly competitive corporate landscape, the possession of a robust network might emerge as a pivotal determinant of success. In addition to offering practical help, a business mentor can also offer emotional support. The entrepreneurial endeavour is characterised by a multitude of obstacles, setbacks, and instances of ambiguity (Ausat et al., 2023; Gadzali et al., 2023; Rembulan et al., 2023). Mentors has the ability to actively engage in attentive listening, offer words of encouragement, and assist business proprietors in navigating challenging situations, thereby instilling a sense of revitalised assurance.

In the context of MSMEs that receive support from educational institutions, the significance of business mentors is further amplified. The amalgamation of theoretical business knowledge acquired through formal education and hands-on coaching provided by mentors can exert a profound influence on the expansion and advancement of businesses (Schlegelmilch, 2020). Mentors play a crucial role in assisting business owners in identifying novel opportunities, devising strategies for expansion, mitigating risks, and optimising the use of scarce resources.

To foster the expansion of education-enabled MSMEs, it is imperative to establish initiatives that assist the establishment of linkages between seasoned business mentors and aspiring entrepreneurs. Governments, educational institutions, and non-profit organisations have the potential to facilitate the establishment and operation of these collaborative platforms. Furthermore, it is crucial to enhance the proficiency of business mentors themselves, enabling them to offer efficacious and pertinent advise that aligns with contemporary advancements in the realm of business and industry. The significance of business mentors in facilitating the expansion of education-enabled MSMEs should not be undervalued. They provide contributions not just to the advancement of the firm itself, but also to the overall economy. company mentors play a crucial role in shaping a cohort of entrepreneurs who are equipped to confront future difficulties and foster sustainable innovation. Through the provision of valuable insights, information, emotional support, and access to networks, these mentors contribute significantly to the development and growth of aspiring company leaders (Ismaya et al., 2023).

## **DISCUSSION**



To enhance the effectiveness of business mentors in facilitating the expansion of education-enabled MSMEs, many strategic measures can be implemented. First and foremost, the establishment of well-organized and enduring mentorship initiatives is of utmost significance. These programmes may be developed by educational institutions, business organisations, or governmental entities in order to facilitate the pairing of mentors with business owners who require help. The programme should encompass a range of stages, beginning with the assessment of needs and the formation of business plans, and extending through the ongoing monitoring and evaluation of progress. Moreover, it is imperative to emphasise the significance of fostering collaboration among the education, business, and government sectors to effectively facilitate the achievement of desired outcomes in mentorship initiatives. Educational institutions have the capacity to establish connections amongst corporate mentors who possess affiliations with universities or business schools (Blake-Beard et al., 2021). The government has the capacity to offer policy assistance and allocate resources to facilitate the expansion of mentorship initiatives (Mahardhani, 2023; Rijal, 2023; Sari, 2023). Additionally, the government can establish incentives to encourage corporate mentors to actively engage and contribute to these programmes.

The utilisation of technology can also assume a significant function in facilitating the connection between mentors and business owners (D'Abate & Alpert, 2017). Online platforms have the potential to facilitate the connection between mentors and mentees who are situated in diverse geographical regions. This facilitates the opportunity to engage with mentors possessing a wide range of backgrounds and experiences, potentially surpassing the limitations of local availability. Technology can also serve as a means to enable and enhance meetings, remote training sessions, and the exchange of pertinent resources (Harahap, Sutrisno, Fauzi, et al., 2023; Sutrisno, Cakranegara, Asri, et al., 2022; Sutrisno, Kuraesin, Siminto, Irawansyah, et al., 2023; Touriano et al., 2023). Furthermore, it is possible to develop mentorship programmes with the aim of fostering inclusivity and diversity. In the realm of education-backed MSMEs, a wide array of aspiring entrepreneurs hailing from various backgrounds can get substantial advantages from tailored mentorship opportunities. The inclusion of mentors who embody this diversity has the potential to offer varied perspectives and innovative approaches to address the distinct obstacles encountered by various sorts of enterprises.

The growth and development of MSMEs with the guidance of business mentors have the potential to have positive effects across multiple economic and social dimensions. Business growth refers to the expansion of economic activities within a certain area, resulting in the

generation of employment opportunities and subsequently contributing to the mitigation of unemployment rates (Barera, 2023; Purnomo, 2023; Sudirjo, 2023). Furthermore, it is worth noting that flourishing MSMEs possess the capacity to augment individuals' earnings, hence fostering enhanced well-being and diminished levels of poverty.

The focal aspect to emphasise is the significance of business mentors in facilitating the expansion of education-enabled MSMEs, which exemplifies the essence of collaboration and information sharing necessary within a dynamic business ecosystem. In a contemporary context characterised by rapid change, the engagement of business mentors plays a crucial role in equipping the emerging cohort of entrepreneurs with pertinent knowledge, skills, and a comprehensive grasp of the principles necessary to foster constructive transformations within the realms of business and society as a whole.

In order to continue the strong role of business mentors in supporting the growth of education-enabled MSMEs, there are several points to note:

1. **Continuous Training and Development for Mentors:** It is imperative for business mentors to continuously enhance and refresh their expertise pertaining to the most recent advancements in the industry, prevailing market trends, and creative business methodologies. Sustained training and development initiatives for mentors are vital to ensure their ongoing relevance and capacity to offer contemporary advice to business proprietors.
2. **Emphasis on Soft Skills Aspects:** In conjunction with their technical expertise in the realm of business, it is imperative for business mentors to also prioritise the cultivation of soft skills. Proficiency in key competencies such as leadership, adept communication, negotiation prowess, and vital problem-solving acumen are imperative for business proprietors to proficiently oversee teams and efficiently administer day-to-day operations.
3. **Partnerships with Educational and Research Institutions:** The establishment of partnerships between corporate mentors and educational institutions or research centres has the potential to generate significant outcomes. One potential approach for educational institutions is to incorporate mentors into various activities such as guest lectures, workshops, or collaborative projects, which aim to actively involve students in authentic business difficulties.
4. **Field-Specific Mentorship:** In light of the intricate nature of diverse businesses, the presence of mentors possessing specialised expertise within a specific domain is of paramount significance. Businesses operating in the technology industry necessitate

mentors possessing extensive knowledge in technical innovation and the digital market, as an illustration.

5. **Impact Measurement and Evaluation:** The measurement of the impact of the mentorship programme using well-defined indicators is of significant importance. This methodology facilitates the identification of successful outcomes within programmes, areas that require enhancement, and also offers tangible evidence on the significance of collaboration between business mentors and MSMEs.
6. **Sharing Success Stories:** The dissemination of success narratives that illustrate the transformative impact of mentorship on the lives and enterprises of business owners can serve as a catalyst for inspiring individuals to engage in mentorship initiatives. Additionally, it has the potential to enhance the recognition and understanding of the advantages associated with mentorship.
7. **Expand Networking and Access:** For a mentorship scheme to be deemed successful, it is imperative that there is a continuous expansion of the network of mentors available. In this manner, business proprietors are afforded a greater array of choices and prospects in locating mentors that are most compatible with their specific requirements.

The significance of business mentors in facilitating the expansion of education-enabled MSMEs is crucial for the long-term viability and advancement of the economy. Mentors play a crucial role in assisting young business owners in surmounting obstacles and realising their maximum capabilities within the highly competitive business landscape. This is achieved through their provision of guidance, expertise, and support. By fostering robust partnerships among business mentors, educational institutions, and the government, it is possible to cultivate a business ecosystem that is both dynamic and sustainable.

## **CONCLUSION**

The contribution of business mentors in facilitating the development of education-enabled MSMEs is of considerable importance. The synergy between the acquisition of business knowledge through formal education and the practical coaching provided by mentors establishes a robust framework for fostering sustainable business expansion. Mentors play a crucial role in supporting new business owners by offering useful insights, leveraging their extensive expertise, assisting in overcoming obstacles, facilitating the formulation of effective plans, and aiding in the establishment of vital networks. Within the dynamic and evolving landscape of the company ecosystem, the significance of this particular position is

progressively escalating as it assumes a pivotal role in shaping the forthcoming cohort of proficient and inventive entrepreneurs.

## **RECOMMENDATIONS**

In light of the above, this study arrived at the following recommendations: 1) Development of Structured Mentorship Programmes: The establishment of systematic and sustainable mentorship initiatives holds significant importance. The programme should encompass a range of stages, beginning with the identification of needs, followed by the development of a business strategy, and concluding with ongoing monitoring and evaluation. 2) Inter-Sector Collaboration: The collaboration among the school, business, and government sectors is crucial for the efficacy and triumph of mentorship initiatives. This process may encompass the establishment of strategic alliances and effective allocation of resources. 3) Inclusivity and Diversity: The importance of guaranteeing inclusivity and diversity in the process of selecting mentors and mentee business owners cannot be overstated. The presence of a wide range of perspectives and approaches is conducive to the generation of innovative and heterogeneous results. 4) Soft Skills Development: In conjunction with the technical facets, it is imperative for business mentors to provide due consideration to the cultivation of soft skills encompassing leadership, communication, and problem-solving abilities. 5) Technology as a Connector: The utilisation of technology has the potential to enhance connectivity between mentors and mentees who are situated in disparate geographical regions. Online platforms can also serve as a means for conducting remote training sessions and facilitating the sharing of resources. 6) Clear Impact Measurement: The assessment and quantification of the effects of the mentorship programme should be conducted using well-defined indicators. This will enhance the efficacy of the project and furnish empirical substantiation of the generated value. 7) Sharing Success Stories: The dissemination of success narratives derived from mentorship initiatives has the potential to motivate and engage individuals, fostering their comprehension of the advantages associated with participating in such programmes. By adhering to these recommendations, it is possible to construct a more robust, all-encompassing, and environmentally conscious commercial framework. Business mentors serve as catalysts for transformation, imparting knowledge, offering guidance, and instilling motivation in the emerging cohort of entrepreneurs. Their invaluable support enables these individuals to surmount obstacles and attain triumph in the ever-evolving realm of commerce.

## **ACKNOWLEDGMENTS**

Thank you to you, the reader, for taking the time to read this research. We hope that the information presented provides a deeper understanding of the importance of collaboration between education and business mentors in supporting the growth of MSMEs, and how this can shape a more inclusive and sustainable economic future.

## **REFERENCES**

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