

Specifying a model for the study of entrepreneurship in household heads



Especificación de un modelo de estudio sobre emprendimiento para jefes de familia

Cruz García Lirios

cgarcial213@profesor.uaemex.mx
garcialirios@yahoo.com

Javier Carreón Guillén

cgarcial213@profesor.uaemex.mx

Jorge Hernández Valdés

garcialirios@yahoo.com

Universidad Nacional Autónoma de México
Ciudad de México. México



Artículo recibido: 18/07/2017
Aceptado para publicación: 20/10/2017

Summary

Background. Social Work studies about entrepreneurship warn a process of deliberate, planned and systematic rational choice which promote quality of life and subjective well being are predominant determinants. **Objective.** Specify a model for the study of entrepreneurship in household heads. **Method.** Not experimental, documentary and retrospective study with a nonrandom selection of sources indexed repositories Latin America -Dialnet, Latindex, Redalyc-, considering the keywords and the publication period 2010-2016. **Results.** A model with eight hypotheses three paths dependency relationships between nine variables put forward in the state of knowledge was specified. **Discussion.** The inclusion of variables relating to the quality of life and subjective well being as a result of the determination of the enterprise warns. Such a model would anticipate local development scenarios.

Keywords: Heads of Family, Social Work, entrepreneurship, specification, model.

Resumen

Los estudios de trabajo social sobre el emprendimiento que advierten un proceso de elección racional deliberada, planificada y sistemática en los que se promueve la calidad de vida y el bienestar son determinantes predominantes. El objetivo de esta investigación es especificar un modelo para el estudio del emprendimiento por parte de los jefes de familia. Para esta investigación se realizó un estudio no experimental, documental y retrospectivo con una selección no aleatoria de fuentes en los repositorios indexados Dialnet, Latindex y Redalyc, considerando las palabras claves y las publicaciones entre el período 2010-2016. Se especificó un modelo con ocho hipótesis con interdependencia entre nueve variables presentadas en el estado actual de los conocimientos. Se discute la inclusión variables relacionadas con la calidad de vida y el bienestar subjetivo como resultado de la determinación de los requerimientos empresariales. Este modelo anticiparía escenarios de desarrollo local.

Palabras Clave: jefes de familia, emprendimiento, especificación, modelo.

Introduction

The aim of this study is to specify a model for the study of social entrepreneurship in household heads. From a review of the literature, the variables that allowed the systematization of the determinants of entrepreneurship paths are extracted.

The study is part of the Division of Humanities and Social Sciences, Social Work discipline, area of health promotion and sub-area of promotion of reproductive rights, parental rearing styles and management of household heads.

However, the project also has interference in economic and administrative sciences, as it will recover in the second phase the effect of cooperative entrepreneurship in Human Development with an emphasis on reproductive health, family upbringing and training of entrepreneurs.

Finally, it should be noted that the immediate predecessor of the project sponsored by the Directorate General of Academic Projects (DGAPA) in its Support Program Projects Research and Technological Innovation (PAPIIT) was a study funded by the National Autonomous University of Mexico through of the call "cathedra Gustavo Baz Prada" has the institutional objective to contribute a theoretical and methodological manual curriculum (subject Regional Development) of the National School of Social Work (ENTS) procedures.

1. Marco tea or rich

1.1. Rational choice theory

The principles that guide the rational choice lie in the tastes and preferences crystallizing objectives of the actors. Therefore, before taking any decision binding preferences strategies, achieve collect information that will determine the election. If individuals rather have an indeterminate number of tastes, objectives and goals, then your preferences will no longer depend on their capacity of choice and action. Therefore, they act in a non - rational way.

The rational choice theory also warns that a decision is a result of an estimate of the costs and benefits of carrying out an effort regardless of their degree of significance. This is a utilitarian dimension in which control of a situation from establishing a favorable balance of benefits versus costs will determine the election.

More specifically, the benefits and costs translate into a ratio of risk, effort and reward. This means that a choice be rational when the risks and efforts are minimal provided that the rewards are greater (Amrouni and Abdelwahed, 2014).

In contrast, when the recognition of an effort and risk not up to expectations, then the choice has not been entirely rational and rather approaches an irrational dimension if the risks and efforts are increasing and intense with respect to the absence of rewards.

This is because the individual who makes an effort is committed to the risks that will be activated by profit expectations.

Integrating each of the variables represents a series of paths in which the correlations explain each choice

In short, the rational choice explained in general terms the process by which preferences are the determining factor by other factors which generate information or sense an atmosphere of certainty when making a decision and act accordingly. To the extent such information is available, accessible and actionable, then the rational choice will emerge as an option, but rather proliferates ambiguity, then a non - rational decision will be generated with irrational consequences.

However, when information is not available or is very abstract, rational choice is replaced by a tighter option to culture; values and norms of people with respect to a contingency which no known precedent some, but people always react the same way.

1.2. Prospective Theory Attitude

If rational choice is brewing from preferences based on information available to determine tastes and objectives, the prospective attitude suggests that the absence of information creates uncertainty that determine risk aversion or waiver of certain gains and risk appetite when losses are imminent. Thus the utility, benefit or happiness crystallize into losses or gains, circumventing the process of rational choice and legitimizing an irrational choice.

Therefore, a prospective is more than a decision lies in attitude and expectation of risk or certainty to gains and losses in the immediate future. In that sense, a retrospective is an attitude that is the same relations, but compared to last (Carr and Sequeira, 2007).

In short, the prospective attitude is a hinge between rational choice and reasoned action. Each of these theoretical and conceptual frameworks based its scope and limits from the availability of information, assuming that the individual is able to assume an attitude, make a decision or take an action that corresponds to the available information and representation that you have it.

1.3 Theory of Reasoned Action

Unlike the rational choice theory that focuses on the usefulness of the information available and the theory of prospective attitude that focuses its interest in the certainty of the information, the theory of reasoned action assumes that information, any it is, it is a general environment that will influence the behavior to the extent that information is transformed into rules. This is because the theory of reasoned action considers that all information is cognitively processable (Ferreiro, 2013).

Therefore, an overview of the environment, their demands and opportunities conducive categories of accessible and abundant availability of information that will influence a spendthrift behavior such as believing that jobs, wages and financial credits significantly increase. On the contrary, if one considers that the context is rather recession and economic crisis, then austere styles, cooperative and innovative life will be adopted.

However, the theory of reasoned action, like the rational choice theory and the theory of prospective attitude, pose a general scenario incident on a specific behavior without considering the current situation and specifies decision maker.

1.4. Theory of Planned Behavior

Given that the information is not available or is processable actors requiring immediate planning of their actions, the determinants of the planned behavior are those in which information can be delimited and specified depending on a particular situation or to an event which is the subjective control from decision-making and the information available and actionable (Fuentes and Sanchez, 2010).

The theory of planned behavior finds that perceived control is a significant determinant of behavior in direct and indirect mode. To interact with subjective norms and attitudes generate an intention that is also assumed as a determinant of behavior.

However, it perceived control, as the norm and attitude, depend on a set of beliefs about information availability. In this sense, the specification of a model would include variables that anticipate the behavior, but not from the beliefs of availability of information, but from provisions to cooperate by actors that form an entrepreneurial project to develop their skills, not only of choice, deliberation or planning, but innovation.

2. N specification or model d and social entrepreneurship

From brandished variables; beliefs, rule, attitude, perception, intention and behavior, you can specify a model for the study of social entrepreneurship in household heads engaged in the production and marketing of coffee. The model includes eight hypotheses:

Hypothesis 1. Promoting sexual rights è sexual beliefs regulations. This is the case of social work that develops in health institutions and educational. Often, the practitioner of Social Work promotes sexual rights in an open group of people without considering other factors that information concerning sexual health, with emphasis on sex or coital (Garcia, 2015).

Hypothesis 2. Promotion of sexual rights and sexual behavioral beliefs. In scenarios such as broadcast stations public transport system or concourses, the promoter exposes the benefits of using condoms to negotiate safe sex. The goal of this promotion is to influence consensual sex from use almost always male or female condom.

Hypothesis 3. Promoting sexual rights and sexual beliefs Control is a more focused advocacy groups exposed to sexually transmitted diseases (STDs); sex workers or people on the street. The aim of such promotion is to provide a tool to avoid getting an STD again, focusing on the lifestyles of potential victims.

Hypothesis 4. Promotion of sexual rights and sexual normative beliefs and subjective norm. In schools and health centers, promoting sexual rights seeks to counter the effect of the norms and values that proliferate in the beneficiaries or students about the myths and realities of sexuality. It is considered that prevention should be focused on changing sexuality limited exploratory concerted and sexuality (Garcia, Carreon Hernandez Aguilar and Rosas, 2015).

Hypothesis 5. Promotion of sexual rights and behavioral beliefs and sexual attitude toward entrepreneurship. This is an innovative path, as the literature reviewed, has not contemplated the possibility of integrating the promotion of sexual rights as a determinant indirect attitude towards entrepreneurship. This is because the impact on the beliefs of sexual control means planning that could spread and impact on an entrepreneurial project of social character as is the case of a cooperative. That is, if the household heads know the basics of planning, then you can implement this tool in creating a socially responsible company.

Hypothesis 6. Promotion of sexual rights and sexual beliefs of control and perceived behavioral control. On this track, the successful cases of promoting reproductive health on birth control and reducing the population explosion are strong evidence that the information specifically on a particular situation as a better quality of life in small families adopting generated and contraceptive methods and family planning techniques.

Hypothesis on the 7th. Promote E beliefs sex sexual rights policy and subjective norm and intention. Once in health centers or public schools has spread information about sexual rights, negotiating with himself and with others about exploring tastes, needs and sexual preferences, then seeks to observe this process in decision-making at the choice of partner, negotiating condom use or agreement to request termination of pregnancy through the morning - after pill or medical care (Rodríguez , 2009).

Hypothesis 7b. Promote sexual rights and behavioral beliefs and attitude towards e venture intended sex. If it is possible to establish a link between the processing of information regarding the planning of sexuality and it is possible to observe their effects on favorable attitudes to entrepreneurship, then It is useful to identify the cases of those who were intended to share entrepreneurial projects with some companions of the course or workshop planned promotion of sexuality.

Hypothesis 7c. Promote sexual rights and beliefs of sexual control and perceived behavioral control and intention. The effects of distributing emergency contraception or requesting abortion assisted on the control of sexual encounters and STD prevention can be seen in the intentions of carrying out actions that promote lifestyles planned regarding improvised decisions.

Hypothesis 8A. Promote E beliefs sex sexual rights policy and subjective norm and intention and social entrepreneurship. In this path, the promotion of indirect sex as adetermining rights of social entrepreneurship is

particularly important, since diffusion of unprotected sex, the use of morning - after pill or any application for termination of pregnancy would be indicators of a personal and group change in different circumstances and in different situations with regard to management and time management which is an estimate of hours devoted to the development of a project (Loui Carpio and Vergara, 2012).

Hypothesis 8b. Promote sexual rights and behavioral beliefs sexual attitude towards entrepreneurship is intent social entrepreneurship. This is a widely recommended by the literature reviewed path, as it explains in detail the stages that information about opportunities and capabilities entrepreneurship affect family planning decisions or where appropriate the adoption of methods and techniques that favor the development of women with the opportunity to not only prevent pregnancy, but also develop strategies for socially responsible entrepreneurship. That is the profile of these women would be to prioritize the avoidance of pregnancy is an opportunity to organize themselves to ensure a favorable themselves and the group they belong income as well as provide a financial guarantee for their future descendants if the case, or, supporting single mothers who do not have the possibility of undertaking a project (Obrego, 2008).

Hypothesis 8c. Promote sexual rights and beliefs of sexual control and perceived behavioral control and intention and social entrepreneurship. Although the literature identifies 8b hypothesis as the most viable, in this case 8c is possible to notice that the path includes variable perceived control as a determinant of decision-making and entrepreneurial action. This variable involves a high degree of family or temporary planning from which it is possible to anticipate scenarios of unwanted pregnancies, cultural and family pressure, marital conflict or any other factor that inhibits the decision to prioritize entrepreneurship and innovation at the option of pregnancy and parenting.

3. Discussing or n

The specification of a model for the study of entrepreneurship in household heads is the contribution of the state of knowledge work. From a review of the literature the eight hypotheses explaining three paths of correlations between the variables put forward in the literature reviewed were specified.

However, studies of social work around the venture have not included variables that explain the decision-making and entrepreneurship from affectivity, emotionalism or sentimentality associated with female gender identity.

In this sense, the literature seems to corroborate the hypothesis around which the male identity is enterprising and as such are attributed innate abilities of opportunism, management and negotiation lacks female identity.

However, studies of the promotion of entrepreneurship locate these assumptions in an ambivalent sexism, because on the one hand emphasize the feminine attributes of good treatment and friendliness, but extol the perception of opportunity and negotiating skills as own identity male.

It is therefore necessary to review theoretical, conceptual and empirical frameworks with a gender perspective to demonstrate the scope and limits of female and male identities identities to an entrepreneurial opportunity.

Conclusion

The specification of an integrated model in which the gender perspective is included, explain the scope and limits of feminine identities and masculine identities to the entrepreneurial opportunities because the model should overcome the traditional sexism and ambivalent sexism to explain entrepreneurship in single mothers and female heads of households engaged in trade, buying and selling products at retail. ©

Cruz García Lirios. Licenciado en Psicología Social, Psicología Social, Universidad Autónoma Metropolitana (UAM-Iztapalapa). Maestría en Trabajo Social, Trabajo Social Universidad Nacional Autónoma de México. Doctor en Psicología, Psicología Social y Ambiental Universidad Nacional Autónoma de México. Profesor de asignatura en la Universidad Autónoma del Estado de México. Línea de investigación en “Gobernanza de la Sustentabilidad Local”. Página web: https://www.researchgate.net/profile/Cruz_Lirios

Javier Carreón Guillén. Licenciatura en Historia. Facultad de Filosofía y Letras de la Universidad Nacional Autónoma de México (UNAM). Estudios de Licenciatura en Economía. Escuela Nacional de Economía/UNAM. Especialización como “Documentalista en Ciencias Sociales”. Instituto de Investigaciones Sociales de la UNAM. El Colegio de México. Organización de las Naciones Unidas. Maestría en Administración del Trabajo. Universidad Autónoma Metropolitana / Xochimilco en Ingeniería de la Calidad. Facultad de Economía/UNAM. Doctorado en Administración (Organizaciones), en la División de Estudios de Posgrado de la Facultad de Contaduría y Administración de la UNAM. Profesor de Carrera en la Escuela Nacional de Trabajo Social de la UNAM, y adscrito al Sistema Nacional de Investigadores. Línea de investigación: “Gobernanza de la Sustentabilidad Local”

Jorge Hernández Valdés. Licenciatura en Trabajo Social por la Escuela Nacional de Trabajo Social de la UNAM. Maestría en Docencia y Administración de la Educación Superior por el Colegio de Estudios de Posgrado de la Ciudad de México (con grado). Estudios de Maestría en Sociología por la Facultad de Ciencias Políticas y Sociales de la UNAM. Doctorante en Trabajo Social, Universidad Nacional Autónoma de México. Secretario Académico de la Escuela Nacional de Trabajo Social, así como Profesor de Carrera de la misma institución, desarrolla las líneas de investigación sobre “Gobernanza de la Sustentabilidad Local”. Diplomado “Corrientes Metodológicas para la interpretación de lo social”.

Bibliography

- Amrouni, Hamel. and Abdelwahed, Roura. (2014). Is entrepreneurship for you? Effects of storytelling on entrepreneurial intention *International Journal of Business and Management*, 9 (9), 176-192 DOI. 10.5539 / ijbm.v9n9p176
- Carr, and John Sequeira, Jennifer. (2007). Prior exposure as intergenerational family business and entrepreneurial influenced intent: A theory of planned behavior approach. *60*, 1990-1998 DOI: 10.1016 / j.jbusres.2006.12.016
- Ferreiro, Francisco. (2013). Women and entrepreneurship. A special reference to business incubators in Galicia. *RIPS*, 12 (3), 81-101
- Fuentes, Fernando. and Sanchez, Sandra. (2010). Analysis entrepreneur: a gender perspective *Applied Economic Studies*, 28 (3) : 1-28.
- Garcia Cruz. (2015). The social and political legitimacy of the administration of public security in Xilitla, San Luis Potosi (Mexico). *Administrative Research*, 115, 24-40

- Garcia Cruz., Carreon, Javier., Hernandez, Jorge., Aguilar, Jose. and Rosas, Francisco. (2015). Model of psychosocial determinants of job identity and housing in exmigrantes of Xilitla, San Luis Potosi (Mexico Center). *Eureka Magazine*, 11 (1), 56-69
- Garcia Cruz., Carreon, Javier., Hernandez, Jorge., Aguilar, Jose., Rosas, Francisco. and Bustos, José. (2015). Differences in reliability to uncertainty and conflict risk among coffee farmers in Xilitla, Mexico. *Eureka*, 12 (1), 73-93
- Loui, Alexander., Carpio, Javier. and Vergara, Arturo. (2012). Entrepreneurial attitudes, need for achievement and the intention to develop a business student public universities in metropolitan Lima. *Journal of Psychology*, 15 (1), 61-81
- Obrego, Clara. (2008). The human dimension of the enterprise. *Strategic Sciences*, 16 (20), 225-235
- Rodriguez, Alfonso. (2009). New perspectives for understanding entrepreneurship. *Thought and Manage*