

Development of Innovative Strategies to Promote the Growth of Entrepreneurships in the Canton Sucre, Province of Manabí, Ecuador

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Abstract

Sucre is one of the cantons that make up the Province of Manabí in Ecuador, the socioeconomic development of this region has been based on tourist activities, which its inhabitants develop through various types of companies, within which Hotels are located. , shops big, small and other types of services or benefits that have arisen from the figure of entrepreneurship, that is, those initiatives that are not considered as companies because they lack formality and commercial registration. Due to the aforementioned, the development of this research has been proposed with the objective of knowing the development of innovative strategies to promote the growth of businesses in the Sucre canton, Manabí Province, Ecuador. The methodology used is quantitative, a data collection instrument was designed with eight (8) items which had closed Yes/No responses, it was applied in the context of the entrepreneurs of the Canton Sucre, that is, only the entrepreneurs of the Canton of Sucre were considered. this region. The results were that entrepreneurs know the definition of the activity they practice in its entirety and use strategies in a non-technical way. However, 54% with their level of knowledge about the activities they carry out is sufficient to provide a quality service in the various ventures they carry out, only 46% expressed the relevance of this element, which is the training and development of strategies for growth. of its economic activity, as well as of the region. It is concluded that it is necessary to create campaigns to promote legal instruments and training means on innovation and technical training required by development areas.

Keywords: *Entrepreneurship, Manabí, Sucre, Development, Innovation, Strategies.*

Introduction

The Sucre Canton is one of the main places in the area known in Ecuador as the Province of Manabí, one of the jurisdictions of the country in which important commercial and productive activities are carried out that serve as a reference for the rest of this South American nation, as well as as for other latitudes. In this order, according to the Government of Manabí (2023)

The city of Bahía de Caráquez is the cradle of the Ecuadorian nationality. Its name is due to the bay formed by the mouth of the Chone River and the first settlers who were the Caras.

Among the main productive activities in this region is shrimp production, which generates foreign exchange for the country, as well as agriculture, livestock, poultry, commerce, fishing and tourism. The city was founded in March 1624, by José de Larrazábal and initially baptized with the name of San Antonio de Caráquez.

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Bahía de Caráquez has a great tourist attraction and in front of it is San Vicente, a fascinating place that can be reached by crossing a modern bridge and also has an airport called “Los Perales”. From north to south there are wide beaches, small islands and islets, places that are preferred by tourists.

Due to the natural wealth of the region and the multiple beaches, rivers and spaces that are visually attractive for many national and foreign visitors within the context of the Sucre Canton, which is one of the important cantons of the Province of Manabí, they have been established. community organizations that have managed to perform over time in diverse fields such as gastronomy, tourism, the provision of recreation, accommodation and commerce services, so that, in this region, the ventures have gained strength for a significant number of settlers.

So according to Chirinos and Martínez (2017)

Entrepreneurship has had a long history in contemporary societies, given its importance in the economic and social development of regions, however, in the teaching processes they have been oriented in a privileged way to the creation of wealth from the generation of companies and business ideas, apart from a training process where it is developed through creativity, teamwork, and problem solving by people.

In this context, talking about entrepreneurship refers to the need to provide guidance on the constant training of entrepreneurs, because the field of technical training is one of the least known criteria for many of those who carry out the work, whether it is the provision of a service or the sale or marketing of any good or manufacture.

According to Alzate (2017)

Entrepreneurship has become a lifestyle, a significant contribution to every professional who does not want to depend financially on an organization, but on the contrary sees in entrepreneurship the opportunity to be independent in the financial field. (p.11)

However, despite the proposed theories and the development of the elements that are linked to the development of various types of businesses, more than the will to create marketing means and strategies is needed, it is also linked to the strengthening of orientation activities in diverse areas of any organization, starting from administrative and vocational training. So, according to Garay (2022)

The innovation tactic defines the role of the innovation and establishes the direction that the execution of the innovation will take. However, the role of innovation in helping companies achieve the growth goal is often unclear and the increase in profits from innovation is not enough unless they are managed with great rigor. It is essential, however, that the organization defines the objective of the proposed innovation tactic. For certain professionals, innovation involves the successful sale of new ideas, that is, the invention with an effect on the market.

In the specific case of the Sucre Canton region in Manabí, Ecuador, the ideas of residents and experts that strengthen the appearance and existence of enterprises emanate from the need to innovate and create

mechanisms and means of growth for organized groups, therefore that technical and practical training is required, in many cases unknown, as well as the development of skills and attitudes to create an entrepreneurial culture with a foundation.

Refers Palacios (2018)

The organization originated in the province of Manabí and develops its activities around fair trade and associativity, where the results obtained are translated in terms of value creation, as it is made up of cocoa farmer partners who provide raw materials to the corporation, and that thanks to innovation, making effective use of technologies, they achieve the ideal processes that convert fine aroma cocoa into chocolate as a finished product destined for export.

So, to guarantee innovation in economic areas unexplored and neglected in many cases by other companies that are duly registered.

Refers Arroyo (2019)

The conditions in which the ventures occur, and how they contribute to local development in the province of Manabí, are composed of factors such as: Creativity, perseverance, futuristic vision, product innovation to make it attractive and encourage the sale, but an important part is the generation of jobs and commercial relations with large companies.

In this order, it is important to mention that for a venture to be effective and consolidated over time, much more than will and initiative is needed. Innovation and technical preparation is a preponderant and necessary element in the concept of entrepreneur development. Thus, among the elements that must be promoted for the development of the potential of the ventures and the strength of the elementary criteria of the work that is carried out in them, there are the following according to Chirinos et. Al. (Ob. Cit.):

1) Constant transformation: forces companies to manage the changes that affect their relationship with clients, financial statements and business models, combining internal modifications of people's values, aspirations and behaviors with external variations in processes, strategies, practices and systems. The organization is not limited to doing something new, it creates the capacity to do things differently; In effect, it creates capabilities to generate continuous change; In this sense, it is not enough to modify strategies, structures and systems, but they must look back at the ways of thinking that produced these strategies, structures and systems (Senge, 2011).

There are many aspects that lead to a transformation within the organization, especially in a constantly changing environment influenced by factors: economic, raw materials, money, innovation, processes, Information and Communication Technologies (ICT) and the political framework. legal.

2) Technological conditions: use of technologies that are related to the general state of development and their availability in the environment, including scientific advances. Technological conditions are not only those that evolve rapidly, but they are the ones that have the greatest scope when expanding or limiting the

opportunities of an established company. They are related to the process of technological innovation to which all companies are subjugated; The influence on the organization is presented in different ways as described below: a) in production and management techniques, b) in the characteristics of the products or services and c) in the equipment as well as in the production processes.

3) Political-legal conditions: refers to the legal requirements that the entrepreneur must meet to develop the business initiative. If you do not comply with them, the investment may be lost or take time to recover. For Iborra, Das & Ferrer (2008), political - legal conditions are considered as factors that include laws and regulations on competition, employment, safety, occupational health, product safety, among others; However, in the area

Political aspects such as: government stability, social welfare policies and all those elements dependent on the political coalition that exist in a country, at a given stage, are maintained.

4) Economic conditions: knowledge of the behavior of inflation, income, Gross Domestic Product (GDP), unemployment, among others. Economic conditions are determined by the structure and economic situation of each country or region in which the company operates, and are reflected in the main economic indicators such as: public deficit, unemployment rate, per capita income, interest rate. , exchange rate, foreign deficit, among others.

5) Social conditions: aspects such as knowledge of human rights, natural environment, guidelines in education, social responsibility and the social institutions related to it, as well as demographic patterns.

The above criteria are based on the need to promote the growth of various ventures, because they are situated within a preparation framework in which competitiveness levels are often not achieved due to the lack of specialized training and updating. , not only about the work performed but also about the way in which tasks are done procedurally, in order to obtain better results. According to Peña (2022)

Innovation is a key element in the performance obtained from work (productivity), in the increase of our economy (generated wealth) and in the peace that results from said increase. In the business field, innovation involves an exhaustive process in understanding not only the technology but also the internal organization and the resources accessible in the organization and the market (consumer needs and competition). From this approach, innovation, namely:

- It is not restricted to the construction of new products. An innovation can also mention a new service. How is it sold? or how is a service distributed?
- It is not restricted to technological developments. An innovation can also be obtained through different organizational constructions, the bundling (sales strategy) of today's offer or a mix of technology and marketing.

Sucre, in this order, has a series of enterprises that are mostly dedicated to commerce, gastronomy and activities related to hospitality, tourism or entertainment services such as spas, swimming pools, among

others. Such initiatives are mostly carried out without administrative planning, in the area of human talent, languages and with the economic considerations that the practices developed must have in the context of current regulations for the use of the region in general, so development strategies are required.

For Garay (ob. cit.)

The strategy development process must be open: Just as the opening of the innovation process is not only a matter of mentality, new technologies play a fundamental role in making the opening commercially possible, specialists point out.

An innovation strategy must also be appropriate for the time in which it is developed: It is essential to accurately explain the specific innovation initiatives that must be pursued, where to invest and compete. In addition, it is necessary to evaluate the danger related to the execution of the innovation tactic in the general environment of the company. (p.21)

In Ecuador, as in many countries, activities are regulated by standards and various legislations that allow restructuring commercial and economic practices in the scenario where they are developed. In the case of entrepreneurship, there is an Organic Law of Entrepreneurship and Innovation that dates back to the recent year 2020, in which specifications such as the following are stipulated:

Art. 1.- Purpose: The purpose of this Regulation is to establish the rules and provisions for the application of the Organic Law of Entrepreneurship and Innovation. (Organic Law of Entrepreneurship and Innovation, 2020)

Art. 2.- Scope of application: The scope of application is limited to all public or private activities, linked to the development of entrepreneurship and innovation, within the framework of the various forms of economy, which include the public, private, mixed, popular and solidarity, cooperative, associative, community and artisanal economy, as established in the Organic Law of Entrepreneurship and Innovation (Organic Law of Entrepreneurship and Innovation, 2020)

Due to the aforementioned, this research is carried out with the objective of knowing the development of innovative strategies to promote the growth of entrepreneurship in the Sucre canton, Manabí Province, Ecuador.

Materials and Methods

For the present study, the quantitative methodology was used, with which it has been possible to develop a diagnosis in the context of the district of the Canton Sucre-Manabí-Ecuador, where two hundred and fifty (250) entrepreneurs were surveyed, who responded to the formulated instrument, It contains eight (8) items with a closed response scale: Yes / No.

Procedure

The phases that were completed in the development of this work were described below:

1. Collection of the information required as a theoretical basis or foundation for the study
2. Hierarchy of the most important data for the research in terms of references, secondary sources and updating of information
3. Preparation and construction of the data collection instrument
4. Use of the survey instrument in the scenario where entrepreneurs work.
5. Accounting for responses
6. Processing of the results based on the study presented
7. Generation of conclusions in relation to the formulated research.

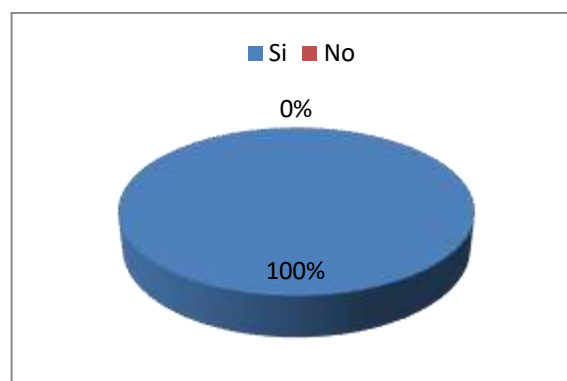
Results

The results of the research carried out are presented below.

1. Do you know what an entrepreneurship is?

Graph 1.

Knowledge of what entrepreneurship is



Source: The data collection instrument (2023)

Regarding the question of knowledge of what an entrepreneurship is, all respondents claimed to know about it.

2. Do you consider that entrepreneurship currently supports the economic development of the region in the Canton of Sucre?

Graph 2.

Entrepreneurship and the economic development of the region in the Canton of Sucre



Source: The data collection instrument (2023)

Respondents, according to the answers provided, are formally identified with the idea that ventures are not only a contribution to the economic development of the core of workers and their own, but also promote the growth of the Canton Sucre region. , Manabí, Ecuador.

3. Is it necessary, in your opinion, to train entrepreneurs so that they can enhance the development of their products and the productive area?

Graph 3.

Training of entrepreneurs so that they enhance the development of their products and the productive area



Source: The data collection instrument (2023)

The legislation on innovation that was established in Ecuador since 2020 is an element that in many cases is unknown by entrepreneurs, however, 95% of them stated that they consider that professional and technical training would enhance development of the ventures.

4. Do you know what is the driving force behind the socioeconomic development of entrepreneurship?

Graph 4.

Knowledge of the engine of socioeconomic development of entrepreneurship



Source: The data collection instrument (2023)

Many of those surveyed stated that they know the elements concerning the engine of the socioeconomic development of the ventures, despite this another 28% stated that they do not know what aspects are related to the growth of spaces in the economy of the Canton and the Country.

5. Do you use innovative strategies for the development of your business?

Graph 5.

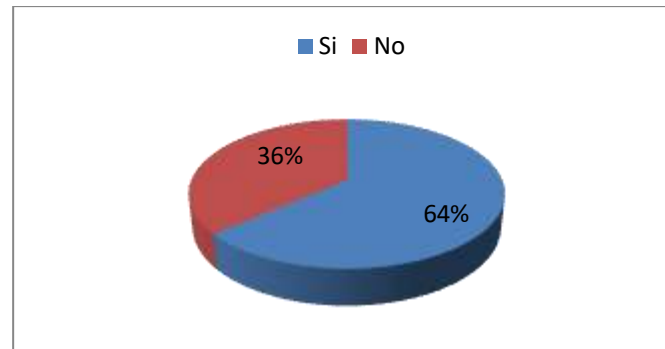
Use of innovative strategies for the development of your business



Source: The data collection instrument (2023)

As can be seen in the results of the applied instrument, 65% of the entrepreneurs affirm that at their level of information they apply innovative strategies in the progress of the economic activities that are developed in the venture of which they are part, however, 35% states that it does not have the knowledge regarding this matter, so it does not apply it in the context of its activities.

6. Are there strategies for the social and economic development of enterprises in the Sucre canton from the official level?

Graph 6.*Strategies for the social and economic development of enterprises in the Sucre canton from the official level*

Source: The data collection instrument (2023)

The provincial government offers information policies to entrepreneurs based essentially on the complement of their needs. They have in terms of financial orientation, payment of taxes, among others, however 36% of those surveyed state that from the field of development of social enterprises, which in turn have an impact on the economy of the Canton of Sucre, the government It does not offer training strategies for entrepreneurs. 64% indicate that there are, despite the above.

7. Is a training and awareness program aimed at training in all economic activities in the Canton of Sucre in customer service required?

Graph 7.*Need for a training and awareness program aimed at training in all economic activities in the Canton of Sucre in customer service*

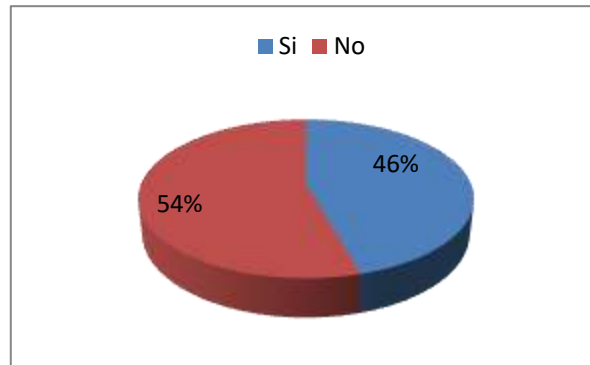
Source: The data collection instrument (2023)

Despite the responses of some of the members of entrepreneurial groups and teams in the Canton of Sucre, 61% indicate, perhaps due to ignorance of the relevance that training on economic activities has for their activities, they state that there is no need to be trained. or receive training in innovation strategies. It would be relevant to analyze the perspective of entrepreneurs in depth, but in general terms only 39% affirm that there is a need to receive training and information in this regard.

8. Do you consider that the quality of the service offered by the ventures and the training in promotion strategies affects the development of the productive engine of the region?

Graph 8.

Quality of service offered by businesses and training in promotion strategies



Source: The data collection instrument (2023)

A fundamental element in any area of development and training is the recognition of the need to be trained. In this order, 54% of those surveyed state that their level of knowledge about the activities they carry out is sufficient to provide a quality service in the various ventures they carry out, an element that is reflected in the fact that 54% of those surveyed do not believe that promotion strategies and innovation are necessary in the tasks they carry out in their economic activity. Only 46% affirm that it is a requirement.

Discussion and Conclusions

The knowledge of entrepreneurship as economic activities that can become pillars of the development of a region depends largely on the information that the participants of these groups have about their value. In this order, 100% of those surveyed stated that they know what an entrepreneurship is and the importance it has for the social and economic advancement of the region. So, Arroyo (2019):

A positive approach to development through the implementation of ventures that allowed for an increase in sources of work and that were the urgent solution to an unemployment crisis that the province had, as a result of the earthquake of April 16, 2016, it should be noted that, even There is unemployment in the province, but we evidence a certain local development in the success that each of the ventures put into practice have had, strengthening skills and abilities through entrepreneurship in new businesses.

In addition to knowing the implementation of the practical activities inherent to entrepreneurship, the training process for entrepreneurs is crucial. This is why, as seen in the results of item 4, the lack of knowledge of the driver of socioeconomic development is a conclusive element, which can impact the stagnation of entrepreneurs, due to the lack of pertinent information, although not In most, but to a large extent, of the key concepts for the advancement and constitution of strategies, as Gross (2010) refers, technological progress allows increasing the production levels of the economy, through improvements in

labor productivity.

An important aspect in this order is that the population of entrepreneurs surveyed in a significant percentage affirms that 54% with their level of knowledge about the activities they carry out is sufficient to provide a quality service in the various undertakings they carry out, only the 46% expressed the relevance of this element, which is the formation and development of strategies for the growth of their economic activity, as well as the region.

Therefore, it is necessary to create campaigns to promote legal instruments and training means on innovation and technical training required by development areas. In this sense, Garay (ob. cit.) states that Organizations have to choose the innovation tactic to use to win in the market or, simply, to survive. At first we may think that an offensive plan, that is, a technological chief, could be the best for any company.

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