



The Importance of Promoting the Entrepreneurial Spirit in New Generations

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ABSTRACT

This article specifies how important it is to give strength to the intention of creating a business, especially to young people, and for this, topics such as the actions to be taken to promote entrepreneurship in young people, how key it is to undertake in a country, in the same way, terms are conceptualized, presenting a theory that refers to the extensions that compose it, how fundamental is education for entrepreneurship, the training of new generations, competitiveness; It also shows the rate of entrepreneurship that Colombia has in comparison to other countries, several of the ideas that provoke entrepreneurial spirit and the techniques that originate it, how useful it is to create an organization, how to make children and youth interested in creating a company and it is shown that the younger generation must be supported to face the working world, since they are eager to succeed. Regarding the methodology, the process of content analysis was used, because it is based on the study and interpretation of bibliographic references, whose approach was qualitative, because it investigates how reality is in a natural environment.

Keywords: Competitiveness, Social development, Business education, Entrepreneurship, Youth

1. Introduction

To promote the entrepreneurial spirit in young people is not only to instruct them to start a business, but to give them what they need to prosper, develop creativity and a good entrepreneurship in a competitive world; for this reason it is convenient to teach children to manage their resources, practice teamwork, leadership, to trust themselves and to have emotional intelligence, in order to be prepared to receive the necessary training in management and financial skills. (Universidad Marista, 2020)

The spirit of entrepreneurship in a country, is very key when seeking to open opportunities to improve the economic competitiveness of the same, because most of the economies that are currently competent, are countries characterized by being dynamic with entrepreneurship, which are characterized by a constant flow of innovative products and services in the market; on the other hand, as the immediate economic environment, is growing in terms of potentiality, this has raised the emphasis on the need to promote entrepreneurship.

Another point is that, if society is entrepreneurial and capable, its economy is more efficient, since people tend to innovate, to be flexible and therefore, very valuable as promoters of growth in prosperity and employability. Therefore, the spirit of entrepreneurship is considered as one of the bases on which any country builds its suitability and prosperity, it is also said that entrepreneurship is one of the variables that those specialized in the subject place in the first step of the competitive pyramid. (El espíritu emprendedor: Elemento esencial para afrontar la crisis económica española, 2009)

According to the above, it is indicated that in order to reflect, optimize and act for a better society, the factors that prevent this alteration must be addressed, because behind every action, there is a judgment and this triggers habits that only arise through the supervision and guidance of youth, which

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aims to achieve a good lifestyle according to the requirements of the new environments that are presented, which hinder their formation as a whole, in order to improve them together (Moreno - Mendoza & Coronel - Arenas, 2020)

In addition, it should be consistent that the world is being impacted by the actions of society in general, and it is here where the management of companies and their directors, in this situation, must make the right decisions and assume a committed role as an organization so that it contributes social and environmental effects. (Pacheco - Sánchez & Rodríguez - Téllez, 2019)

Currently the educational system, in addition to maintaining the historical role of teaching content by areas, have been interested in finding techniques that facilitate the student a better understanding of each of these; educational institutions have been relying increasingly on the didactic and technological resources as strategies that enable the capture of ideas by students. (Muñoz - Hernandez y otros, 2020).

2. Theoretical Framework

2.1. The word spirit and the action of undertaking

Both terms can be conceptualized as the way in which humanity is driven by aspirations, based on the qualities of its behavior patterns, which seeks to be excellent by achieving the satisfaction of the desires of the human being. On the other hand, when talking about possessing an entrepreneurial spirit, it is about being overwhelming with strength, courage, courage and insight, in the world of fantasy, sharpness, impetus, imagination and being driven by thoughts, having the necessary competencies and the ability to make things happen (Viale Varas, 2017)

2.2. The seven extensions that make up the entrepreneurial spirit

According to Ornelas et al (2015) are; first, self-confidence, because it means the sense of certainty that a person has in their competencies, in order to achieve a goal; second, innovative behavior, which is deduced as the ability of a person to create many options; third, achievement stimulation, understood as the yearning to improve the results of their activity and take responsibility for their actions; it also lies in going after goals and achieving success; fourth, self-efficiency in emotions, which is how people behave in stressful situations; fifth, leadership, which is the ability of people to influence the behavior of others through their interpersonal skills; sixth, tolerance of uncertainty, which is the ability to accept or adapt to possible changes; and seventh, initiative, which is the virtue of having a clear vision of the path to follow and acting in the present, to effectively achieve the established goals. (Viale Varas, 2017)

2.3. Education for entrepreneurship

It is fundamental when seeking social progress, so the educational system plays a vital role in promoting the values that learners need to develop as entrepreneurs during their university studies. (Pineda - López & Manzano - Sanguino, 2018)

Business opportunities are always present, but only a small number of young people are able to find them or identify them in order to transform them to achieve more alternatives and more productivity; therefore, the role of training in favor of business or entrepreneurship is crucial for young people to develop by enhancing their entrepreneurial skills and in turn, contribute to economic growth continues to rise; Even this training helps to prepare them to face the future that awaits them with competence and expertise, so that once they decide to start a business, they can develop the skills needed to ensure the generation of profits and profitability of the same, betting on the stability of the organization. (Arango Botero y otros, 2022)

On the other hand, in a research Orrego, points out that entrepreneurship is a place of ascending knowledge and with certain complexity, where it is necessary a multidisciplinary look and based on the context, for an instruction from a humanized perspective, since the individual while seeking to improve, this has the ability to create and innovate; because he assumes economic, environmental and social responsibilities and duties; also the value of employment that facilitates him to show inventions and novel undertakings and in short, he points out that through the educational system it is a method to incite the spirit and its aptitudes; therefore, they are necessary transformations starting from the academic to a more humanistic culture. (Llanes León, 2020)

2.4. Future generations as entrepreneurs

The entrepreneurs of future generations have different educational backgrounds, experiences and personalities than the entrepreneurs of previous generations; for this reason, it is very important to identify the decisive factors that intervene in their way of acting in the face of innovation and to learn how to inspire them, especially when this exercise improves entrepreneurial skills, economic development and self-employability. (Arango Botero y otros, 2022)

In the same sense, the variation of culture is very relevant since it refers to a modification in the thinking and behavior of the members of a company, which seeks to transform the assimilated models of different unions of organizations, after years of working in the same function, in order to keep the company ready for the change that business activities demand (Álvarez - Silva y otros, 2020)

The topics related to entrepreneurship and the factors that integrate entrepreneurs are important to understand their behavior and then can be applied to predict attitudes, since the entrepreneurial attitude is defined as a continuous behavior in the management of resources, producing results in accordance with the actions taken.

On the other hand, these possess very relevant components such as: cognition, affect and behavior, which are composed of perspectival, emotional and acting aspects; furthermore, one is aware of four basic characteristics on the subject, first, the need for achievement, which competes the result of the creation and development of business procedures; second, business innovation, which is congruent with new and unique ways of operating in the business context; third, divided control, which is how it affects the organization's operations; and fourth, self-esteem, associated with commerce, which refers to a person's sense of confidence and competence in maintaining a business. (Arango Botero y otros, 2022)

For this reason, it is necessary to express the definition of competitiveness, which resides in the exercise of learning, so it is clear that it is a useful tool for the creation of new educational learning paths and enables institutions to develop and demonstrate variations in the services provided in education, assuming the demands of society, the media and highlighting the skills of people. (Cruz - Vega, 2019)

3. Methodology

The method used for the realization of this study is through content analysis, since it refers to an indirect methodology, in other words, based on the study and interpretation of bibliographical references that already exist. (Oliver, 2008) and worked under the qualitative approach, because it investigates how reality is and how it occurs in a natural environment, obtaining and interpreting the phenomena in relation to the subjects involved and collects data using various tools, such as interviews, photographs, observations, stories describing routines and situations with problems. (Ruiz Medina, 2011).

4. Results

According to a survey conducted by Ipsos in 28 different countries, Colombia has a high rate of entrepreneurship, where more than 60% of people do it out of necessity or on their own initiative and Colombian citizens have a "very high" entrepreneurial capacity. Likewise, among the 1,500 people surveyed, Colombia tops the list, followed by South Africa and Peru, and in the last positions are Belgium, Great Britain, France, Holland, South Korea and Japan (Portafolio, 2021)

Similarly and with respect to the above, Godaddy presents the results of a study on entrepreneurs for Colombia, where it was shown that 50% of 100% of entrepreneurs and owners of small organizations that were surveyed, said they started selling online, because of the global pandemic we live in. On the other hand, 60% of those surveyed created their own website or virtual store, without asking for help from an expert or an agency in charge of these issues, also more than 40% did it on their own and almost 18% turned to friends or family for help. (Portafolio, 2021)

On the other hand, the World Economic Forum revealed in a report called Global Entrepreneurship Monitor, that Colombia is ranked 25th in favorable conditions for entrepreneurship; and seems to be one of the best countries performing this entrepreneurial process, it also states that our country received a score of 4.7, which is positive compared to the previous year; but with reference to the position in which it was before, it dropped, since it was in 20th place, but because other countries are in a faster and steady improvement, so the report shows that Colombia continues to maintain its leadership in Latin America. (Forbes Staff, 2022)

In the same line, this same report previously showed that Uruguay had surpassed Colombia, but today Colombia surpassed Mexico with 4.5, Chile with 4.3 and Uruguay with 4.3, and that is why it is necessary to promote social and economic growth, encouraging the development of markets to manage more and better jobs in the country through the entrepreneurship of young people and the population in general (Forbes Staff, 2022)

In addition, it is stated that several of the ideas that provoke entrepreneurial spirit are: Being an entrepreneurial person is an indispensable pillar, since we all should and have the possibility of being one, either in our personal and/or professional phases and some of the patterns that will facilitate you to be one are; believe in yourself, characterize yourself by being critical in your environment, visualize yourself, being ambitious with your goals, create purposes that can be fulfilled, teach yourself to be creative, have initiatives and put them in place at the right time, manage your own destiny, be empathetic with others by valuing them as a person, educate yourself, read and raise your practical character as much as you can. (Sánchez Ocaña, 2012)

There are also some very important techniques that can be used to promote entrepreneurship among young people, some of them are: Providing inspiring role models such as Steve Jobs or Mark Zuckerberg, which are a good motivational incentive and you can use books and movies to encourage them to

follow these examples, another is to create values at early ages, where the goal is to raise children in an environment with creativity and innovation, developing their skills, learning to work as a team from the game.

Similarly, there is the ability to plan and analyze from a very young age, so that they understand that it takes more than having good ideas, since it is essential to have an optimal analysis of the labor market and companies in the sector, they should also be taught to develop plans with strategic goals, activities to be followed and the resources available and finally, we must help teenagers to know what really interests them and the talents they have, so they can develop and make better use of their skills (Universidad Marista, 2020)

Regarding entrepreneurship, this brings some advantages in various contexts, for example in the labor, provides permanence at work, in the socio-economic generates self-employment, you can be self-employed, not having to comply with an established schedule, also offers complacency on a personal level by the activity performed, you work for something that belongs to you, you get more profitability and accounts with a free economy, you get social recognition becoming a great influence on others, you have the ability to work from anywhere, through telework and get to satisfy your purpose in life (Infoautónomos, 2022)

Promoting the entrepreneurial spirit in children and youth is relevant to foster independence and improve lives, because the usefulness of these actions are several, how to encourage creativity, self-confidence, assertiveness and positive thinking also favors the ability to provide solutions to problems or conflicts and decision making. Also, educating young people on this subject is the path that leads to change, affirming, empowering their ideas and making them compete in a healthy way to be better people, educators and especially better entrepreneurs.

On the other hand, the increased interest in promoting entrepreneurship, responds to the real needs of society in general and is related to the progress of both personal and professional environment, because from an early age, people seek alternative ways to use their abilities, skills and talents. (Universidad Pontificia Bolivariana, 2020)

The younger generation is coming out of college ready to face the working world and eager to succeed, sometimes belonging to the youth can put you at a disadvantage, but it is important to know how to shine and earn the respect of experts, knowing how to use the special qualities they possess, offering what is necessary to succeed and bring new ideas; because one of the improvements they provide are, a greater open mind, tolerance, creative and innovative thinking, many are born leaders and also have a better technological management, since they have affinity with the internet and social networks. (Acosta, S,f)

5. Conclusions

Everyone has skills and talents to create an organization, perhaps it is not well known, but if a large part of people decide to undertake, they can enrich their lives and find the most appropriate opportunities to develop both personally and socially, as this is the attitude to have in the entrepreneurial environment (Viale Varas, 2017)

Entrepreneurship training encourages students to see themselves as one of the best options when looking for work; therefore, institutional teaching is essential for students to learn entrepreneurial skills with confidence, as some researchers suggest that educators should often inspire values on a personal level, as this promotes intentions to create enterprise. (Arango Botero y otros, 2022)

The purpose of entrepreneurship education emphasized in younger people is to encourage them to generate ideas, take initiative and assume risks in a variety of situations, striving to achieve goals, take responsibility for one's actions, the effect on the environment, and gain awareness and understanding of ourselves and our circumstances. (Universidad Pontificia Bolivariana, 2020)

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