

ENTREPRENEURIAL CAPACITIES AND ECONOMIC DEVELOPMENT OF THE SERVICE SME OF THE HUANUCO REGION

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ABSTRACT

The objective of this research is to analyze the influence of entrepreneurial capacities on the economic development of service SMEs in the Huanuco region. The methodology assumed the quantitative approach, applied, descriptive-explanatory level of transectional approach, the population consisted of 10452 MSEs in the services sector. The sample consisted of 350 formal entrepreneurs, with a non-experimental design; the techniques used were literature review, survey and statistics, each with their respective instruments, validated by experts in the area. The results show that the highest percentage of respondents were micro-entrepreneurs, who also revealed to have entrepreneurial skills and abilities, and expressed their agreement with their productivity, taking into account their efficiency, efficacy and effectiveness, which generate higher sales and greater economic development. It is concluded that these capabilities have a significant influence on the economic and entrepreneurial growth of their business. The data show that the managerial and functional capacities shown by the owners or managers of these microenterprises were acquired through experience and years of permanence in the market as enterprises.

Keywords: managerial capabilities, functional capabilities, microenterprises.

RESUMEN

El objetivo de esta investigación es analizar las influencias que tienen las capacidades empresariales en el desarrollo económico de las MYPES de servicios de la región de Huánuco. La metodología asumió el enfoque cuantitativo, de tipo aplicado, nivel descriptivo- explicativo de corte transeccional, la población lo conformaron 10452 MYPE del rubro de servicios, la muestra estuvo conformada por 350 empresarios

formales, tuvo un diseño no experimental; se utilizó como técnicas a la revisión bibliografía, la encuesta y la estadística, cada uno de ellos con sus respectivos instrumentos, validados por expertos en el área. Los resultados muestran que el mayor porcentaje de encuestados fueron microempresarios, asimismo revelaron tener habilidades y capacidades empresariales, manifestaron estar de acuerdo con su productividad, teniendo en cuenta su eficiencia, eficacia y efectividad, las que les generan mayores ventas y mayor desarrollo económico. Se concluye que estas capacidades influyen significativamente en el crecimiento económico empresarial de su negocio. Los datos exponen que las capacidades gerenciales y funcionales que mostraron los dueños o gerentes de estas microempresas, fueron adquiridos a través de la experiencia, vivencia y años de permanencia en el mercado como empresas.

Palabras clave: capacidades gerenciales, capacidades funcionales, microempresas.

INTRODUCTION

According to the National Institute of Statistics and Informatics, INEI (2019) 94.9% of the economic units in the country, in 2018, were micro enterprises whose annual sales do not exceed 623 soles or 150 fiscal units. 4.2% belonged to the small business segment and 1% belonged to large and medium enterprises. Meanwhile, the remaining 0.3% is owned by the government. Therefore, small and micro enterprises in Peru have an economic and social impact on the development process. In fact, they constitute about 95% of all those existing in the country, create jobs for about the economically active population and generate more than 45% of the gross domestic product. In this sense, SMEs are the best alternative to face unemployment (Fernandez, 2010; Jaramillo, 2012). Small enterprises are considered the engine of economic growth, job creation and poverty reduction in developing countries. In economic terms, when a microentrepreneur or entrepreneur grows, he or she generates more jobs, because he or she demands labor. In addition, their sales increase, allowing them to earn more profits, which contributes, to a greater extent, to the formation of the gross domestic product (Okpara & Wynn;2007).

However, MSEs face a number of obstacles that limit their long-term survival and development. Previous studies indicate that the mortality rate of small businesses is higher in developing countries than in developed countries (Lopez & Sabater, 2002). In addition, small businesses need short and long-term strategies to protect themselves

from mortality, because starting a small business carries a level of risk and its chances of lasting five years are low (Avollo *et al.*; 2011). In Peru, statistics from the National Directorate of the Ministry of Labor and Employment Promotion, MTPE, referring to micro and small enterprises, show that the participation of MYPES in the GDP has been 42% and they have represented 98% of the total number of enterprises in Peru and 80.96% of the economically active population (MTPE, 2018). Although MYPES play a very important role in the economy, the terrain where they develop is still very fragile, as low rates of survival and business consolidation of these companies are observed (Barba, *et al.*, 2007; Nevado, 2006).

According to the Global Entrepreneurship Monitor study carried out in Peru, it is estimated that 9.2 million Peruvians are involved in an entrepreneurial activity, of which 75% have an operating period of between 0 and 42 months, and the remaining 25% exceeded this period, being considered as consolidated companies. Likewise, of this 25%, only 3% have carried out entrepreneurial projects, such as the development of new products or the entry into new markets (Serida, *et al.*, 2005). On the other hand, D'Amboise and Muldowney (1988) identify three groups as mortality in small and micro enterprises: external, organizational and managerial. External factors include customers, suppliers, and regulatory policies. Organizational factors refer to hierarchy of command, centralization and departmental interdependence. Managerial factors, according to the same authors, are the owner's or manager's decisions about motivations, objectives and managerial performance.

Mortality is a consequence of the failure of a small business and has been studied and defined by capital, financial control and documentation, industry experience, administration, planning, professional advice, education, when a mistake occurs in the service, economic context, of the leader, partners, experience of the leader's parents, advertising, location of the company, strong competition and weak training (Lussier, 1996; Pomareda, 2001). These limitations affect the sustainability of organizations both internally and in the environment. From this, it can be observed that the lower the income, the higher the mortality of microenterprises in Peru, which shows that subsistence microenterprises suffer the most.

On average, a microenterprise at the national level obtains S/. 11 thousand soles per year in net income, which results in a net monthly income of approximately 917 soles, a subsistence minimum wage very similar in Peru, at 850 soles (INEI, 2008). By the way, it should be taken into account that unemployment and underemployment are factors that drive the creation of businesses, so we understand the level at which these microentrepreneurs find themselves. For all of the above, it is necessary to identify, evaluate the factors of mortality or failure of microenterprises fundamental task in the analysis of their development possibilities, although they generate jobs for a significant percentage of the population, the profits of each of these units are not significant, but on the contrary, minimal (Samaniego and Reyes, 2016).

Entrepreneurial skills are the basis for becoming competent entrepreneurs and ensuring that our MSEs do not disappear in the highly competitive and globalized market. This training should be provided in the educational system, but since this is not the case, there is an obligation for future entrepreneurs to be trained in managerial skills, which will provide them with financial skills, adequate management of their human resources, and administrative and organizational skills. Therefore, the objective of the study was to analyze the influence of entrepreneurial skills on the economic development of service MSEs in the Huanuco region. The research was carried out in order to understand the problems of the Huanuco business community and to implement policies

and training aimed at the development of entrepreneurial skills from the educational level and institutions at both the regional and local levels.

MATERIALS AND METHODS

The territory in which the research was carried out was delimited in the region of Huánuco, as it is the locality that concentrates the highest percentage of service SMEs. The study dealt with entrepreneurs with their own formal businesses that belong to the Huanuco Chamber of Commerce. A quantitative approach methodology was assumed (Vara, 2010), applied type (Naupas *et al.*, 2018), where the level of research was descriptive-explanatory of transectional cut because the data was obtained at a single moment (Sánchez and Reyes, 2017), the population was made up of 10452 MSEs in the services sector, while the probability sample (Scheffer *et al.*, 2007) was made up of 350 formal entrepreneurs, it had a non-experimental design, because the independent variable: entrepreneurial capabilities was not manipulated (Supo, 2014).

The techniques used were literature review, survey (López and Fachelli; 2016) and statistics (Gil, 2003; Pérez, 2008), each with their respective instruments, validated by experts in the area. The reliability of the data collection instrument (survey questionnaire) was determined by estimating Cronbach's Alpha coefficient (Gamarra, 2015), obtaining an index of 0.865, which is located in the Good category; this indicates that the application of the survey questionnaire is statistically reliable.

RESULTS

The hypotheses proposed in the research were:

H1= Entrepreneurial capabilities, is significantly related to economic development in service SMEs in the Huanuco region.

H0= Entrepreneurial capabilities are not significantly related to economic development in the service SMEs of the Huanuco region.

después de introducir todas las encuestas aplicadas, se presentan los resultados:

Para poder realizar la prueba de Hipótesis, se tuvo que utilizar el software del SPSS versión 18, que

TABLE 1.

CONTINGENCY: ENTREPRENEURIAL CAPABILITIES*ECONOMIC DEVELOPMENT

		ECONOMIC DEVELOPMENT (DE.)				TOTAL	
		IN DISAGREEMENT	I DON NOT KNOW	AGREE	TOTAL Y AGREE		
ENTREPRENEURIAL SKILLS LES (CE)	IN DISAGREEMENT	Count	1	4	0	0	5
		Expected count	,1	1,8	2,8	,3	5,0
		% of total	2,0%	8,0%	0,0%	0,0%	10,0%
	I DO NOT KNOW	Count	0	11	13	0	24
		Expected count	,5	8,6	13,4	1,4	24,0
		% of total	0,0%	22,0%	26,0%	0,0%	48,0%
	AGREE	Count	0	3	14	1	18
		Expected count	,4	6,5	10,1	1,1	18,0
		% of total	0,0%	6,0%	28,0%	2,0%	36,0%
	TOTAL Y AGREE	COUNT	0	0	1	2	3
		Expected count	,1	1,1	1,7	,2	3,0
		% of total	0,0%	0,0%	2,0%	4,0%	6,0%
TOTAL	Count	1	18	28	3	50	
	Expected count	1,0	18,0	28,0	3,0	50,0	
	% of total	2,0%	36,0%	56,0%	6,0%	100,0%	

In spite of having loaded the survey with all its answers (totally agree = 5; agree = 4; I do not know = 3; disagree = 2 and totally disagree = 1), the software discarded one answer the totally disagree = 1; from there the table of crossing variables or contingency with four categories of each answer is presented, the total of the category (agree) of the variable Economic development is

the one that has answered the most crosses with the entrepreneurial capabilities. For the total of the rows, the one that responded with the highest percentage of value was the undecided with 48% followed by the agreement with 36% of the *entrepreneurial capabilities* variable.

Table 2.

CHI-SQUARE TESTS

	Value	Gl	Asymptotic significance (bilateral)
Pearson's Chi-square	280.313 ^a	9	.000
Likelihood ratio	199.209	9	.000
Linear by linear association	136.671	1	.000
N of valid cases	350		

a. 6 boxes (37.5%) have expected a count of less than 5. The minimum expected count is 42.

To find the theoretical chi-square value (table), it is possible to indicate that it is done with: g.l.= (4-1) (4-1)= 9 and a level of significance = 0.05;

therefore, the value of $\chi^2 = 16.9190$. Graphically, the value of 2 = 16.9190.

GENERAL HYPOTHESIS TEST WITH CHI-SQUARE TEST

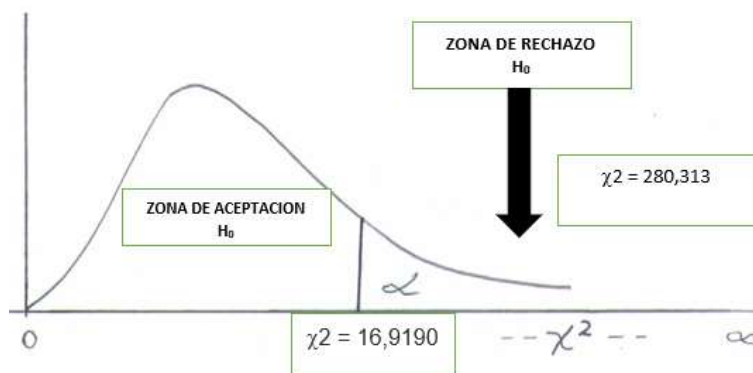


Figure 1. General hypothesis test with chi-square test

Since a confidence coefficient of 95% is being used, and a significance level of 5% (0.05), the chi-square value ($\chi^2 = 280.313$), has the asymptotic significance of 0.000, according to Table 2, that is, the significance value (observed critical value) is $0.000 < 0.05$; then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, i.e., “Entrepreneurial capacities are significantly related to economic development in the SMEs of services in the region of Huanuco”. Therefore, the general hypothesis is TRUE.

When comparing the thesis of Cumpa and Inga (2015), with the present research, it was possible to differentiate, given that they trained the entrepreneurs to then verify their new entrepreneurial capabilities, the research demonstrates that the microentrepreneurs already have such entrepreneurial capabilities despite not having had any formal training. Likewise, the thesis of Suárez and Fernández (1996) differs because in this work a diagnosis of entrepreneurial capabilities is made taking as a reference some characteristics of entrepreneurship, to then train them so that these people can start their new businesses. While our research shows that the capabilities shown by the microentrepreneurs are already formal and have years of experience in the field.

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