

Positive attitude and its effect on the risk-taking capacity of entrepreneurs in the canton of La Libertad.

Actitud positiva y su efecto en la capacidad de asumir riesgos de los emprendedores del cantón la libertad

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ABSTRACT

The objective of this scientific report is to socialize the impact of the positive attitude of entrepreneurs in the ability to take risks. The risk is always associated with the fact undertake, at present most entrepreneurs are indifferent to the collection of information about their working environment, acquiring this knowledge can ensure the survival and development of their enterprise otherwise this will fail. an investigation of descriptive observation directed to micro, interviews with experts in entrepreneurship, 32 surveys entrepreneurs Canton La Libertad to know the real situation, and the factors considered in the decision making was implemented. Lack of knowledge about the risks of environment, entrepreneurial culture, and the necessary attitudes that should have the entrepreneur to take risks can be very damaging to their entrepreneurial development, the absence of knowledge about this, does not allow them to have a strong orientation. Currently one of the problems faced by entrepreneurs is not having the attitudes and abilities that enable them to take different risks, unknown strategies for decision making assertively.

Key words: Entrepreneurial attitude, environmental risks, entrepreneurship, entrepreneurial skills, decision making.

RESUMEN

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El objetivo de este reporte científico, consiste en socializar la incidencia de la actitud positiva de los emprendedores en la capacidad de asumir riesgos. El riesgo siempre está asociado al hecho de emprender, en la actualidad la mayoría de los emprendedores son indiferentes a la recaudación de información de su entorno laboral, al adquirir este conocimiento puede asegurar la supervivencia y desarrollo de su emprendimiento de lo contrario este fracasará. Se implementó una investigación de observación descriptiva, dirigida a las microempresas, entrevistas a expertos en emprendimiento, 32 encuestas a emprendedores del cantón La Libertad para conocer la situación real, y los factores que consideran en la toma de decisiones. La falta de conocimientos sobre los riesgos de entorno, la cultura emprendedora, y las actitudes necesarias que deben tener los emprendedores para asumir riesgos puede ser muy perjudicial para su desarrollo emprendedor, al no existir conocimientos sobre esto, no les permite contar con una sólida orientación. En la actualidad uno de los problemas que afrontan los emprendedores es no contar con las actitudes y las capacidades que les permitan asumir los distintos riesgos, desconocen estrategias para la toma de decisión de forma asertiva.

Palabras clave: Actitud del emprendedor, riesgos del entorno, emprendimiento, competencias del emprendedor, toma de decisiones.

INTRODUCTION

According to (Hurtado Cuartas, 2012) The entrepreneur is born and made, in any case, education in the family is important. The normal entrepreneur is made thanks to the personal environment or has developed as a person. Thus the capacity for suffering is experienced, the infinite satisfaction of his work is verified.

According to (Jacques Filion, Cisneros Martínez, & Mejía Morales, 2011). An entrepreneur is defined as an individual who is able to discover, identify and fight against any inconvenience that may arise in their proposed strategy, without fear of failure, tends to be positive, knowing how to interpret and analyze the surrounding environment to carry out their projects and ideas.

On the other hand, (Medina Sánchez , López Salazar, & Contreras, 2014). Entrepreneurship encompasses a set of skills and qualities that are not necessarily innate to the person, but can be promoted and developed throughout life, the development of attitudes of cooperation and teamwork, as well as the habit of assuming new roles in a continuously changing society.

To guide the entrepreneurial spirit must take action, lose the fear of failure and learn mainly to trust yourself; confidence must be built from the experiences and skills, so this will be much stronger, being beneficial to learn something new every day, acquiring knowledge, conformism is the killer of the entrepreneur, it is necessary to strengthen your personality, and self-motivation. (Mares Chacon, 2012).

According to (Charles W & Gareth, 2009) It would be impossible to draw up a closed list of all the characteristics, but one can intuit, they tend to work hard, are persevering and are characterized by their immense commitment to the project, strive for their integrity and strive for the desire to achieve what is proposed.

A successful entrepreneur is considered to be one who undertakes with resolutions, difficult actions, this presents some attributes among which we can mention some of

them: an entrepreneur has to be original and innovative, feels a moderate concern when making new decisions, but at the same time is risky for wanting to achieve their goals, never gives up.... (Medina Sánchez, López Salazar, & Contreras S, 2014)..

According to (Medina Sánchez, López Salazar, & Contreras S, 2014). It goes without saying that without entrepreneurs there is no endogenous development. A society in which there are no people, nor institutions with entrepreneurial and risk-taking capacity, does not grow, it seems important that society values and stimulates it, societies with different cultures, objectives and problems, will tend to focus on different types of solutions.

According to (Mares Chacón , 2012) Entrepreneurial culture is responsible for the study of all entrepreneurial individuals who possess skills and knowledge that they must have to manage a project, that is, an individual must have initiative, knowing how to act at the right time in order to achieve both endogenous and effective development, knowing how to take risks and learning to cope with them to enhance the internal capabilities of the community.

The entrepreneur must strengthen society and its economy from the internal and external part allowing the strengthening of his fighting, creative and innovative spirit, always remembering his culture and the goals he has proposed to achieve from the beginning without omitting the importance of each of these objectives in his life and its improvement. (Rojas, 2010).

According to (Wheelen T & Hunger, 2007) The emergence in recent years of the entrepreneur as the star subject of social change is no coincidence. Understanding the economic subject as the key to explain development, as opposed to the idea that collective or structural variables are the underlying foundation of social change. Since the emergence of the entrepreneur has been considered as a major factor within society, through their ideas, entrepreneurship, creativity and innovation will be contributing to the development of society, bringing new projects to promote changes that will be seen as a benefit in working life.

According to (Rodríguez T, 2015) Risk is a factor that is always associated with entrepreneurship. Knowing how to face it or how to manage it can mean the success or survival of a company or its failure. Knowing how to identify, locate and assess the existing risks of the place where such business or company will be implemented, allows in turn to know the working conditions that will have such as schedules, shifts, main public or private entities of the sector, the infrastructure of the place, this is key for a business and that an entrepreneur can achieve success counting on the necessary resources and the necessary attitude to accomplish everything that is proposed.

One of the risks of the environment can also be rivalry, the appearance of new competitors in the sector, which can negatively affect the actions carried out by the company.

MATERIALS AND METHODS

In order to achieve the objectives of the research, an interview was designed with 32 managers of the canton of La Libertad, with the purpose of establishing criteria regarding the research topic, through a probabilistic sampling, the sample is finite so simple random sampling was used. The information was processed according to the techniques used in the research. Regarding tabulation, the statistical program SPSS 10.1 was used.

RESULTS

The main risk measurement techniques should be established and maintain a procedure to regularly monitor and measure compliance with the system. These procedures can provide a record of data, inspections and preventive controls, analysis of accidents and incidents, health cost, the main problem for proper risk measurement lies directly in lacking the indicators that synthesize it properly, and entrepreneurs can have the full knowledge likewise is necessary to manage a risk should be taken into account, reduction, avoidance, retention and transfer.

The majority of the surveyed entrepreneurs consider it indifferent to carry out a diagnosis of the business environment, followed by two groups of equal number who both partially disagree, and a minimal group that totally agrees with the importance of assessing the conditions of the environment.

Most entrepreneurs are in partial agreement that motivation is an essential factor when adapting to changes in the environment. The attitudes necessary in an entrepreneur are: motivation, self-confidence, perseverance, resilience in the face of failure by being positive, personal self-knowledge, panoramic vision of marketing, control and coordination of each movement, rational critical thinking. Avoiding that fear becomes an obstacle that prevents you from moving forward in a project or a venture.

The majority of the entrepreneurs surveyed indicated that they partially disagreed on the importance of assessing environmental conditions, followed by another group who indicated that they were indifferent. It is vitally important for entrepreneurs to identify key job competencies to achieve managerial effectiveness, and to be able to make sound decisions based on environmental conditions.

The level of importance of the capabilities for entrepreneurs is a fundamental part of the development of both companies and the same allowing to raise the quality of the work done and in turn achieve the greatest experience of success to shape your life while being a key contribution to the growth of society. The main qualities that entrepreneurs must have are important, they reflect their personality such as: initiative, tenacity, enthusiasm, creativity, positivism, self-confidence, perseverance, commitment, responsibility for the results, tolerance to frustration, perseverance, audacity, and above all to be oneself without reaching the extreme of egocentrism.

The characteristics of the relevant entrepreneurs are oriented towards creativity and innovative ideas that could lead them to success in their venture. For this, indifference is shown in that they have reached a comfort zone without previous innovation, with the sole purpose of improving the revenues achieved and propitiate a rise in the microenterprise in their charge or their entrepreneurial development, they do not have

the idea of improvement due to their lack of knowledge in new innovative strategies that allow the evolution and growth of the establishment from all areas.

DISCUSSION

Risk translates into the possibility of loss related to the companies' assets and profit potential. The possibility of something undesirable occurring at a given time. Define bad by identifying an organization's objectives and resources that are threatened, identifying scenarios whose occurrence may threaten valuable resources, and measuring the severity or magnitude of impacts.

Based on the survey conducted with the entrepreneurs, it was determined that facing environmental risks is a direct loss on their interests and assets that involve the development of their microenterprise due to lack of knowledge. They consider the ability to take risks as something unnecessary in their plans, if they have not first taken into account that it leads them to make a risky decision that can directly harm and this can lead to problems. The entrepreneurs of the canton La Libertad do not know strategies for decision making when this involves a risk to take that can give direct benefits if this act helps the progress of their entrepreneurial development, without prior knowledge comes the doubt making wrong decisions.

CONCLUSIONS

It was possible to identify that the entrepreneurs of the canton of La Libertad do not implement methodological strategies or suitable techniques to help them find solutions when they are presented with risk situations, and many of them are indifferent and unaware of their importance. The surveyed entrepreneurs do not have the necessary attitudes, therefore, they do not know how to face a natural or social risk situation, they do not know or are indifferent to their work skills and the natural hazards that may occur around their integration project or business. Entrepreneurs are more influenced by luck without visualizing the reality of how this will affect their entrepreneurial development, many of them are indifferent to study or evaluate their competencies and do not take the risk of using their own resources or opportunities that may arise. After interviewing the entrepreneurs about their capabilities and their effect in assuming the various risks of the environment, it was determined that many of them do not use the necessary attitudes in their various entrepreneurial projects, which will be affected as a result of ignorance.

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