

## **Social Entrepreneurship in the Fishing Sector of La Guajira**

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### **Abstract**

The objective of this research is to examine the business, social and spatial processes of the fisheries sector of La Guajira. The methodology of the study was of a quantitative type with a non-experimental descriptive cross-sectional type design. The study population was formed by a manager in each of the 20 associations of the fishing sector of La Guajira. For data collection, the survey technique was used with the questionnaire instrument. In the results, the dimensions: Characteristics of an Entrepreneurial Leader, Entrepreneurial Competences, Entrepreneurial Strategies, Feasibility and Public Policies were placed in the Very High category, for which it is concluded that the companies of the fishing sector of La Guajira have a high degree of influence on the progress of your environment.

**Keywords:** Entrepreneurship, Fishing, Productive Sector

### **Introduction**

Entrepreneurship is almost as old as the concept of the discipline of economics. This must be considered not only as an economic activity, but also as an action whose changes are promulgated in the social sphere and is shaped by collectivities, in

other words, a social activity. The actors called entrepreneurs, adapt to the circumstances and adjust to the prevailing context to generate a change, whose contribution and result is derived from the self-confidence, the awakening of the consciousness of the capacity, among other motivations, which end with the concern for a process of change, emergence and creation: creation of new value, but also at the same time, change and creation for the individual [1].

One type of entrepreneurship is Social Entrepreneurship (SE), which acquires different meanings according to the approach given when applied to social concerns: the SE is taken as a combination of commercial enterprises with social impacts, whether non-profit organizations create subsidiaries with commercial entities to create profits that serve social purposes, or companies provide donations of social assistance; the SE as an innovation for social impact, without having market criteria are relatively little attention to economic viability; and the SE as a catalyst for social transformations that go beyond the solution to initial problems, where small changes can be produced in the short term that reverberate through existing systems to catalyze large changes in the long term [2].

In order for SE to occur, it is necessary to know the conditions of the socioeconomic context of the population, as is the case of the populations found in the fishing sector, where in examples such as Ghana, a country whose people are poor and rural fishing, the poverty persists despite considerable industry, which is why the business, social and spatial processes that make up the fishing company must be examined [3]. This example is replicated in the small sector of La Guajira, which is why this study is carried out, which examines the business, social and spatial processes of the aforementioned sector.

## **Methodology**

This research was of a quantitative nature because a collection and numerical representation of the data was made from observations with the purpose of describing and explaining the reflected phenomena [4]. Likewise, this research was defined as non-experimental, cross-sectional and descriptive. Not experimental, since the aim is to establish the cause of an observed phenomenon without modifying the variables [5]. Descriptive cross-sectional, because it was intended to investigate the incidence and behavior of the variables under study in a given time [6].

The variable Social Entrepreneurship was subjected to analysis, of which its dimensions and indicators are shown in Table 1.

Table 1. Dimensions and indicators of the variable Social Entrepreneurship

Variable	Social Entrepreneurship				
Dimensions	Characteristics of an entrepreneurial leader	Entrepreneurial skills	Entrepreneurial strategies	Viability	Public politics
Indicators	Social commitment Social promoter. Transformer. Entrepreneurial Skill Diagnostic skill Ability to Harmonize. Vision Skill	Planning Communication Human resource	Innovation Competitiveness Effectiveness Flexibility	Legal Management Financial Environmental Politics	Regulatory framework Entrepreneurship Policies National Development Plan Departmental Development Plan

### ***Population and sample***

The population under study was made up of a manager from each of the 20 selected associations that are part of the fishing sector of the north coast of La Guajira, Colombia, which belonged to indigenous communities and Afro descendants of the coastal municipalities of Riohacha, Manaure and Uribia, were recognized by their communities and fulfilled the condition of being responsibly performing their functions in the organization.

### ***Techniques and instruments for gathering information***

In the present investigation, the survey was used as a technique for collecting information and, as an instrument, the questionnaire with a Likert scale, with a total of 80 items, which has five response options or estimating categories for each one of the questions, whose weight is equivalent to Always (5), Almost always (4), Sometimes (3), Almost Never (2) and Never (1), aimed at the population under study.

### ***Validation and reliability of the instrument***

In order to determine the validity of the information collection instrument, the opinion of several experts on the subject was consulted, who evaluated each item of the questionnaire and rated the coherence of the same to measure the variable under study. Once the validity of the instrument was established, it was stipulated to be reliable using the Cronbach alpha coefficient, which describes the reliability of a sum or average of measurements [7]. When performing the calculations, it was found that the instrument designed for measuring the variable Social Entrepreneurship obtained a Cronbach's alpha coefficient of 0.9884, which indicates that the instrument is highly reliable for its application to the population under study.

### ***Data analysis***

For the analysis of the data obtained when applying the information collection

instrument, a scale was established with the purpose of categorizing the responses by intervals and assigning them a qualitative value, as evidenced in Table 2.

Table 2. Scale for the interpretation of the average

Rank	1	2	3	4	5
Interval	1.00 – 1.80	1.81 – 2.60	2.61 – 3.40	3.41 – 4.20	4.21 – 5.00
Category	Very Low	Low	Moderate	High	Very High

## Results

In this section, the data collected through the applied instrument are shown and a brief analysis of the values obtained to the Social Entrepreneurship variable is presented according to their dimensions and indicators, taking into account the scale designed for the qualitative categorization of said values (Table 4).

Table 3. Characteristics of an Entrepreneurial Leader.

Indicators	X indicator	Indicator category	X	Category
<b>Dimension: Characteristics of an entrepreneurial leader</b>				
Social Commitment	4.7	Very High	4.7	Very High
Social Promoter	4.6	Very High		
Transformer	4.6	Very High		
Entrepreneurial Skill	4.6	Very High		
Diagnostic Skill	4.9	Very High		
Ability to Harmonize	4.7	Very High		
Vision Skill	4.7	Very High		
<b>Dimension: Entrepreneurial skills</b>				
Planning	4.7	Very High	4.8	Very High
Communication	4.8	Very High		
Human resource	4.8	Very High		
<b>Dimension: Entrepreneurial strategies</b>				
Innovation	4.7	Very High	4.7	Very High
Competitiveness	4.7	Very High		
Effectiveness	4.7	Very High		
Flexibility	4.7	Very High		
<b>Dimension: Viability</b>				
Legal	4.9	Very High	4.8	Very High
Management	4.7	Very High		
Financial	4.9	Very High		
Environmental	4.8	Very High		
Politics	4.6	Very High		
<b>Dimension: Public politics</b>				
Regulatory framework	4.7	Very High	4.7	Very High
Entrepreneurship Policies	4.7	Very High		
National Development Plan	4.8	Very High		
Departmental Development Plan	4.7	Very High		

### *Dimension: Characteristics of an entrepreneurial leader*

The company considers it important to be aware of the changes in the social environment, to have a clear and coherent image of it and, consequently, to redirect the processes in relation to the social context. This is known as vision ability, which agrees with what is stated by [8], who defines the clear focus or clear vision as one of the six characteristics of an entrepreneurial leader. Based on

the above, the managers of these companies take care of their social environment to achieve social commitment objectives [9], all in order to seek benefits for the less favored by adopting a commitment to generate social value through fishing activities.

Likewise, these companies in charge of the managers develop a plan of action of social aid that promotes the interest of the people in the conduction of the actions of improvement and the work organized in the community to fight against the difficulties of the region. Similarly, these managers contribute to the implementation of a social system to facilitate learning processes that allow transforming the values and beliefs of employees in order to convert their interests in the company's objectives. These transformation strategies go beyond incremental change to involve deeper and more fundamental changes [10].

Considering the opportunities, level of hierarchy and available resources, the managers of the associations of the fishing sector study the causes and social problems of their environment to propose feasible solutions previously identified. In this sense, the managers establish an interaction together with their work team orienting the strategic focus of social entrepreneurship with the agendas of the interest groups, thus strengthening the credibility of the venture among these groups, as stated [8], business leaders, create an environment that fosters innovation among their workers, make their followers think about old problems in new ways and re-examine assumptions about their jobs.

***Dimension: Entrepreneurial skills***

According to these results, the company uses the available resources in a consistent manner, designs plans in conjunction with its collaborators respond to community problems through support activities, which agrees with what was stated by [11], that the Planning is used to support a coherent message of community benefit among the intra-entrepreneurs of the organization.

On the other hand, the communication in the organization is directly related to the administrative functions fostering the relationship between the actors of the company, the information is transmitted in a fluid way and the effectiveness in these communication processes is considered. On the other hand, the resource and human talent are considered important for an efficient functioning of the economic activity and the organizational processes which contributes to the satisfaction of the employees in the organizational environment [12] [13]. In support of this, [14] they conclude that human resources are broadly linked to the planning process and contribute to business growth.

***Dimension: Entrepreneurial strategies***

Based on these results, it can be observed that, in order to lead innovative social transformations in the fishing sector, the company is oriented towards innovation in its processes, attending initiatives that promote positive changes and contain competitive elements, in accordance with the that expose [15], who relate the concepts of innovation and entrepreneurship in small companies, indicating that innovation is an inherent part of entrepreneurship. Likewise, the company instills

to the personnel the advantages of the competitiveness and, at the same time, it provides the means to reach it. On the other hand, business managers have the expertise to achieve the proposed objectives [16], a skill they acquire by establishing comparisons between the results of the organization in different periods as well as in the relationship between available and consumed resources. Faced with changes in the environment, the company as an open system is influenced [17]. However, as seen in the results, the company reconfigures its activities to face the changes, adapting its strategies according to the environment, in accordance with what was proposed by [18], which support the change initiatives to maintain the business horizon. In addition, the company, with its work team, implements an accompanying model to achieve the objectives once the viability of the business has been analyzed based on this work team. This encourages cooperation between different projects and work groups, both internal and external. With respect to this, [19] conclude in their study that the basic principle of the cooperation strategy is the analytical and detailed creation of relations with partners. Likewise, they add that, for the creation of a cooperation strategy, it is necessary to carry out a complex analysis of the cooperation potential of the company, create a common vision with the partners and define a cooperation orientation.

#### ***Dimension: Viability***

All these results suggest that, in a very high way, the leaders of the fishing associations of this study, analyze the context from different dimensions prior to the execution of their projects, ideas and social initiatives, they identify early incompatibilities, conflicts or other circumstances that could prevent the start-up and development of their programs, try to make sure that the intervention in the environment is sustainable and produces the expected results in compliance with the regulations and institutional policies. In this way, they ensure the viability of social entrepreneurship projects from perspectives such as environmental, political and economic. According to [20], the viability of a project is the fundamental basis of the company. For their part, [21] establish in their theoretical model that economic development is a positive consequence of the emergence of financially viable companies. Likewise, [22] says that economic viability is important to finance actions to address challenges and seize opportunities. On the other hand, [23] they affirm that there are illegal and informal forms of entrepreneurship and that, in addition, they are the causes of social and environmental problems.

#### ***Dimension: Public politics***

The results indicate that the legal instruments and the laws that regulate and promote social entrepreneurship are implemented in the social and business sphere, for which the advances regarding entrepreneurship policies and the economic measures implemented by the national executive benefit the companies of the region of the fishing sector of La Guajira in Colombia. The above agrees with the study of [24], who states that there is a tendency to create policies that

promote entrepreneurship through the implementation of business education to stimulate economic activity and achieve economic benefits.

It also shows that companies promote local compliance with the constitutional precepts governing entrepreneurship at the national level, know and participate in the events held by the government to promote it and consider public officials for the creation and support of projects social entrepreneurship.

Taking into account what has been described, the managers of the companies consider important the existence of departmental guidelines that stimulate entrepreneurship in the economic sphere and direct efforts in developing aspects of entrepreneurship related to the solidarity economy. This is related to what is stated in [25], who states that supporting social entrepreneurs involves academics and policy makers, to propose innovative methods that contribute to environmental sustainability, economic and sustainable development.

## Conclusions

Based on the analysis previously carried out, it is concluded that the companies of the fishing sector of La Guajira hold a high level in terms of developing the characteristics necessary to influence the progress of their environment; their vision skills and creation of objective action plans for the help of the communities and resolution of social problems are highlighted; the efficient use of available resources; the valuation of human resources as an effective tool for the development of economic activity; innovation and competitiveness in the processes to generate social transformations; ability to conduct feasibility studies to achieve objectives. The results presented in the present investigation, due to their high level of trust, are adequate to carry out further studies.

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