

Determinant factors for entrepreneurship in the Business sector of San Luis Río Colorado, Sonora

Factores determinantes para el emprendimiento de los empresario del sector comercial de San Luis Río Colorado, Sonora

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DOI: 10.35429/JM.2019.4.3.6.14

Received March 11, 2019; Accepted June 25, 2019

Abstract

Entrepreneur have been studied since several centuries ago from Cantillon to Schumpeter, who in recent decades perceived the entrepreneur as an extraordinary person capable of promoting new combinations or innovations. The activity of entrepreneurship implies starting a path to the unknown and new, individuals who have certain characteristics are able to bear the risk aversion of starting a new idea. The objective of this research is to determine what endogenous and exogenous factors the businessmen that belong to the commerce sector possess, to identify what internal and external characteristics they have or developed to be able to undertake at some time. The analysis of the data was 100 commercial companies through a self-directed survey, where the results seek to describe both external and internal characteristics of businessmen in the commercial sector of the City of San Luis Río Colorado, Sonora. The main contribution to the theory of entrepreneurship is that internal factors such as leadership, effectiveness, efficiency and adventure are essential and external factors as the contribute to society, apply new ideas, tolerance to uncertainty, not possess studies and always live Oriented towards an entrepreneurs highlighting these factors as basic to undertake.

Factors, Entrepreneur, Entrepreneurship

Resumen

Los emprendedores han sido estudiados desde varios siglos atrás desde Cantillon hasta Schumpeter, quien en las últimas décadas percibía al emprendedor como una persona extraordinaria capaz de promover nuevas combinaciones o innovaciones. La actividad de emprender implica iniciar un camino hacia lo desconocido y nuevo, los individuos que poseen ciertas características son capaces de soportar la aversión al riesgo de comenzar una nueva idea. El objetivo de esta investigación es determinar qué factores endógenos y exógenos poseen los empresarios que pertenecen al sector comercio, para identificar qué características tanto interna como externas tienen o desarrollaron para lograr emprender alguna vez. El análisis de los datos fue de 100 empresas comerciales a través de una encuesta autodirigida, donde los resultados buscan describir que características poseen tanto externas como internas los empresarios del sector comercio de la Ciudad de San Luis Río Colorado, Sonora. La contribución principal a la teoría del emprendimiento es que factores internos como el liderazgo, la eficacia, eficiencia y la aventura son esenciales y de los factores externos contribuir a la sociedad, aplicar nuevas ideas, tolerancia a la incertidumbre, no poseer estudios y vivir siempre orientado hacia un emprendimiento resaltando estos factores como básicos para emprender.

Factores, Empresario, Emprendimiento

Citation: ESPINOZA-CASTELO, Luz María, LINAREZ-PLACENCIA, Gildardo, QUEVEDO-MONJARAZ, Luz María and PIMENTEL-FELIX, Ana Fabiola. Determinant factors for entrepreneurship in the Business sector of San Luis Río Colorado, Sonora. Journal-Microeconomics. 2019. 3-4:6-14

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Introduction

Over the years people have emerged who, because of their innovations or inventions, were called entrepreneurs. "The entrepreneurial concept originates from the French term entrepreneur (pioneer) and that at some point was used to call people who were on a trip to the new world in the 16th century where the label of calling "first entrepreneur" was born to Christopher Columbus, but there are several variations by French Anglo economist Richard Cantillon, pioneer in giving business connotation to the entrepreneur (Hernandez Sanchez & Sanchez Garcia, 2018).

The term entrepreneur was coined in the first part of the eighteenth century, by Irish-French economist Richard Cantillon, who defined the entrepreneur as "an economic agent that buys means of production at a certain price, in order to combine them and create a new product. On the other hand, during the last century the entrepreneur was defined by Schumpeter as "An extraordinary person who promoted new combinations or innovations". So according to Schumpeter, an entrepreneur is an individual who introduces something new to the economy can be a new method of production, a new product, a new source of raw material, a new market, etc. (Schumpeter, 1934)

On the other hand; Entrepreneurship is the ability of a person to face the challenges or complications that arise when starting a business. "A venture is an initiative of an individual who assumes an economic risk or who invests resources with the objective of taking advantage of an opportunity offered by the market. To undertake is to start something, effectively, and normally the economic activity at the beginning is linked to what we know as the self-employed" (Muñoz, 2018).

Entrepreneurship is linked with innovation and at the same time with motivation as it requires both to get to undertake. The literature indicates that "An enterprise has the characteristic of being innovative. To innovate means to introduce a change, this can happen in the social structure, in the public management, in the elaboration of a product or in the organization of a company, among others". (Formichella, 2004)

Therefore, "Entrepreneurship is an art, a vocation, a passion and, like all things that inspire and passionate us in life, there is no single moment or an ideal moment to start: every entrepreneur is unique and unrepeatable" (Guerrero, 2014). A good strategy to succeed in the world of personal endeavors is to follow the path that others have already marked before. It is not about copying, but about drawing on previous experiences to try not to make mistakes" (Petovel, 2017). "It is not necessary to be born with a way of being different, we can all end up undertaking since there is no entrepreneur who has started without being curious" (Carreras, 2017)

The research seeks to determine the endogenous and exogenous factors of the entrepreneurs that belong to the commerce sector in the city of San Luis Río Colorado to establish what factors distinguish these entrepreneurs as enterprising agents from the sector mentioned in the city of San Luis Río Colorado, Sonora.

What are both internal and external factors that distinguish entrepreneurs in the San Luis Río Colorado commerce sector as entrepreneurs?

Internal factors that influence the entrepreneur

The internal factors that influence the entrepreneur have been studied for more than four decades. According to various empirical research worldwide on the internal factors that influence this, it was determined that the factors with the greatest impact on managers have been; the traits that distinguish the entrepreneur, the opportunities that are presented to him and the motivation they have to undertake new things.

As far as the characteristics of the entrepreneurial authors are concerned, such as; Erikson, 1971; Pereira, 1999 and Muller and Tomas, 2000 mention that the entrepreneur's features have to do with factors related to innovation or strategic innovation practices, where cultural elements, religion, stories or experiences learned and believed to meet the needs intervene that arise from the development of the personality of each entrepreneur.

In the background, there is the factor that involves entrepreneurial opportunities, where authors like; Oxenfeldt, 1943; Hagen, 1962; Kets de Vries, 1977; Gibb and Richie, 1987; Toulouse, 1979; Briley and Westhead, 1994; Shane, Edwin, Locke and Collins, 2003 and Bassols, 2005. They agree that an entrepreneur will always look for opportunities and maintain perfect knowledge of the market and handle it as an opportunity. Always trying to follow the trajectory of the person who inspires him to keep looking for new and better opportunities.

This trait is defined by the authors as part of the influence provided by the family composition which gives rise to the elements of risk and value that the entrepreneur manages. On the other hand, the opportunity factor is also influenced by the human capital that has developed cognitively where it is used to obtain success, in addition to seeking the search for wealth because of the dissatisfaction that leads to search belonged as a result of rejection for being minority. In addition to this, the entrepreneur is seeking to contribute to the welfare of society by developing his ideas and innovations. (Quevedo, 2009).

The last factor refers to entrepreneurial motivations where authors like; Hagen, 1962; Hornady and About, 1970; Casson, 1982; Hornaday and About 1982; Cunningham and Lischeron, 1991; Geen and Dent, 1996; Deakins, 1996; Locke, 2000; Shane and Collins, 2003; Roig and Veciana, 2004 and Gavin, 2006. They mention that the entrepreneur's motivations are related to creativity and innovation. The authors conclude that entrepreneurs have a high tolerance for ambiguity, achievement, control and risk. With a high leadership profile that leads them to take risks and start new things. (Quevedo, 2009).

External factors that influence the entrepreneur

Unlike the internal factors, the external factors that influence the entrepreneur have been studied more recently three decades ago, the researchers sought to know what external factors affect or affect the entrepreneur. After several investigations and the study of several theories constructed by the same researchers, it was determined that the most common external factors that affect researchers are related to entrepreneurial culture, innate characteristics that distinguish the type of entrepreneur.

The type of administrative competencies with that counts and features of the cultural environment. Authors like; Hofstede, 1980; Sámpero, 1985; Mundet, 1991; Johonnisson, 1998; affirm that the external factor of entrepreneurial culture is influenced by factors such as; losing a job and being forced to undertake out of necessity and not for pleasure, can also influence inheriting a business and continue with it not for pleasure but for family reasons and finally, factors such as; the family, friends and institutions that are in the environment of the entrepreneur influence that entrepreneurial culture. (Quevedo, 2009).

The factor that corresponds to the innate characteristics of the entrepreneur or type of entrepreneur, authors such as; Ket de Vries, 1977; Casson, 1982; Gartner, 1988; Cunnighan and Lischeron, 1991; Rea, 1999 and Gavvin, 2006. The external factor of administrative competencies according to Ket de Vries, 1977; Garther, 1988 and Rea, 1999. Corresponds to the learning competences that the entrepreneur has derived from business activity as well as the acquisition of knowledge and specific skills such as: professional skills, creativity and ability to interrelate.

Finally, the fourth factor corresponds to the traits of the cultural environment that the entrepreneur has where authors such as; Sámpero, 1985; McClelland, 1961; Mundet, 1991; Storey, 1994; Muller and Tomas, 2000. They agree that the characteristics of an entrepreneur will always be related to their national culture and generally the entrepreneurial function is more related to the need to earn money than to undertake for pleasure. (Quevedo,2009).

The entrepreneurial training of the businessman of the commercial sector of San Luis Río Colorado, Sonora

Graph 3 shows the demographic results obtained from this research. Where 51% of respondents correspond to the male sex and 49% to women at an age ranging from 20 to 29 years. Which can be interpreted as follows; The businessmen of the commercial sector of San Luis Río Colorado are mostly male and they tend to undertake from 20 years up to 30 in the case of men.

In the case of women the age of entrepreneurship ranges from 30 to 39 years, where culture is surely influencing through other factors that can affect the female sex. See chart 3. According to the levels of study of the entrepreneurs, it was found that the entrepreneur of the commercial sector of San Luis Río Colorado, 42% of them have a University degree and 28% have only a high school. (Sanchez and Apellaniz, 2002). We can infer then that this technical knowledge may be supporting the business activity of the entrepreneurs in the sector. See graphic 2

Internal factors that influence the entrepreneur of the commercial sector of San Luis Río Colorado to be an entrepreneur

With regard to block II corresponding to the internal factors of the entrepreneur, it was found that the main internal factors that distinguish the entrepreneur as an entrepreneur from the commerce sector in San Luis Río Colorado, corresponds; the effectiveness and efficiency, adventure and leadership factor. These types of factors act as motivators that lead the entrepreneur to undertake or create something new. See graphic 4

Of these opportunities to create something new the most determining factor is to contribute to a society. This can be interpreted as that the entrepreneur is alive and aware of the new global trends that are looking for more responsible companies with the society around them, contributing in various ways and returning to this society what they have been extracting for a long time. (Kauffman, 2004) See graphic 5

For an entrepreneur to continue innovating day by day is very important, so they always seek to improve their processes using different technological and administrative tools that can provide them with efficiency and effectiveness in their processes. Therefore, the businessmen of the commercial sector of San Luis Río Colorado, affirm that finding original applications for an idea is for them the main thing. See graphic 6

External factors that influence the entrepreneur of the commercial sector of San Luis Río Colorado to be an entrepreneur

According to external factors it was found in this study that; Being oriented towards an entrepreneurial culture of the environment, social uncertainty and not having University studies are external factors that influence entrepreneurship according to entrepreneurs. These can be interesting factors especially the educational factor that entrepreneurs themselves mention that you should not have studies to be an entrepreneur. On the other hand, social uncertainty is another factor by which an entrepreneur may dislike entrepreneurship despite being oriented towards an entrepreneurial culture. See graphic 7

On the other hand, business training, which is part of block III where external factors are located, we have to; The businessmen of the commercial sector of San Luis Río Colorado identify themselves with an empirical level of training totally based on practice and not on expert training. See graphic 1

However, entrepreneurs do stress that you must have some essential knowledge to become an entrepreneur among this knowledge; business or dynamic capabilities, planning and management. Which results or is combined with the empirical experience or knowledge that is acquired over time. See graphic 8

Entrepreneurs also indicate that in order to undertake they require infrastructure and new knowledge and that the only ones capable of providing such assistance will be the Universities immersed in the locations where these companies are operating. Therefore, the businessmen of the commercial sector of San Luis Río Colorado are open to receiving said aid to the Universities by linking them with the productive sector. See graphic 9

Type of management, sources of financing and management and operational control systems managed by businessmen in the commercial sector of San Luis Río Colorado

It has to; Regarding the type of company or the type of address that is handled in a general way, the type B company is the type of company that is mostly presented representing 40% of the sample, since this type of companies seek to maintain a relatively stable base of products and markets, while at the same time selectively developing new products and markets, trying to imitate the companies that already developed and succeeded. Also 35% of these companies are of type A, where these types of companies usually make changes and improvements in products and markets with relative frequency, trying to be the first to develop new products, even with the risk that these innovations Do not succeed. See graphic 10

Regarding the management and operational control techniques used by the commercial companies of San Luis Río Colorado, it can be said that the economic and financial techniques used by these companies were found to be related to the satisfaction of objectives such as planning and performance measures. See graphic 11

Finally, through the study it was determined that the commercial sector of San Luis Río Colorado when making investments in fixed assets such as; machinery, vehicles etc., its most common source of bank financing is bank financing of more than one year, allowing you to make short and medium term investments to support your business. See graphic 12

Methodology to be developed

This study is of a quantitative type of descriptive nature that seeks the characterization of the endogenous and exogenous factors of the entrepreneurs that belong to the small and medium enterprises (PyMe) of the commerce sector in the city of San Luis Río Colorado. The structure of the sample is based on sampling for finite populations. The information gathering technique was through a personal questionnaire addressed to the manager of the commercial PyMe. The field work for the data collection was carried out during the months of September to December of the year 2018. 200 interviews were applied to each manager, only 100 responses were received.

The validation of the questionnaire was through the literature and experts in the area of entrepreneurship in order to know what other authors did in the past and glimpse what is the need to document new studies that expand knowledge in the field studied, using variables which have been measured in other investigations and different circumstances in developed countries to a greater extent and especially characterize the factors studied for a city in the state of Sonora in particular.

For the elaboration of the questionnaire, an exhaustive review of previous empirical works had to be carried out, trying to collect more relevant variables that have been studied worldwide. The questionnaire consists of 22 questions, structured with the endogenous and exogenous variables of the empirical research approaches and the models and theories of entrepreneurial development and the creation of new companies. See table 1

For the validity of the scale it was necessary two evidences related to the process used in the creation of the scale or validity of the content and of the results that the theory proposes on the behavior of the builder and the adequacy of the relations between theoretical concepts and their measurement or concept construction validity. It has been decided to evaluate the discriminant validity of each of the scales. With a factorial analysis and to confirm the validity of the scales used, the result of the factorial analyzes performed of each of them must reach whose own value is greater than one, and that, is representative of each of the dimensions of the factors indicated, which indicates that the items of each of the dimensions of the indicated factors, adequately measure the concept under analysis.

This study was done trying to obtain information about the sector under study, information that will be delivered to the National Chamber of Commerce (CANACO) in the city of San Luis Río Colorado in order to keep updated data of the entrepreneurs that belong to the sector and of its characteristics. Promoting with this research to carry out new studies of greater depth between the guild and that in addition new variables related to entrepreneurial development can be studied at more correlational or explanatory levels of research.

Results

Finally, the results obtained are reduced to the fact that the businessmen of the commerce sector are mostly men from 20 to 29 years old, about 42% of the sample of these entrepreneurs have studied an academic degree. Regarding the variables of greater weight for this study in this case endogenous and exogenous factors of this sample of entrepreneurs, it can be concluded that with regard to internal values; Leadership, venturing into new things (innovation) and becoming increasingly efficient and effective are characteristics that have helped these entrepreneurs to be much more entrepreneurial.

On the other hand, the sample reflects that the greatest motivation for an entrepreneur who seeks to undertake is because he wants to contribute to the society in which he lives and provide jobs and help the local economy. Always seeking to apply all the knowledge that exists within the company in a practical way, an interesting feature is that all the business work of this group of businessmen who belong to the commerce sector develops their work in an empirical way and learned on the go and not on an expert basis in their work. On the other hand, the external factors that mainly influence this group of businessmen correspond to being always oriented towards an entrepreneurial culture, being constantly exposed to social uncertainty (risk aversion) and not having some of them with higher studies that support them in Improve your business function. Despite this, this group of businessmen have been concerned with developing organizational learning in administrative areas such as planning, management and general administration.

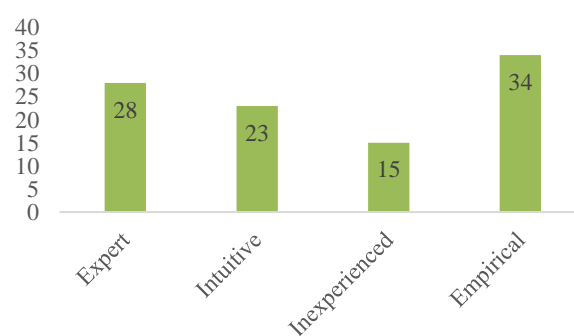
The businessmen of the commerce sector that were submitted to study, are open to the local universities to provide support of any kind through the business-university linkage in order to make use of their facilities at low costs and in addition to Receive a wealth of knowledge through their students who are advised by different researchers with specific knowledge. The survey shows that according to the type of administrative and managerial practices that these firms carry out, they are of type "B" which are companies that maintain a relatively stable base of products and markets, while at the same time selectively developing new products and markets. trying to imitate the companies that already developed and were successful.

On the other hand, with regard to economic-financial control, entrepreneurs tend to plan their economic activities and always seek better performance measures and are able to invest in medium and long-term loans. These characteristics encourage entrepreneurs to be more prone to undertake internally, innovation and risk aversion are usually two of the characteristics that make up the internal entrepreneurship or organizational intrapreneurship construct or the so-called entrepreneurial orientation (SO); Covín and Slevin, 2008; Covín and Lumpkin, 2011. The present study highlights this characteristic and shows how each of them can be combined to achieve entrepreneurship.

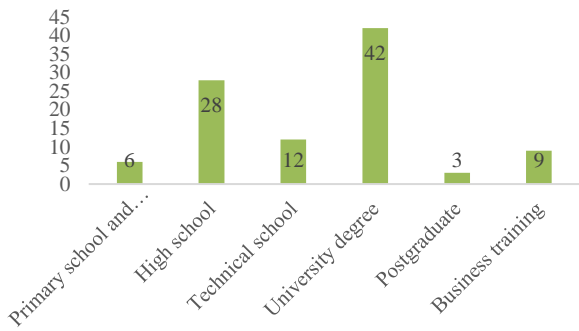
Annexes

Block	Themes	No. Question and variable
1	General Demographic Data	Questions 1 to 7 (6 variables)
2	Internal factors of the entrepreneur	Questions 7 to 10 (4 variables)
3	External factors of the entrepreneur	Questions 11 to 12 (2 variables)
4	Business training	Questions 13 through 14 (2 variables)
5	Management strategies	Questions 15 to 17 (3 variables)
6	Management, operational and accounting	Questions 18 to 20 (3 variables)
7	Funding sources	Questions 21 through 22 (2 variables)

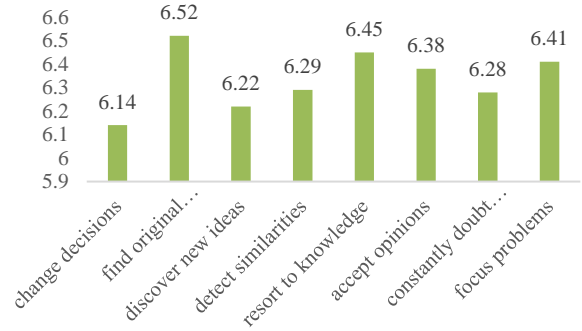
Table 1 Construction of the questionnaire
Source: Own elaboration based on questionnaire



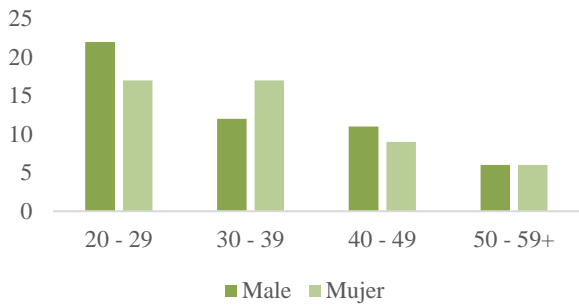
Graphic 1 Impact of entrepreneurial business training
Source: Own elaboration based on descriptive statistical analysis



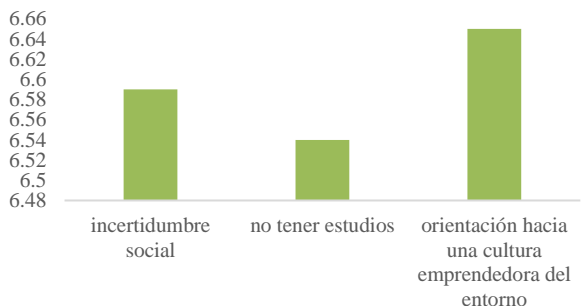
Graphic 2 The levels of study of entrepreneurs
Source: Own elaboration based on descriptive statistical analysis



Graphic 6 Affirmations of entrepreneurs
Source: Own elaboration based on descriptive statistical analysis



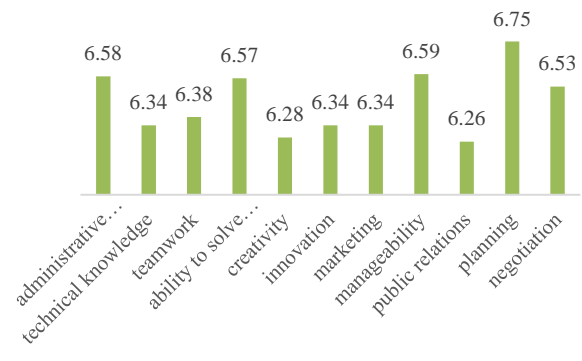
Graphic 3 Age and sex of entrepreneurs in the commercial sector of San Luis Río Colorado, Sonora
Source: Own elaboration based on descriptive statistical analysis



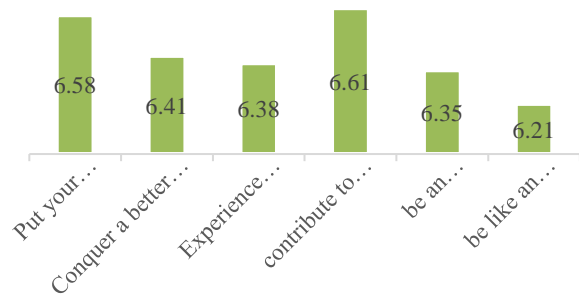
Graphic 7 External factors that influence the entrepreneur
Source: Own elaboration based on descriptive statistical analysis.



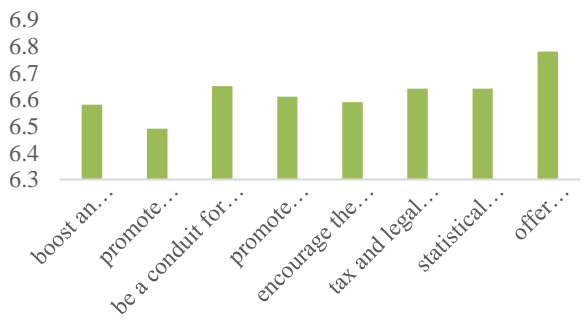
Graphic 4 Factores internos de mayor influencia en los empresarios
Source: Own elaboration based on descriptive statistical analysis



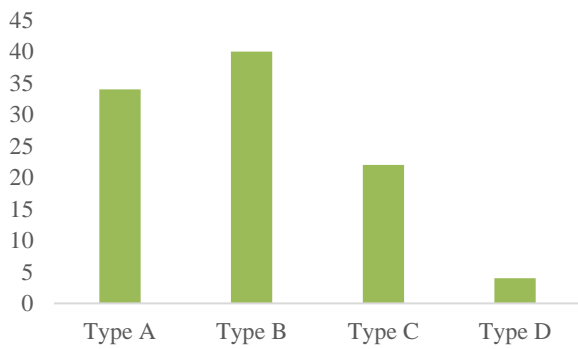
Graphic 8 Main knowledge of the entrepreneur of the Commercial Sector of San Luis Río Colorado, Sonora
Source: Own elaboration based on descriptive statistical analysis



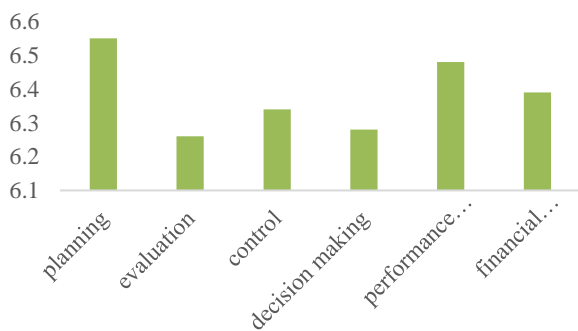
Graphic 5 Opportunities that lead the consumer to create a new company
Source: Own elaboration based on descriptive statistical analysis



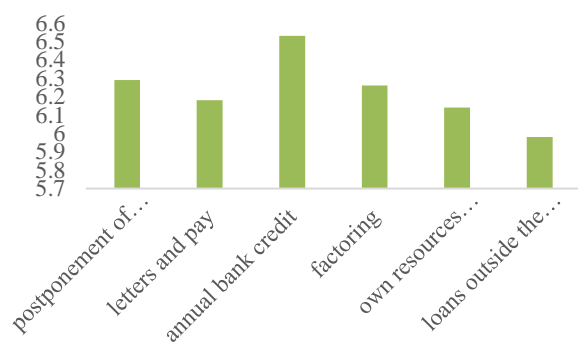
Graphic 9 Interest of the businessman of the Commercial Sector of San Luis Río Colorado, Sonora for receiving help from local universities
Source: Own elaboration based on descriptive statistical analysis



Graphic 10 Type of companies that exist in the commercial sector of San Luis Río Colorado, Sonora
Source: Own elaboration based on descriptive statistical analysis



Graphic 11 Economic-Financial techniques applied by entrepreneurs in the commercial sector of San Luis Río Colorado, Sonora
Source: Own elaboration based on descriptive statistical analysis



Graphic 12 Type of financing that entrepreneurs in the commercial sector of San Luis Río Colorado, Sonora apply
Source: Own elaboration based on descriptive statistical analysis

Acknowledgments

Thanks to the Rector and executives of the Technological University of San Luis Río Colorado administration 2015-2020, who have contributed greatly with their support to the lines of generation and application of knowledge of the academic body recognized by PRODEP "Development of Business Organizations in the Northwest Zone of Mexico".

Thanks to Dr. Luz María Quevedo Monjaráz for the facilities granted to the preparation of this research who contributed with her instrument for the analysis of internal and external factors of entrepreneurial entrepreneurs in the commercial sector, a study replicated in the City of San Luis Río Colorado, Sonora.

Conclusions

The constant changes worldwide cause companies to examine their resources and capabilities, in order to determine what characteristics they can have to get to undertake internally, according to one of the theories of organizational entrepreneurial orientation, innovation, aversion to risk and proactivity are necessary characteristics to undertake, therefore, innovation becomes necessary for entrepreneurship. The businessmen of the commercial sector of San Luis Río Colorado, Sonora have the characteristic of always looking for new things that generate greater returns in order to improve their business work, while feeling the uncertainty caused by business, accepting it and flowing with her. But, even so, the entrepreneur is usually proactive, as he always seeks to impact and contribute to his locality through the generation of new jobs to offer as part of his contribution to society.

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