



Entrepreneurial Culture and Innovation Implemented in Markets

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

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Review Article

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ABSTRACT

The purpose of this descriptive review is to specify the "Culture of entrepreneurship and innovation implemented in markets in 2021. Here we analyze the ventures and innovations of entrepreneurs to make their business profitable and different from others, taking into account that the way to start a business is in constant dynamics and most rely on the use of technology to face competition from those who are already in the market. It was tried to specify the enterprise as a measure of obtaining income for families who start a business for the love of commerce and others because they have lost a job in these times of pandemic due to COVID - 19, considered as a source to alleviate their economy and have a better quality of life.

Keywords: Culture of entrepreneurship; innovation; market and quality of life.

1. INTRODUCTION

The review article presented is descriptive and has been possible after a rigorous review of several databases such as: Scielo, Dialnet, Pro

Quest, Redalyc.org and Scopus. The study variables were entrepreneurship culture and innovation. Entrepreneurship from the point of view as a generator of employment is considered as self-employment because it is an activity that

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provides income, in many cases provides new jobs and income to families, many of them managing to establish themselves in MYPES because they come to formalize due to their constancy and responsibility to be profitable and obtain better profits in their business [1]. Entrepreneurship has been considered as the best tool for the economic development of the population where each of them currently use strategies that facilitate a positioning and competitiveness in the market, because many of the enterprises that lack technology are affected and in many cases disappear [2]. In these times entrepreneurship is considered as an innovative strategy that faces the primary needs of society, thus allowing the population to generate resources, product of its initiative in trade in the different fields of the national and international territory (Guevara et al., 2020). León [3], tells us that the system of Ecuador presents changes in its marketing processes so it is generating changes to improve trade and the way of how to make its products known to its customers, so I incorporate various methods of help making use of the internet as a technological tool to improve entrepreneurship, which consists of guiding, training all merchants who wish to start a business in order to form groups of merchants of different categories with fair, supportive practices; demonstrating cooperative and guiding attitudes that allow them to improve their productivity and thus improve their economic system.

For its part, De la Hoz & Prieto (2020), in his research article of Colombian origin, with descriptive design, carried out with the purpose of collecting relevant information from the last years that studied entrepreneurship and the relevance they present for the economic development of society, where he concludes that for business success and profitability organizations have to have a dynamic of innovation in their commercial activity that leads them to profitability over time, because entrepreneurs are considered as the main source of income for families that lack a job for the state, because of this is that entrepreneurs are born, many of them becoming successful until formalized and becoming MYPES. Likewise, business ventures are the best way to acquire economic resources for the population and get ahead, but it is considered that there is a very considered number that are informal; in Ecuador - Guayaquil it is considered that 80% of micro businesses in markets and the different places are informal and

do not have the necessary knowledge, nor the use of technology to develop it and obtain better profit; most business ventures need financing, where it is observed that they need help to improve their growth, development and sustainability [4].

The culture of entrepreneurship and innovation are related because due to the advance of technology (ICTs) people who want to start a business implement novelties and improvements over established businesses to be able to compete with them, because they have a territory gained. In that sense, the objective of this research was to determine what is the culture of entrepreneurship and innovation implemented in the markets in 2021, and in particular, to analyze the qualities that entrepreneurs have about innovation in the markets, the importance of entrepreneurship with respect to improving the quality of life of the population, the relationship of the culture of entrepreneurship with innovation and the importance of innovation for entrepreneurship in the markets.

2. METHODOLOGY

To develop this review, we investigated through several databases, including; Scielo, Dialnet, Pro Quest, Redalyc.org and Scopus. We reviewed 50 articles from the period 2018-2021 taking into account before and during the pandemic, which consider the variables culture of entrepreneurship and innovation, from which 15 researches directly related to the topic of study were selected. The Google tool was used to access the databases.

3. RESULTS

Table 1 shows the review results of the original articles related to entrepreneurship culture and innovation, of the 50 articles consulted, 13 research articles were used, where inclusion criteria were used with an age of 5 years of which the closest to the proposed topic in research is used.

4. DISCUSSION

Culture of entrepreneurship: Hidalgo [9] defines it as the cultural environment that helps the creation of new businesses and projects, which humanity, initiates after having identified the business opportunity with the intention of succeeding in life and creating a company. The culture of entrepreneurship is the environment

where skills and abilities are developed that allows them to translate into the market field, the creation and innovation of strategies that facilitate them to develop commercial activity in a competitive way, where they give them profitability that they need to stay in time [9]. Duarte & Ruiz, (2009), defines an entrepreneur as that human being with the intelligence to forge something new, innovative that participates in the transformation of something that already exists generating ideas, giving himself the opportunity

to grow in the market imposing new knowledge and skills in order to obtain good results creating a positive and dynamic environment. Gómez et al., (2019) innovation in entrepreneurship is to understand the dynamics presented by different organizations in daily life in order to be competitive in the market by acquiring skills, strategies, marketing methods that facilitate us to increase profits, considering innovation as the source of business success.

Table 1. Review results of scientific articles that consider the variables culture of entrepreneurship and innovation

Author	Year	Country	Title	Results	Conclusions
Tepavcevic, S	2020	Russia	Thematic articles: Migrant entrepreneurship and their integration to the labor market of the hosting countries	According to the exhaustive review of the 40 investigations, they determined that the majority of migrants are engaged in entrepreneurship	They concluded that 80% of emigrants are entrepreneurs of various types of business
Arciniegas, G	[4]	Ecuador/ Guayaquil	"Internal factors that affect the financial growth of micro-businesses of sector southwest-guayaquil period 2018- 2019"	Microbusiness traders don't have the necessary profits	It is determined that micro businesses need professional help to increase their sales
Arzadun, P Masis, P Carpio, P	[1]	Costa Rica	Self-employment and tourism-cultural entrepreneurs: a case study in Costa Rica	It was evidenced a low level of knowledge to start a business and the lack of initiative to train and redirect their businesses some reach the closure	It is concluded that the tourist-cultural ventures with the absence of local support programs for entrepreneurs, a main constraint is detected in terms of access to capital.
Castiblanco, S	2018	Bogota - Colombia	Informal entrepreneurship and gender: a characterization of street vendors in Bogotá		Concluding that entrepreneurship has been placed as one of the main strategies, not only for job placement, but also for the fight against poverty.
Cruz, F Mera, C Lechuga, J	2019	Colombia	Evaluation of sustainable entrepreneurship and innovation strategies	It was identified that the program established by the government generates	It is concluded that the implementation of this type of public strategies in the long term will

Author	Year	Country	Title	Results	Conclusions
			implemented in SENA's production units, Industrial Center and Business Development of Soacha-Cundinamarca-Colombia	knowledge for the community that helps to improve their business ventures	positively impact on the sustainability of companies conceived in rural areas
E, Gómez B, Sánchez G, Cardella J, García	2019	Madrid - España	Entrepreneurship and Innovation: Opportunities for All	The people who made ventures are between the ages of 18 to 25 years because they have stopped studying due to multiple factors and they need money to survive	The analysis carried out shows that for different reasons: economic, family, impediments linking, among others; not all young people who went to school or who worked in previous years, were able to continue their careers or remain in their employment, so it is necessary to acquire skills that help achieve satisfactory performances
Grisales, H	[5]	Madrid - España	Proposal of a model of support for entrepreneurship that generates synergy with social innovation	The student population analyzed, wants to take forward their business ideas, be successful and innovative entrepreneurs that allow them to have sufficient resources at least initially to pay for their career and then financially support their family.	They conclude that the interest in participating in social programs, creating and marketing products and / or services of social impact to improve conditions and quality of life
Martínez, N Dutrénit, G	[6]	Mexico	Nature of innovation and business model in innovative entrepreneurship.	The qualitative analysis carried out suggests new categories or conceptual relationships, which it is hoped may be a basis for new research to obtain more robust results and generalizable conclusions.	It concludes that an exploratory qualitative analysis was carried out on the nature of the innovations created by two Mexican ESI with different business models. The evidence reaffirms that the

Author	Year	Country	Title	Results	Conclusions
					type of solution/innovation has a causal relationship with the entrepreneur's previous experience, as well as with his level and discipline of studies.
Crisologo, M	[2]	Lima - Peru	Entrepreneurial Behavior and Competitiveness in the Great Wholesale Market of Lima, Santa Anita 2019.	It was identified that every entrepreneur such as starting a business conducts a market study and establishes new techniques to market their products and face market competition.	Concluded that there is a relationship between entrepreneurial behavior and competitiveness.
Escobal, J	[7]	Peru	Competitiveness and Efficiency in Wholesale Food Marketing in Peru	As a result, Peru has a very diverse and dynamic market where many ways of offering and negotiating in the markets are established, where the products that are most commercialized are: potatoes, sweet potatoes, and vegetables because they are fresh and at low cost.	It concludes that, in Peru, as in many developing countries, it is common to hear among policy makers that markets for agricultural products are uncompetitive and that marketing margins are increasing, which would lead to consumer prices of agricultural products growing at rates much higher than prices at the farm level.
Guzman, S	2019	Chiclayo - Peru	Management strategies to consolidate sustainable rural enterprises in the district of morrope – region lambayegue 2018	The population is studied and the needs of the population are identified, to start an enterprise.	Concludes with the delivery of a manual of management strategies to consolidate rural enterprises
León, J	[8]	Peru	Own business entrepreneurship in Peru: the role of personal sociodemographic factors at the level of departments	The results indicate that the main sociodemographic characteristics that determine the probability of establishing a business are: the	It concludes that sociodemographic characteristics that determine the probability of entrepreneurship in all departments are: age, employment,

Author	Year	Country	Title	Results	Conclusions
				age of the person, the employment situation, the work experience, the higher education achieved, the size of the household, the condition of being head of household, and the number of members of the household that generate personal income	work experience and household size, in all departments, the probability of creating a business is greater to the extent that the person is older
Martínez, N Dutrénit, G	[6]	Mexico	Nature of innovation and business model in innovative entrepreneurship.	The qualitative analysis carried out suggests new categories or conceptual relationships, which it is hoped may be a basis for new research to obtain more robust results and generalizable conclusions.	It concludes that an exploratory qualitative analysis was carried out on the nature of the innovations created by two Mexican ESI with different business models. The evidence reaffirms that the type of solution/innovation has a causal relationship with the entrepreneur's previous experience, as well as with his level and discipline of studies.

For Nadal (2010), he defines a market as the space or place where we find in great proportions the supply and demand of a variety of products and services in a competitive world where prices are determined and from his point of view, he rules out that economic theory has a position of equilibrium in the cost in the market for two reasons; that the offer is according to the need of the client or population and due to presenting a wide variety of offer prices are maintained at a standard. Atucha & Gualdoni (2018), define Offer as the services and goods that a market has and that the public or human beings can acquire it in exchange or through money, in which as a main activity it is manifested in the consumer products that are in the markets and Demand, it is expressed as the total amount of products that a market has, necessary to cover the needs as an organization and this of society.

5. FINAL CONSIDERATION

The culture of entrepreneurship and innovation applied in the various markets in activity has had a positive impact around the world, where they dynamically develop the start of new businesses according to the specific needs of each locality where it allows them to have an excellent demand and as a result be profitable over time. The innovative entrepreneur, according to the literature consulted, initiates the type of opportunity of a business, from a market study to differentiate itself from others with new, original things, developed with creativity, which allows it to be in front of the competition. Entrepreneurship in these times has become the best way to grow economically and have a quality of life according to our expectations, because of the Covid-19 pandemic at a national

and international level many of the private companies have closed or have cut staff, which allowed the unemployment rate to increase where poverty and extreme poverty is affecting a good percentage of the population. Finally, according to the literature cited it is concluded that; innovation is the fundamental pillar to start a business because it is about creating new ideas, solutions that help achieve the success of the entrepreneur, constantly developing ideas of how to do things better and different that allows them to have a competitive advantage.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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