

El impacto de las competencias emprendedoras desde las Instituciones de Educación Superior: Una Revisión Bibliográfica Sistemática de la Literatura Latinoamericana

The Impact of Entrepreneurial Competencies from Higher Education Institutions: A Systematic Bibliographic Review of Latin American Literature

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RESUMEN

Los teóricos en desarrollo económico sostienen que el emprendimiento en Latinoamérica constituye un pilar fundamental en el progreso financiero y social de la región. En este sentido, las investigaciones de campo muestran que es un segmento altamente competitivo y con varios riesgos que ponen en peligro su subsistencia, resultando en que su éxito dependa mayoritariamente de las competencias de quienes lo dirigen; por ello se origina la interrogante con respecto a que competencias profesionales deben ser desarrolladas en un emprendedor. Este trabajo investigativo supone analizar publicaciones científicas Latinoamericanas que abordan a las competencias desarrolladas desde el ámbito de la educación superior aplicadas en emprendimientos. Se procedió con una investigación de corte documental por medio de una Revisión Bibliográfica Sistemática de un compendio de 23 artículos científicos que abordan el campo temático estudiado. Del análisis realizado, se determinó una lista de competencias emprendedoras, multiculturales y ágiles, así como una clara relación de la importancia de la vinculación con las Universidades, dando como resultado un impacto positivo en el desarrollo económico y social de la región. De los resultados obtenidos, se concluye que, existe la presencia de modelos de competencias que responden a la innovación e integración de procesos con un factor novedad que refleja la realidad de las convenciones de emprendimiento latinoamericano.

Palabras clave: competencias, empresas, trabajo, universidades

ABSTRACT

Economic development theorists argue that entrepreneurship in Latin America constitutes a fundamental pillar in the financial and social progress of the region. In this sense, field research shows that it is a highly competitive segment with several risks that endanger its subsistence, resulting in its success depending mostly on the skills of those who direct it; therefore, the question arises regarding what professional skills should be developed in an entrepreneur. This research work involves analyzing Latin American scientific publications that address the competences developed from the field of higher education applied in entrepreneurship. We proceeded with a documentary research through a Systematic Bibliographic Review of a compendium of 23 scientific articles that address the thematic field studied. From the analysis carried out, a list of entrepreneurial, multicultural and agile competences was determined, as well as a clear relationship of the importance of the link with the Universities, resulting in a positive impact on the economic and social development of the region. From the results obtained, it is concluded that there is the presence of competency models that respond to innovation and integration of processes with a novelty factor that reflects the reality of Latin American entrepreneurship conventions.

Key words: competences, companies, work, universities

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Descargar para Mendeley y Zotero

Introducción

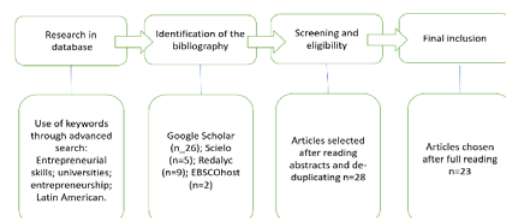
This research addresses the thematic field of Entrepreneurship; that it is defined as any activity of an economic nature that arises autonomously and pursues self-sustainability through innovation in the service it offers; resulting in a segment of great relevance in the economy of Latin American countries, because at present, it is considered one of the financial pillars of the region, since they are the business models that generate the largest number of jobs, while maintaining high levels of productivity in their commercial sectors (Canton, et al., 2017). Despite the above, emerging entrepreneurs face highly competitive spaces and unfavorable external conditions; so it has been determined that their success lies in the capabilities of those who direct them (Díaz & Reinoso, 2019), so it is necessary that they have a profile endowed with Entrepreneurial Skills; that is, skills, attitudes and knowledge that imply a considerable impact on the development of autonomous projects, social development and regional growth (Viloria, 2017). Faced with these demands, both economic and social, the question arises as to which professional skills have the greatest impact on the Latin American environment, in order to be developed within the Higher Education Institutions (HEIs); unlike what is commonly believed, the characteristics that highlight an entrepreneur are not necessarily innate, as they can be developed and strengthened in formal education spaces (Viloria, 2017). To answer this question, the general objective of the work carried out is to analyze in the Latin American context the competences developed from the field of higher education applied in entrepreneurship; while it proposes as specific objectives: 1) Identify the necessary competencies for the professional profile of an entrepreneur; 2) Describe the importance of linking educational entities in the formation of entrepreneurial skills and 3) Describe the impact generated by the entrepreneurial application skills in the Latin American research environment.

Method

The research was developed through the application of a Systematic Bibliographic Review (RBS), because its use allows to identify the most relevant evidence of a particular topic, through a standardized and replicable search process of bibliographic information (Oliván, et al., 2018); starting with the use of the keywords: Entrepreneurial Competences, Universities, Entrepreneurship and Latin America; within the Scopus, EBSCOhost, Google Scholar, Redalyc and Scielo repositories. Subsequently, for the selection of feasible articles for research, the following inclusion criteria were proposed: 1) Articles published since 2016; 2) Published in Latin America and 3) Related to research objectives. Thus, in a compendium of 23 scientific articles, whose identification process is described in Figure 1.

Figure 1

Flowchart of the stages of the RBS developed in the research



Results

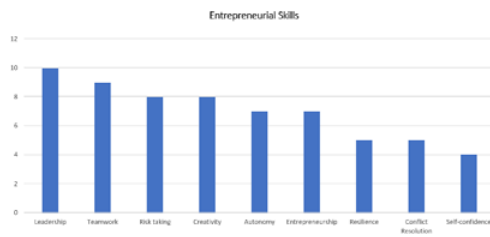
After the application of the RBS, it was possible to extract 23 scientific articles, which address entrepreneurial competencies and their relationship with HEIs, from Quantitative and Qualitative methodologies, published in seven Latin American countries; that after being analyzed according to its content, there is an interest in the theme described, placing entrepreneurship as a movement of social and economic development, which through the linking of key axes of society, such as government, academia and the labor field, get those involved to develop capacities for the generation of business, forging a means of

self-sustainability and a constant technological advance hand in hand with innovation and creativity (Canton, et al., 2017).

(Apolaya & Diezcanseco, 2018), (Contreras, 2018) among others, describe the characteristics necessary to shape the desired profile of an entrepreneur, thus reaching the so-called Entrepreneurial Spirit, that is, the set of particularities necessary to start with a business and develop it satisfactorily (González, 2017) the most relevant competencies are described in Figure 2.

Figure 2

List of competences included in the RBS..



As can be seen, there are several basic skills necessary for an entrepreneur to achieve his objectives and succeed within this area; and among them, there are competencies linked to the interpersonal aspect, such as Leadership and Teamwork, since the most successful ventures are those that link the needs of their group, hand in hand with a guide that leads and enhances the knowledge and skills of those who make it up through innovative techniques and group linking (Pedraza and Velásquez, 2019). In the same way, the Assumption of Risks is a factor that is repeatedly found in the sample, because within the reality of entrepreneurship application, starting a project implies several threats to its economic survival, so an entrepreneur who has this competence must be able to assume these potentially dangerous possibilities, but always in a moderate and calculated way (González, et al., 2018).

In addition to the list of generic competences, authors such as (Silva &

Rompato,2020) and (Torres,2017) propose models or groupings of competences based on social and cultural methodological perspectives, as is the case of those described below in Table 1.

Table 1

Competency models described in the sample

Author	Competency Model	Competencies Described
Silva and Rompato	Multicultural Competencies	- Open-mindedness
		- Self-knowledge and Autonomy
		- Resolving capacity
		- Critical Look
		- Language Skills
Towers	Lean Competencies	- Innovation
		- Flexibility
		- Communication

In this way, when analyzing the case of successfully established enterprises, the importance of the entrepreneur relating to his social environment is denoted, thus giving way to Multicultural Competences, which are born from coexistence and cultural convergence or from the compendium of experiences of those who develop them, generating a state of self-knowledge and autonomy, that allows the entrepreneur to make decisions from the knowledge of their environment; thus developing the ability to recognize the potentialities of the same, including the construction of social networks and support with the community (Silva & Rompato, 2020).

It is worth mentioning that there is also the presence of competency models that respond to foreign business methodologies and philosophies, as is the case of Lean Management that, through the exercise and development of skills such as Flexibility, Innovation and Communication between groups, generate more efficient entrepreneurship spaces, because thanks to these competencies the elimination of unnecessary factors occur resulting in the improvement of the quality of their services (González, et al., 2018).

This list of competences obtained from Latin American research positions can be

compared with the European model proposed by ENTRECOMP, described by (Baena, et al., 2020), which despite sharing the vision on the importance of entrepreneurial skills and the presence of several of those already mentioned; this foreign model stands out in its specificity, since it groups the competences by areas according to the stage of the venture, and offers recommendations for its development.

Once the competencies of the entrepreneurial profile have been understood, it is necessary to define that entrepreneurship and its correct exercise depends fundamentally on the resources available to those who incur in this business proposal, and an adequate entrepreneurial ecosystem includes the linking of universities in these projects, because in addition to the formal instruction they offer, they involve practical training, community, vocational and skills (Díaz & Reinoso, 2019). It is under this premise that authors such as (Velez et al., 2020) and (Orozco et al., 2016), position HEIs as an essential axis in the training, development, incubation and promotion of entrepreneurship, with education in entrepreneurial skills and with motivational strategies and opportunities to encourage entrepreneurship. Like the research developed by (Chávez, 2020), it positions these instructions as participants capable of materializing the proposals of their members

Table 2 shows the positions of various authors on the repercussions of the competencies described above, thus showing that HEIs, and their programs for the development and application of entrepreneurial skills have a notable impact on entrepreneurship, because under the premise of (Ávila, et al., 2020), good training in this area is reflected not only at an economic level, but at the level of integration and social change.

Table 2

Impact of entrepreneurial skills acquired in HEIs

Author	Impact Described
Ávila et al.	The entrepreneurial skills acquired in HEIs and applied under the tutelage of the same, have an impact on the growth of the economy of its area of application, reflected in high levels of completion of emerging business plans.
González-García et al.	Generation of communities and societies, whose economy is based on knowledge, influencing the financial, cultural and social development of their environment. The teaching and application of Entrepreneurial Skills is a tool
Viloria	through which scientific research is generated, increasing the levels of technology and innovation of nations.

Conclusions

In the first place, from the work carried out, it was possible to obtain a bibliographic compendium that responds to various success stories regarding entrepreneurship in the Latin American region, also showing a notable interest in research and description of the characteristics of an entrepreneur, placing him as the main actor for the development of this economic segment; thus denoting the importance of research in this thematic field through the review of the literature, but at the same time, giving way to future projections of research with greater specificity.

In the same way, it was possible to consolidate a list of applicable competencies within the ventures, which mainly include interpersonal skills such as leadership and teamwork; but at the same time, there is the presence of competency models that respond to innovation and integration of novel processes depending on the available resources of the environment, therefore, it is essential that an entrepreneur has the ability to take risks, analyzing the characteristics of their environment and generating adequate responses for their survival.

In addition, the analysis of the articles allowed to highlight the importance of the HEIs, not only as training spaces, but as entities of linkage, incubation, motivation and development of the economy through entrepreneurship and the formation of their competences. Coming to determine that the competencies developed in the HEIs have reached a significant impact, both economically and socio-culturally, thus encouraging the incursion of communities into new businesses. On the other hand, when analyzing the study developed, it is clear that the competences respond to various sources, resulting in a generalized compendium, which, although it collects the opinions of several investigations and responds to most scenarios, must be adapted to the needs of each individual according to their field of insertion.

Finally, at the end of the research, the possibility of developing projects within the HEIs is born, where the space is opened to the ventures of the community, and through knowledge, not only in skills, but also in their development, experts in Human Talent, can reinforce or develop them if applicable, since the high impact that can be achieved in the workplace has been evidenced, by integrating visionaries and experts in professional skills.

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