

The Entrepreneurial Youth Profile. A Case Study

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Abstract

The present work evidences a study carried out by the Industrial Engineering career of the Technical University of the North, where the entrepreneurial profile of the students of the third year of unified general baccalaureate of two emblematic institutions of the city of Ibarra was identified; Through the application of the “Discover your entrepreneur profile” test, the entrepreneurs were categorized and their main attitudes were identified when establishing their business idea. The results show that the entrepreneurial profile of the students of the educational units under study are the Realizer-Entrepreneur 22.5% and Researcher-Creator with 17%, followed by Concrete-Conventional, Multiple Profile and Social-Affective in 16.5 %, 12.5% and 12% respectively; in a lower percentage are the Realist-Management, and Artist-Imaginative profiles with 11.5% and 8.5%.

Keywords

Bachelor, Entrepreneur, Profile, Students, Test

1. Introduction

There are many definitions of what an entrepreneur is. The Royal Academic of Language defines it as: “who initiates or assumes difficult or risky actions”, other authors such as Poncio (2010) mention that the entrepreneur is the one who addresses the adventure of a business, he organizes it, seeks capital to finance it and assumes all or the greatest risk action, a person who enjoys entrepreneurship, while an entrepreneur enjoys generating growth. A definition by (Giurfa Johnson, 2012) indicates that the origin of that word dates back to the 18th century, when Cantillon used the French word entrepreneur (Spanish translation: pioneer) in the year 1755 in the text "Essai Sur la Nature du Commerce en Général" , to refer to those "who were able to take the risk and the responsibility of launching and concluding a project"

The present project is a descriptive study, which seeks to develop an image or faithful representation of the phenomenon studied from its characteristics, but at no time is it intended to establish the relationship between the characteristics of the object of study (Yuni & Urbano, 2013). Identifying and defining an entrepreneur are considered of vital importance today, where young people should no longer profile themselves as employees but as business leaders, an entrepreneur is a maker, someone with a strong impulse to do things, which is also optimistic but not deluded and also has to have self-confidence. "In a train of human beings, the entrepreneur is the locomotive" (Universidad de la Punta, 2017). The role of the entrepreneur is different from that of a victim of the circumstances and problems of a country, parallel to the existing limitations, the entrepreneur can also possess important resources not only economic that allow it to be a case of success (Elo, 2016).

Some authors consider that everything is done, that nothing is innate, that everything can be learned; others consider it impossible to modify some innate characteristics of people. This current of opinion that has the largest number of adherents argues that being an entrepreneur is not a matter of knowledge but of attitude and character. (Poncio, 2010).

According to data from 2017, the Global Entrepreneurship Monitor (GEM), entrepreneurial intentions differ among age groups and decrease with age. On average, the rate of early entrepreneurial activity in seniors is 21.66% and in seniors 38.63%, while in young people it reaches 51.80%. (ESPAE - ESPOL 2018, 2017)

Among the objectives to be developed is to identify the entrepreneurial profile of the students of the third year of 8 parallels of the Unified General Baccalaureate of the Teodoro Gómez de la Torre Educational Unit and the UTN University College of the city of Ibarra, province of Imbabura, later To this they will be able to identify the business segment or the type of entrepreneurial ecosystem in which it will be able to venture with greater probability of success. It is perceived that the performance of an entrepreneurial ecosystem depends on the interactions between three components: individuals, organizations and institutions. Individuals are separated from organizations and are of importance, since not all people are connected when considering a market opportunity. The entrepreneur has a central place in entrepreneurship ecosystems and is the main actor in the construction and maintenance of them (Alvedalen & Boschma, 2018).

The applied research method is the inductive one, since it allows to obtain general conclusions from premises. This is the most usual scientific method, in which four essential steps can be distinguished: the observation of the facts for registration; the classification and study of these facts; the inductive derivation that starts from the facts and allows to reach a generalization; and the contrast (Pérez Porto & Merino, 2012). Among the most commonly used instruments is the Portrait Value Questionnaire (PVQ) (Druet Domínguez, Escalante Torres, Cisneros Concha, & Guerrero Walker, 2017) to measure values such as power, self-direction, stimulation and achievement. This model includes the identification of a locus of control and analysis of the personal characteristics of the population to be studied, proving to be efficient to significantly discriminate profiles of popular entrepreneurs among which are: "effort-oriented progress," "young people independent and ambitious, "" focused on power and achievement "and" indifferent " (Esqueda H., Csoban, & Prat, 2019). It was considered not to use the PVQ since the reliability of the domains showed that some of the scales have a poor level of discrimination

The methodology used is based on the application of the "Discover your entrepreneur profile" test, which consists of closed questions with a Likert scale used to classify the entrepreneur profile of the students under study, this scale, "helps us measure attitudes and behaviors using response options that go from one extreme to another. Unlike simple questions with yes / no answers, the Likert scale allows us to discover different levels of opinion, which can be particularly useful for sensitive or challenging issues or issues" (Murillo Torrecilla, 2006).

2. Methodology

2.1 Test Selection

The instrument used was a test type called "Discover your entrepreneurial profile" (Maldonado, 2012), it was selected for its easy applicability and reliability in the determination of competencies that most favor starting entrepreneurs (Bogotá Emprende, 2007), hence the selected test allows to know the profiles: Realistic-Managerial, Artistic-Imaginative, Director-Entrepreneur, Investigative-Creator, Social-Affective, Concrete-Conventional; which are the result of the answers selected by the students to each of the ten closed questions, and valued according to the following scale:

- 0 = Nor has anything to do with me
- 1 = It has a little to do
- 2 = It has a lot to do with me
- 3 = I am like that

In his work Maldonado(2012) , he mentions the following entrepreneurial profiles:

Realistic-management

This group values the organization, planning and respect for the rules. Retailers who like to place their hands in the dough, are interested in specific matters, usually avoid distractions and prefer to work with what they can see and

touch. They seek accuracy and are not satisfied until everything is in order, excellent administrators and hardly start a business from scratch, prefer to assume companies that need to improve processes.

Director - Entrepreneur

With a willingness to take greater risks than most people, they have a well-structured, outgoing, competitive network of relationships, focus on benefits and are autonomous in the decisions they make, like working with goals and objectives to be achieved and They are not comfortable with the previously established rules and procedures. They do not have much patience for day-to-day operations, the pleasure is in creating a company and not managing it in everyday life.

Investigative-Creator

They love to know how things happen, charming captivating, have a spirit of scientists and prefer abstract problems, which require research solutions instead of actions. They do not like being part of a single group and most are not oriented to deal with people, with introspective and autonomous personalities, prefer to work with controls, forecasts and everything that has a scientific, technological and informative character.

Artistic – Imaginative

Narcissists concerned with aesthetics, which are performed in areas that allow them to exercise their creativity. They hate the routine, much more original than most people and, in a certain way, with owners of their time. They are impulsive, dramatic, they love novelties, they see the everyday through the filter of emotion, they consider the opinion of others and do not like very structured or routine situations.

Social - Affective

For them, social contact is essential, they enjoy living with people and are always willing to take care of the welfare of others above their own, they are more skilled with words than with motor activities, they are unable to change a lamp. They are outgoing, popular, they almost can't stand being alone, their main motivation is to share experiences with other people. It is easy to promote social relationships and work in teams, if they could open an NGO.

Concrete - Conventional

They prefer ordered and defined jobs, based on previously established rules and regulations. They like to deal with the routine, tolerate being alone, are calm, practical and have a more bureaucratic profile. They have a good social adjustment, are very reliable, put order in everything and meet deadlines, value stability and feel comfortable in areas related to security, audit - comptroller, calculations and consulting.

2.2 Survey and tabulation of information

The tabulation was carried out according to each educational unit and distributed by parallels. In its application were 349 students, 123 of the UTN University College and 226 of the Teodoro Gómez de la Torre Educational Unit, with three parallels of the first and 8 of the second. The instrument was applied by simulator in the laboratories of the institutions as can be seen in Figure 1, the time per group was 20 minutes, including 5 minutes of introduction by the extension workers, in which the indications regarding the resolution of the test and analysis of its results.



Figure 1. Test application “Discover your entrepreneurial profile”

2.3 Results and Discussion

The information obtained following the application of the test allows to know the entrepreneurial profile of the educational units analyzed in parallel as shown in Figure 2, once the data of the Teodoro Gómez de la Torre Educational Unit is processed, it is evidenced that 28% of Students belong to the Concrete-Conventional profile, 22% do not define a specific profile, 18% represent the Entrepreneur-Entrepreneur, 13% were identified as Social-Affective, 8% profiled as a creative researcher, finally 4% and 7% correspond to an Artistic-Imaginative and Realistic-Managerial profile respectively.

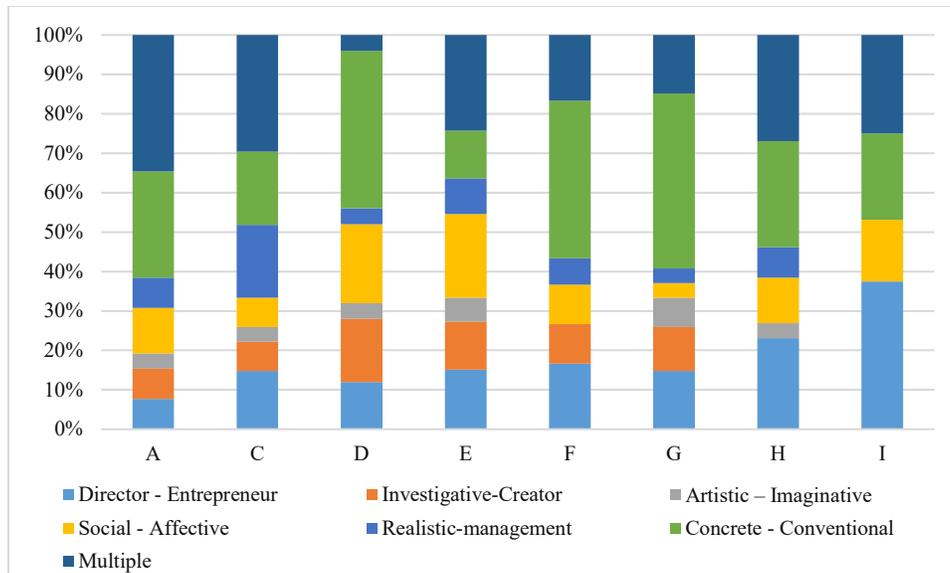


Figure 2. Entrepreneurial profile in parallel Teodoro Gómez de la Torre Educational Unit

The profile was established for each parallel of the UTN University College, according to figure 3, and with respect to the group analysis, 27% of the students belong to the Realizer-Entrepreneur profile, 26% are Researcher-Creator, 19% Artistic- Imaginative, on average between 10% and Realistic-Management and Social-Affective, 5% are Concrete-Conventional and 3% are Multiple Profile. In both cases, the student who does not have a specific profile defined is because he obtained an exact same score in more than two profiles.

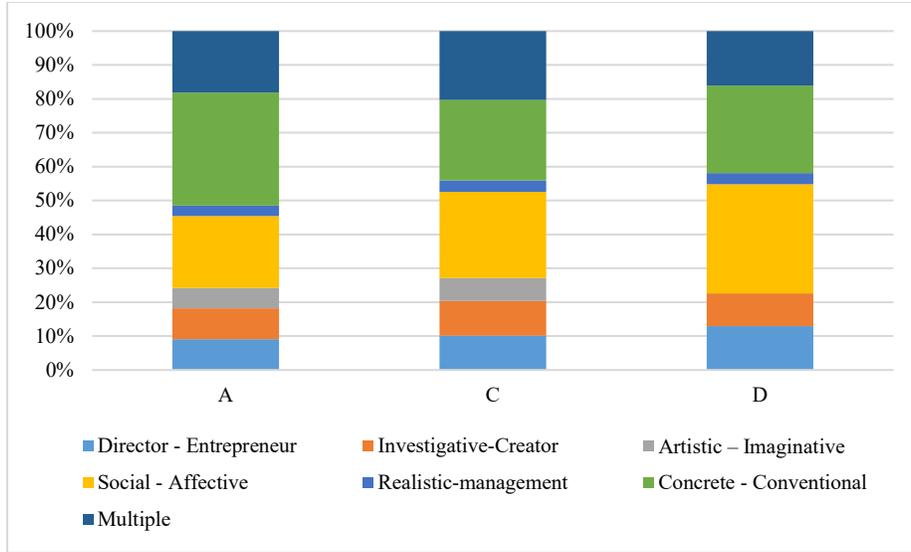


Figure 3. Entrepreneurial profile by parallels UTN University College

Comparing the two educational centers, as shown in Figure 4, it was possible to establish particularities, one of them, is that the lower the Concrete-Conventional and Multiple profiles in the University College, the higher the Teodoro Gómez de la Educational Unit Tower. Similarly, it is evident that the higher the percentages in the Researcher-Creator, Artistic- and Entrepreneur-Entrepreneur profile, those of the U. E. Teodoro Gómez decrease. With respect to the Realistic-Managerial and Social-Affective profile in both educational units, an average profile of between 7% and 10% is maintained. It is established that, the learning strategy awakens the entrepreneurial spirit in the first campus in a transversal way in the micro curriculum, as the second one can be considered that entrepreneurship is a complementary training subject.

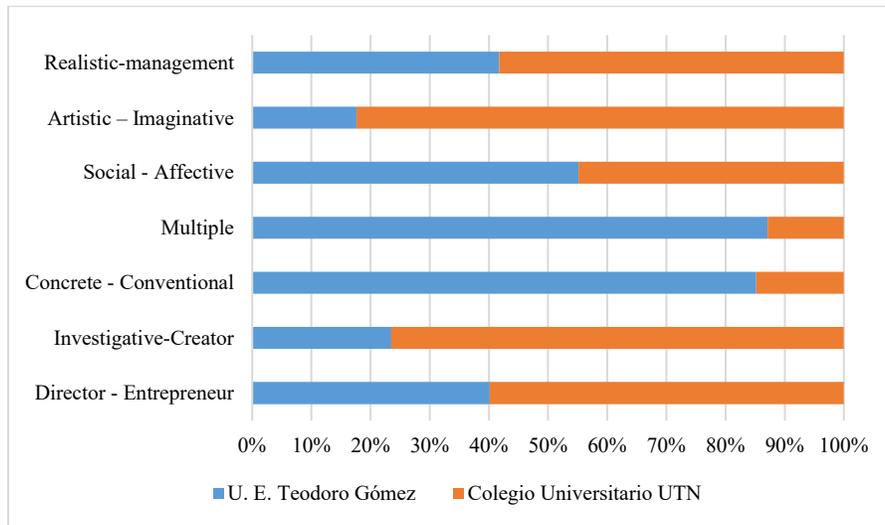


Figure 4. Entrepreneurial profile by educational units

At the macro level, it is evident that the entrepreneurial profile of the students of the educational units under study are the Director-Entrepreneur 22.5% and Researcher-Creator with 17%, followed by Concrete-Conventional, Multiple and Social-Affective Profile in 16.5%, 12.5% and 12% respectively; in a lower percentage are the Realistic-Management, and Artist-Imaginative profiles with 11.5% and 8.5%. In general terms, there is no marked difference between the entrepreneurial profiles studied. However, although the entrepreneurial spirit can arise from any corner of the university classroom, its promotion and realization will depend on the conditions of the universities and supports they receive (Espíritu Olmos & Sastre Castillo, 2007).

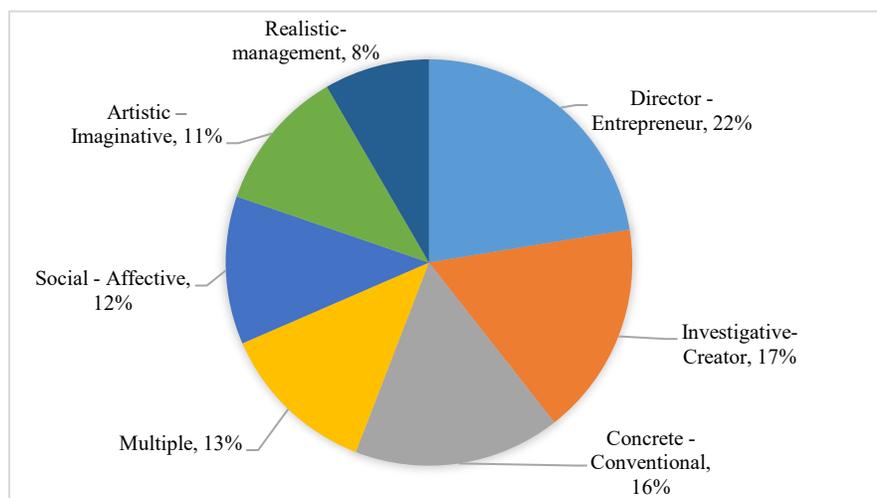


Figure 5. Entrepreneurial profile of the object of study.

3. Conclusions

Through the investigation, the objective of knowing the entrepreneurial profile was achieved, the answers being as real as possible since a transparent and autonomous process was carried out in the application of the test by the students.

In the Teodoro Gómez de la Torre Educational Unit it was obtained as a result that the predominant profile in students is concrete-conventional, so it can be said that students are more focused in areas related to Audit-Comptroller, calculations, consultancies, security. The second predominant profile is Social-affective, which is focused on health and aesthetics, restaurants, bookstores, etc. Among the profiles with less predominance are those of investigative-creator and realistic-managerial.

In the University College the predominant profiles are: Realizer-Entrepreneur and Researcher-Creator, that is, with the first one they are linked to the world of innovation, ideas, products, services or processes and with the second they are directed to create schools of languages, businesses linked to technology and games, as well as companies oriented to the transfer of knowledge.

The importance of knowing the profile of the entrepreneur is necessary to promote projects or entrepreneurial ideas, which will arise from the development of the profile and in the development of their business plans.

Studies of this nature improve the student's attitude towards entrepreneurship, since they indirectly analyze their life project and motivate themselves to develop a business idea early.

Carry out this research continuously, applying techniques and instruments that awaken the entrepreneurial spirit, so as to facilitate learning techniques and to facilitate the development of business plans; It is recommended that this be initiated from the first weeks of having started the school year since the results will allow a remarkable advance in the business plan.

It is important to awaken the entrepreneurial spirit of the students using different techniques and tools so that they show interest in the entrepreneurial culture and become more involved in economic and social development through the implementation of their creativity, innovation and entrepreneurship.

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