



Empirical Entrepreneurship: Success Factor for New Companies

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ABSTRACT

The purpose of this article is to identify the characteristics that empirical entrepreneurs present to ensure that their companies are successful and competitive in the market, if it is based on the fact that the majority of ventures are being created and directed by people who do not have professional training, it is pertinent to establish what makes them stay in the market. The study will be directed under a type of descriptive research with a mixed approach, where the population will be made up of legally constituted companies in the city of Ocaña. Using the survey as a technique and the questionnaire as an instrument where the characteristics of the entrepreneurs were addressed. To finally obtain specific results of the relevant and successful factors of the new companies.

Keywords: Entrepreneurship, empirical, success, companies

1. Introduction

Currently, entrepreneurship generates the growth and development of a country, since through it, ideas are acquired that lead to an increase in the number of businesses that promote productivity in the market made up of consumers and society in general. In addition, it should be noted that it is present in most of the areas surrounding the environment of a community, among which are the social, economic, business and personal, seeking in the latter to take advantage of the opportunities and benefits that entrepreneurship brings (Vesga).

In this sense, it can be affirmed that in Colombia being an entrepreneur has gained significant value not only from the academic approach where they have taken the task of investigating and studying this subject in more depth, but in turn it is seen in the population as a new alternative that provides solutions to unmet needs, being also a way to distribute the wealth of the regions, contribute to employability and contribute to the progress of the business sector, through the use of innovation and technology (PATIÑO, RUIZ Ariza, & PITRE-REDONDO, 2018)

To get even closer to the subject of study it is essential to know the different types of entrepreneurship that are found in the literature, this is how scalable, social, innovative, public, administrative and not least the empirical entrepreneurship that is defined by (Marulanda Valencia, Montoya Restrepo, & Vélez Restrepo, 2014), as that which should be given the value to entrepreneurs who with little academic training or lack of professional studies, manage to create a company and position it in the market.

Thus, it is evident that entrepreneurial activity, whether out of interest or necessity, is considered from the social point of view a practice that provides opportunities and creates sources of employment, regardless of whether or not its creator has the solid foundations to maintain it, since this task is based on the generation of wealth, where attitude and motivations are involved to take investment risks and generate companies in a market that generally reaches an 80% business mortality rate in the first three years of life (Sastre, 2013)

From the above, the interest of the research arises to know how this entrepreneurial population has the ability to manage their businesses to grow and reach a stage of maturity successfully and all this under the experience provided by their environment. Generating the general objective that is aimed at analyzing the factors that influence the success of empirical entrepreneurs in the city of Ocaña, for which a characterization of the companies will be made, to then identify the most relevant aspects and finally propose a model that will serve as a guide for future entrepreneurs.

Finally, the research seeks to identify those entrepreneurs who have been successful with their businesses, with the purpose of recognizing the role that the empirical entrepreneur has within the social, economic and innovative development of the municipality, achieving in turn to identify the factors that influence the growth of entrepreneurs who without university studies have achieved with their organizations the permanence in the market, management of their businesses, in addition to their recognition and positioning within the sector to which they belong.

2. Theoretical Framework

2.1 Background

For (Ovalles-Toledo, Moreno Freites, Olivares Urbina, & Silva Guerra, 2018) entrepreneurship has become in recent years an important mechanism that generates significant growth within the economic, social, innovation and competitiveness areas of developed countries as in those that are aimed at such purpose, evolving to such an extent that people with few resources and studies have the ability to create small and medium enterprises, where the process of globalization has played a necessary role in promoting people's skills. From such an approach, the definition of entrepreneurship arises and it is (Carlos Ornelas, Contreras González, Silva Olvera, & Liquidano Rodríguez, 2015) who state that this is "the subjective motivation to form companies and establish autonomy to take root in the market and capture opportunities, taking risks and innovating continuously" (p. 46).

(Alean Pico, Cortina, Simancas Trujillo, & Rodríguez Arias, 2017) consider in the research article of the National University of Colombia, the different approaches to entrepreneurship, the first of them is the economic one, where the opportunities that contribute to the growth of the GDP, to the decrease of the unemployment rate, capital movements by purchase and sale of materials, as of the exchange of a good or service in the market are identified. Now, from the psychological approach, entrepreneurship is analyzed through the relationship with human capital, arguing that there must be cognitive capabilities that provide productive and efficient activities. And taking into account the institutional orientation, entrepreneurship constitutes a look at the organizations that structure and regulate the legal framework of economic activities, which in effect are normative pillars that facilitate interaction with their environment and formal stability of business (p. 108).

2.2 Modern theory of the entrepreneur.

It defines the entrepreneur as one who makes decisions based on the use of scarce resources. Therefore, he also understands the internal economic structure of the organization and its competitive strategies. At the same time, he is the one who evaluates the economic conditions of the market, measuring the favorability of the business to be undertaken, thus establishing a function that links it directly to the expected profits, which has an impact on the stability of the entire company, directly on its finances, accounting movements and interest on the productive activities developed. In this theory, the idea of relating capital and control of the company as two elements that the entrepreneur takes into account when assuming management arises (MOHANTY KESHARI, 2005)

Thus, this theory allows to understand the factors that lead to the success of an entrepreneur, as well as to have clarity about the role that the entrepreneur plays within the companies and his role when starting a productive activity, where he has to integrate different stages of the administration and group the competitiveness factors that contribute to the growth of his enterprise in the market.

2.3 Theory of the innovative entrepreneur.

It is Schumpeter who affirms in this theory that the entrepreneur, in addition to generating and contributing through his activity to the economic sciences, also does so as an innovator who creates and constructs ideas necessary for the start-up of the company. In this order of ideas, it raises new elements within the figure of the entrepreneur, establishing that innovation is the central factor in the growth of the organization created. Likewise, this model describes the entrepreneurial initiative as an engine of market-based systems, considering that by innovating the entrepreneur solves problems, manufactures new services and products, production methods, among other strategies seeking business strengthening (Carrasco Monteagudo & Castaño Martínez)

Based on this definition, it can be said that the recognition obtained by the empirical entrepreneur with his business is due to the fact that he imposes a creative character, which is considered an indispensable variable for his process to be characterized as innovative. It should be noted that, in terms of the analysis of the progress of a venture, it is creativity what determines its position, acceptance and achievement obtained with the good offered, so it is also understood in this research that the entrepreneur becomes a businessman who innovates when he applies capabilities focused on creating new ideas that add value to his environment.

2.4 Mark Casson's theory.

It focuses on the study of the entrepreneur as a leader with an integrated perspective, i.e., as an entrepreneur he brings together various qualities that are subject to changes in the economy. Among them is ethics, which is fundamental for economic development because it reduces transaction costs. Thus, values become an operational component that influences the entrepreneur's business performance and management (Cherukara & Manalel)

2.5 Theory of entrepreneurial motivation.

The decision to create and start up a business is a product of the intention presented by the entrepreneur through his behaviors, purposes and goals defined from the characteristics of his personality and entrepreneurial skills. That is why the theory of entrepreneurial motivation is based on the theory of personality traits as well as on the need for achievement, these serve as a reference for the person to have a motive to achieve the goals, leading in turn to this can relate socially with others. Thus, there is a psychological approach where the motive is the success that is finally expected when undertaking and establishing an idea in the market (Parra Alviz & Rubio Guerrero)

Under this theory it can be stated that the empirical entrepreneur is the one who sets goals and directs all his actions to achieve them only by using his knowledge and the resources provided by his environment. Hence it is understood that these two factors to understand the key to success in entrepreneurship.

3. Methodology

For the development of the research, a descriptive type with a quantitative approach will be used, because it allows, in the first place, to characterize the businesses formalized by empirical entrepreneurs in Ocaña and, on the other hand, to describe the technical, motivational and business factors that influence their profile. In this way, the current situation of entrepreneurship in the locality is also interpreted and directly correlated with the central problem.

(Hurtado) infers that this type of methodology aims to establish a precise description of the phenomenon studied, in other words, it is related to the realization of a diagnosis, making a detailed enumeration of qualities, characteristics and aspects in such a way that the results provide an analysis for the researcher. Evaluating and understanding the context surrounding the objectives that lead to the establishment of models, guidelines and prototypes, supported by instruments such as surveys, interviews, observation or documentary review.

The population will be made up of the MSMEs of the city of Ocaña, being this type of companies characterized because their great majority are formalized by empirical entrepreneurs, thus, according to the local Chamber of Commerce, there are to date five thousand two hundred and sixty-two (5,262) companies of this category. The sample is represented by 359 MSMEs.

4. Results

One of the keys to the social and economic development of the new era has been the entrepreneurial spirit of the human being, being a pattern that evidences the skills of innovation, creativity and technological evolution, with which today has improved the quality of life that significantly affects the growth of a society. In this context, empiricism and academic training cease to be an obstacle when it comes to entrepreneurship, since man seeks to solve the problems of the environment, through other techniques and tools to which he has access, such behavior generates ideas, opportunities and creates an organization based on their experience with which they satisfy needs and meet market requirements (Ovalles-Toledo, Moreno Freites, Olivares Urbina, & Silva Guerra, 2018)

This position is in line with what is evidenced by (Salas - Hernandez, Sagbini - Henriquez, & Salazar - Araujo, *Emprendimiento y trabajo informal de migrantes venezolanos, caso Barranquilla 2015-2018*, 2019) when they manage to get into how Venezuelan migrants must become empirical entrepreneurs from informality in order to subsist in a new and complicated world for their previous lifestyle.

Similarly, the study focuses on knowing the skills and competencies of technical, motivational and business character that create the profile of empirical entrepreneurs, thus demonstrating that not everything depends on professional training, but also influence variables of attitude, behavior and perseverance, serving as a reference for many young people who try to undertake today. Where it is important to mention that this will be developed from the literature review or with the implementation of a bibliometric study as described by (Manzano - Durán, Peñaranda - Peñaranda, & Luna - Quintero, 2021) where from this they can identify how the projects are sustainable aspect that fit with the investigation of why empirical entrepreneurs are sustainable.

Another no less important factor that manages to correctly direct companies is leadership, which positively drives the growth and sustainability of companies, empowering them to achieve their objectives. This same position is observed in (González - Castro, Manzano - Durán, & Torres - Zamudio, 2021) where they identify the different approaches of a leader, to conclude that systemic leaders will be in the future, the new managerial generation that will make companies succeed.

5. Conclusions

Preliminarily, it can be deduced from the theory that the success of companies is not conditioned to professional qualifications, as there are internal and external factors that influence the growth and sustainability of companies.

From this point of view, it is evident that much of the success of companies is determined by the expertise and capabilities that the entrepreneur possesses to enter the world of business or companies.

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