



---

## **Development of Entrepreneurship, Employability and Technology in today's society**

***Irma Vergel Cantillo<sup>a</sup>***

*<sup>a</sup>Rota Research Group, Universidad Francisco de Paula Santander Ocaña, Colombia, Orcid 0000-0001-6022-8232, [ivergelc@ufpso.edu.co](mailto:ivergelc@ufpso.edu.co)*

---

### ABSTRACT

---

The purpose of this research is to show the current situation of entrepreneurship and all that its process entails, starting from the conceptualization of the term entrepreneurship, the difficulties it brings with it and the benefits it generates at the economic and social level of a person, company or country; It also refers to the most recent situation in relation to employment at the national level, where the gender gaps or inequalities that exist in our society with respect to women are raised and finally, it is evident how technology has a great value, as it is a fundamental ally, since in the case of entrepreneurship, it allows adaptability to competitive models to obtain more recognition; Similarly, in employment, technological tools enhance job performance, saving time and resources, which therefore would be very useful for an organization, which was conducted through qualitative approach with content analysis and substantiated information, due to the ease in deduction, knowledge and understanding of situations, where the information collected was obtained through inquiry, hypothesis formulation through other research theories, with documentary and textual technique

---

Keywords: Inequality, Employability, Entrepreneurship, Business, Society, Technology

---

### **1. Introduction**

The realization of a business plan has an effect in the economic, political or social sphere, but in Latin America, there are currently difficulties at the time of entrepreneurship, since the limited access to financial, human and knowledge resources or the little importance given to the intention of entrepreneurship, results in a limited competitive development at the business level. As for starting a business, most people feel pressured to take risks and this promotes the permanence in the comfort zone, because the process of creating a company consists of certain stages, which must be taken into account as planning, analysis, control, decision making, which is very exhausting and success is very unlikely.

On the other hand, the data provided by DANE indicate that the employment rate has increased and unemployment has decreased compared to the previous year, but this economic recovery after the pandemic has not favored the whole society, since women show low figures regarding employment, because there is still a very evident inequality between men and women, with respect to access to financing, making them as entrepreneurs suffer greater disadvantages due to negative ideals, It is because of this situation and the culture in which we currently live, that most men do not dedicate an hour a day to cooking or cleaning the house, while mothers take care of their children and give them more than 10 hours a week, and in relation to companies, gender gaps are also present, because companies that have men as leaders are more attractive to investors.

As far as technology is concerned, it is convenient to be updated in relevant knowledge, being aware of the advances that different countries are having in terms of globalization and the use of technologies, since these bring many benefits in the cultural, social and economic, where if new strategies are implemented, it is possible to grow taking advantage of the best opportunities that arise.

*\* Corresponding author*

E-mail address: [ivergelc@ufpso.edu.co](mailto:ivergelc@ufpso.edu.co)

---

## 2. Theoretical Framework

### 2.1. Entrepreneurship

It is defined as the action of carrying out the realization of a business plan, which aims to achieve an effect in the economic, political or social, which is composed of certain features such as continuous change, risk-taking and innovation, in the same way, this phenomenon is executed by people who are called entrepreneur, who are known to be skilled, creative, able to see the positive aspects and opportunities in any situation, they are also visionaries, work hard to achieve their goals and have great self-confidence (Formichella & Massigoge, 2004)

In Latin America there are difficulties at the moment of creating, managing and developing an enterprise, some of these have to do with financial, human and knowledge resources; since the educational level of a country or region about creating a company can trigger restrictions and limited accessibility to the entrepreneurial intention; on the other hand, there are also different challenges such as the deficiency of monetary resources and the absence of trained personnel to perform entrepreneurial positions. (Henaó Mesa)

Thus, the little development of competencies at the entrepreneurial level, largely due to the little importance given to the training of people who intend to undertake and the little access to necessary information, about starting and maintaining an entrepreneurial idea, therefore it is feasible to recognize and strengthen the aspects mentioned to achieve the entrepreneurial culture, which leads to the conversion and transformation of a competent, prepared, visionary human capital, which aims to create a company and that in turn, this generates a social impact contributing to the advancement of the country in different aspects, both economic and social (Pineda- López & Manzano -Sanguino, 2018)

### 2.2. Difficulties of entrepreneurship in Colombia

The action of entrepreneurship is for many people the method to get ahead in the labor market, but starting a business involves many difficulties and although people, especially young people, are facilitated to take risks, they currently indicate that it is complicated, since there are no regulated regulations to promote success. On the other hand, the most relevant disadvantages to entrepreneurship are the economic insufficiency, the scarce impulse of the state entities to promote entrepreneurship, the little access to bank loans and the incorporation to the formalized economy (El Tiempo, 2021)

### 2.3. Financing

In effect to what was previously said, at the time of proposing a model to manage financing, four important stages must be taken into account in which are determined, planning both the actions and the budget of the organization; executing and analyzing financial data and finally, controlling and helping to make business decisions, all in order to achieve an orderly administration where economic and human resources are managed appropriately (Zambrano-Mercado y otros, 2020)

That is why the analysis of efficiency and good performance in a company is essential to achieve progress at economic and organizational level, because it is important to have a periodic measurement of these indicators, to be prepared and to be able to detect in advance the problems that arise and itself, give appropriate solutions to reduce their impact, visualizing new structural and technological alternatives to maintain and increase competitiveness, because once the production processes comply with optimal performance, better results for the company will be gained. (Álvarez- Silva y otros, 2020)

### 2.4. Employment at the national level

In the months so far in 2022, DANE figures showed data on people who are currently employed, where the number of people with jobs has been higher than the previous year, which shows that the unemployment situation has been decreasing, thanks to the economic sectors that have contributed, such as manufacturing, transportation and storage, commercial, repair, professional, scientific and technical activity. (Eempleo, 2022)

### 2.5. Women's employability in Colombia and Latin America

The economy worldwide and in Latin America, for its part, has been reactivating little by little after the crisis left by COVID-19, but this recovery is not taking place positively in terms of the female population, because they have generated low indicators regarding employment, since once their workplaces returned to normal work, most of them were left out of their positions. (Semana, 2022)

Then it is observed that, the female gender as an entrepreneur suffers greater disadvantages as opposed to the male, due to financial exclusion or poor access to credit, which limits the growth of their businesses, (Salas -Hernández y otros, 2019) also, the fact that work is introduced in the home environment, since women find it difficult to isolate their personal/family life from their professional life. (elmostrador, 2021) in addition, the traditional and negative ideas regarding whether or not women are capable of creating, developing and maintaining a business idea or a company, due to the fact that the female staff is scarce in the majority of business managers. (Holgado, 2021)

On the other hand, the world is constantly being exposed to different changes, for this reason, it is necessary to have the relevant knowledge, given the advances that countries are having in terms of globalization and the use of technologies, since these aspects favor the way to create a company, where an excellent strategy executed, plays in favor of this purpose, because in turn innovation and the use of the necessary tools, are fundamental components for the growth of any company that seeks to achieve its goals and objectives. (Coronel- Nuñez y otros, 2019)

Therefore, when companies manage to have the initiative to leave their comfort zone, they implement new market strategies in order to grow through the optimal use of the opportunities that arise, in order to evolve through the use of technological trends which are currently very important, because the internet and social networks favor the optimization of resources, to improve efficiency and processes within the company and also to be competitive with other companies. (Semana, 2022)

### 3. Methodology

This research was conducted through qualitative approach with a respective content analysis and with grounded information; the reason why this approach was used is because its usefulness is relevant when understanding the different phenomena with which this work develops, it also supports positively, because it facilitates the deduction, knowledge and understanding of situations or behaviors, either of an individual, a certain group of people or a society in general; (Acevedo y otros, 2016) On the other hand, the information collected was obtained through inquiry, formulation of hypotheses through external research theories, with the documentary and textual technique, which is represented as a research technique responsible for the collection and selection of data, through the search of documents, reports, magazines, news and bibliographies; on the other hand and even knowing that this method is not very popular, it provides ease for analysis, yields logical information, allows optimizing time, resources and verifies the conclusions obtained. (QuestionPro, s.f.) supporting whose purpose, which is to achieve that the execution of this article has a pertinent analysis.

### 4. Results

In Colombia in 2019, almost 40% of men who are in adulthood requested a loan, unlike women with a figure of 36%; but in 2020 these values were reduced, where it went to 34% for men and 33% for women, which indicates that the data collected, make known that there is still a notorious inequality between men and women, with respect to access to financing. In addition, if we talk about the amount of credits for both genders, in 2020, for men it was higher, as they were granted on average more than 6 million against a little more than 4 million for women. (Konietzko, 2021)

Regarding housework, 38% of the men indicated that most of them did not dedicate their time to cooking and housekeeping; more than 70% of them did not contribute to their children's school learning and approximately 55% did not take care of their children, while the mothers took care of their children more than 10 hours a week compared to the men. For this reason, personal and professional life have a great difficulty, since one life can intervene in the other and cause limits to be crossed, leading to domestic, work, emotional and health problems, distraction and non-fulfillment of people's responsibilities. (elmostrador, 2021)

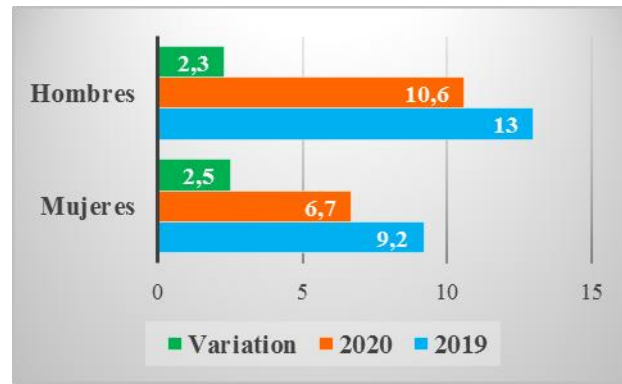
In this order of ideas, the company UBS, in a study it conducted, reported that companies with men as leaders are more attractive to investors, which shows that gender differences are still latent; on the other hand, the values compiled in the report say that 38% of company creators in the United States are women, but a very low percentage of investment is directed to these ventures, also, less than 3% of credits are directed to companies where the CEO is a woman. (Holgado, 2021)

Therefore, last year, the DANE provided information on unemployment in the country, in which it stated that 22% of women were unemployed and 13% of men, which is a lower value, on the contrary, before the health crisis that occurred worldwide, the values ranged between 13% for the female population and 8% for men, suggesting that inequality between the two populations has increased in percentage points (Morales Mosquera, 2021) The table below shows the figures in millions of employed men and women for the years 2019-2020 and their variation.

**Table 1. Number of people with occupation and variation**

Sex/Years	2019	2020	Variation
<b>Women</b>	9,2	6,7	2,5
<b>Men</b>		10,6	2,3

Source: (Morales Mosquera, 2021)



**Fig. 1 - Number of people with employment and variation. Source. Author of the research**

In addition to the above, technological progress brings with it many benefits such as bringing people together, it has reduced the difficulties that exist with respect to culture and in turn, contribute positively to the economy, as many people who decided to undertake have enhanced their businesses through the use of technology, because it allows them to attract more customers, to retain current ones and to be known throughout the territory either nationally or internationally. (Grandón, s.f.)

## 5. Conclusions

The research showed that Colombia is an entrepreneurial country, but has a problem that is very relevant as a shortage of economic resources, little support from government entities and in the case of women, the problem of accessibility to funding, so it is necessary to promote more programs that promote this action, so that the mentality of failure of their society is dissolved more and more and success is achieved in business ideas; If the obstacles are overcome, Colombian entrepreneurship would be able to grow in the different markets of the world until it becomes internationalized through innovation. (Forero, 2020)

At a general level, regarding the conditions that exist in terms of employability in our country, through this research, it was deduced that it is important to change structurally and work hand in hand with some of the factors that play against economic progress, such as gender gaps, poor working conditions and insufficient remuneration received by workers for the performance in their positions; If these factors are mitigated, it is likely that Colombia will be supported by foreign companies and that they will invest, which would favor production, formal work, guarantee development, maintain strong relations with foreign economies and thus be closer to globalization. (Eempleo, 2022)

The scarce participation of women in highly conformed companies does not change the traditional thinking, which is based on the fact that the female population does not have the capacity to exercise leadership, for the simple fact that there is not a large presence of women in higher positions, leading to their possibility of entrepreneurship being more affected by the lack of emotional and social support. (Holgado, 2021) Due to the above, it was determined that although women mostly bet on microenterprises, they contribute positively to the country's employment rates, despite the fact that the impact of the pandemic was stronger in the female population, for this reason it is convenient to implement more programs with a gender approach, but where men are also benefited so that everyone can promote progress and reduce discrimination of all kinds. (Mujer y Empresa Contexto, Cifras y Recomendaciones, 2021)

The challenges that companies currently face the most, is the digital era, because the fear of implementing something they do not fully handle, makes there is distrust and anxiety, but through this article, it can be said that organizations that bet and stays in tune with technological developments, get to accelerate performance, production, optimization of resources and internal processes of a company; because if you follow this pattern of progress, simultaneously you are betting on the transformation of future business mentalities. (Semana, 2022)

## References

- Formichella, M. M., & Massigoge, J. I. (2004). *El concepto de emprendimiento y su relación con el empleo, la educación y el desarrollo local*.
- Acevedo, M. B., Arias Moreno, F., Canedo, M. A., Rodriguez, D. E., & Toncel Bedoya, L. G. (2016). *Proyecto de investigación y propuesta de acompañamiento "Estrategia de emprendimiento para generar empleo en las comunidades objeto de estudios"*. Bogota.
- Álvarez- Silva, M. I., Guarín- Rivera, L., & Bermeo- Giraldo, M. C. (2020). Reingeniería del proceso administrativo de gestión inmobiliaria en una empresa de telecomunicaciones. *Revista Científica Profundidad Construyendo Futuro*, 13(13), 2-11.

- <https://doi.org/https://doi.org/10.22463/24221783.2551>
- Coronel- Nuñez, Y., Velasco- Burgos, B. M., & Cárdenas- García, M. (2019). Caracterización de los laboratorios clínicos del municipio de Ocaña. *Revista Científica Profundidad Construyendo Futuro*, 11(11), 23-30. <https://doi.org/https://doi.org/10.22463/24221783.2565>
- El Tiempo*. (16 de Noviembre de 2021). El Tiempo: <https://www.eltiempo.com/economia/sectores/emprendimiento-en-colombia-jovenes-consideran-que-es-dificil-emprender-632392>
- Elempleo*. (17 de Enero de 2022). Elempleo: <https://www.eempleo.com/co/noticias/noticias-laborales/que-estrategias-usara-el-proximo-gobierno-para-generar-empleos-6608>
- Elempleo*. (7 de Marzo de 2022). Elempleo: <https://www.eempleo.com/co/noticias/noticias-laborales/que-sectores-estan-dando-mas-trabajo-en-colombia-iniciando-el-2022-6662>
- elmostrador*. (19 de Julio de 2021). elmostrador: <https://www.elmostrador.cl/braga/2021/07/19/vida-privada-v-s-vida-laboral-la-complejidad-de-mezclar-ambos-espacios-cuando-se-tienen-que-realizar-tareas-de-cuidados-y-el-trabajo-remoto/>
- Forero, T. (18 de Enero de 2020). *Rockcontent*. Rockcontent: <https://rockcontent.com/es/blog/emprendimiento-en-colombia/>
- Grandón, C. (s.f.). *Fundacion BBVA Microfinanzas*. Fundacion BBVA Microfinanzas: <https://www.fundacionmicrofinanzasbbva.org/tecnologia-agente-potenciador-del-emprendimiento/>
- Hena Mesa, S. L. (s.f.). *Emprendimiento en Colombia, principales dificultades y consideraciones para sortearlas*. Pereira, Colombia.
- Holgado, E. (3 de Septiembre de 2021). *Forbes*. Forbes: <https://forbes.es/forbes-w/114293/hombres-o-mujeres-a-quien-beneficia-el-emprendimiento/>
- Konietzko, D. (13 de Octubre de 2021). *Fundación WWB Colombia*. Fundación WWB Colombia: <https://www.fundacionwwbcolombia.org/fundacion-en-medios-post/brecha-de-genero-en-el-sistema-financiero-una-mirada-al-acceso-a-credito-por-parte-de-las-mujeres-en-colombia/>
- Morales Mosquera, P. (8 de Marzo de 2021). *Larepublica*. Larepublica: <https://www.larepublica.co/especiales/mujeres-empresarias/brecha-laboral-por-genero-se-amplio-en-medio-de-la-crisis-provocada-por-el-covid-19-3135571>
- Mujer y Empresa Contexto, Cifras y Recomendaciones*. (Febrero de 2021). *Mujer y Empresa Contexto, Cifras y Recomendaciones* : [https://www.ccc.org.co/inc/uploads/2021/04/Documento\\_Mujer\\_Empresaria.pdf](https://www.ccc.org.co/inc/uploads/2021/04/Documento_Mujer_Empresaria.pdf)
- Pineda- López, C. P., & Manzano -Sanguino, Y. D. (2018). La cultura emprendedora en los estudiantes de Administración de Empresas. *Revista Científica Profundidad Construyendo Futuro*, 8(8), 2-9. <https://doi.org/https://doi.org/10.22463/24221783.2458>
- QuestionPro*. (s.f.). *QuestionPro*: <https://www.questionpro.com/blog/es/investigacion-documental/>
- Salas -Hernández, I. Z., Sagbini -Henriquez, H. S., & Salazar -Araujo, E. J. (2019). Emprendimiento y trabajo informal de migrantes venezolanas, caso Barranquilla 2015-2018. *Revista Científica Profundidad Construyendo Futuro*, 11(11), 53-58. <https://doi.org/https://doi.org/10.22463/24221783.2579>
- Semana*. (31 de Agosto de 2022). *Semana*: <https://www.semana.com/economia/emprendimiento/articulo/cultura-de-la-innovacion-debe-ir-mas-alla-de-la-tecnologia/202252/>
- Semana*. (20 de Junio de 2022). *Semana*: <https://www.semana.com/economia/macroeconomia/articulo/las-mujeres-han-sido-las-mas-olvidadas-en-la-recuperacion-de-empleo-tras-la-pandemia/202216/>
- Zambrano- Mercado, R. A., Muñoz- Hernández, H., Brito -Aleman, C. C., & Caro- Flórez, A. P. (2020). Gestión financiera en planes de ordenamiento territorial como herramienta de desarrollo urbano. *Revista Científica Profundidad Construyendo Futuro*, 13(13), 31-38. <https://doi.org/https://doi.org/10.22463/24221783.2577>