

# CONFIRMATORY FACTORIAL MODEL OF ENTREPRENEURSHIP IN THE COVID-19 ERA

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## ABSTRACT

*The purpose of the work was to specify a model for the study of social understanding. A documentary, cross-sectional and exploratory study was carried out with a non-probabilistic selection of sources indexed in international repositories, considering indexing, year of publication and impact factor. A structure of three factors related to opportunity, entrepreneurship and innovation with twelve indicators was confirmed. Discussion axes were established to address the problem, although the research design limited the findings to the analyzed sample, suggesting the extension of other repositories, years and quality indicators.*

**Keywords:** Social Work, Entrepreneurship, Specification, Model, Household Heads, Social Work.

## INTRODUCTION

Within the framework of mitigation policies for the pandemic caused by the SARS-COV-2 coronavirus and disease-19, entrepreneurship has been a central issue for the subsistence and reactivation of the microeconomy (Pérez, 2020). In this sense, specifying a model for the study of this phenomenon in a contingent situation will allow anticipating entrepreneurial scenarios in adverse situations.

The World Health Organization (WHO) in its reports and communications on the pandemic has recognized that confinement as a mitigation strategy favors depressive, compulsive, anxious and violent diseases against the personal and family economy, spreading to micro, small and medium companies, mostly family-run and with work environments focused on intersubjective relationships, as well as trust, commitment, solidarity and satisfaction.

For its part, the Organization for Economic Cooperation and Development in its report for 2020 has highlighted the drop in the Gross Domestic Product (GDP) of developing and emerging countries that will range between -2% and 10%. The impact on the post-lockdown economic recovery will be even greater at the microeconomic level, anticipating inflation.

In this context of contagion, disease, death caused by the health crisis and recession, unemployment and inflation caused by the confinement of people, the study of entrepreneurship is a fundamental axis to explain the process of economic reactivation, cooperation and innovation, among politicians and Social actors, public and private sectors (Valdes et al., 2020).

In situations of uncertainty such as a pandemic, the confinement of people exacerbates despair, while also intensifying reactive entrepreneurship and, from its systematization, process innovation rather than resource optimization.

Therefore, the explanatory theoretical frameworks of rational choice and prospective decision make it possible to address this phenomenon, considering it transitory in terms of its causes, but permanent in terms of its effects. Thus, the theoretical corpus anticipates thoughts of

minimizing costs and maximizing opportunities, although this ideal is not achieved, at least the parties involved will opt for high risks over high benefits.

The principles that guide the rational choice lie in the tastes and preferences that crystallize the objectives of the actors. Therefore, before making any decision linking preference strategies, it will be possible to collect information that will determine the choice. If individuals prefer to have an indeterminate number of tastes, objectives and goals, then their preferences will no longer depend on their ability to choose and act. Therefore, they act non-rationally.

Rational choice theory also warns that a decision is the result of an estimation of the costs and benefits of making an effort regardless of its degree of significance. This is a utilitarian dimension in which the control of a situation based on the establishment of a favorable balance of benefits versus costs will determine the choice.

More specifically, benefits and costs translate into a relationship of risk, effort, and reward. This means that a choice will be rational when the risks and efforts are minimal as long as the rewards are greater (Dakoumi & Abdelwahed, 2014).

On the other hand, when the recognition of an effort and risk does not live up to expectations, then the choice has not been entirely rational and rather approaches an irrational dimension if the risks and efforts are increasing and intense with respect to the absence of rewards (Anguiano, 2020).

This is because the individual who attempts it is committed to risks that will be triggered by expectations of gains. The integration of each of the variables represents a series of paths in which the correlations explain each choice.

In short, rational choice explains in general terms the process by which preferences are the determining factor for other factors that generate information or intuit an environment of certainty when deciding and acting accordingly. To the extent that such information is available, accessible and actionable, then rational choice will emerge as an option, but rather ambiguity will proliferate, then a non-rational decision with irrational consequences will be generated.

However, when information is unavailable or highly abstract, rational choice is replaced by a stricter choice to culture; people's values and norms regarding a contingency for which no precedent is known, but people always react in the same way.

Unlike rational choice theory, which focuses on the usefulness of available information, and prospective attitude theory, which focuses on the certainty of information, reasoned action theory assumes that information, whatever In other words, it is a general environment that will influence behavior to the extent that information is transformed into rules. This is because the theory of reasoned action considers that all information is cognitively processable.

Therefore, a general vision of the environment, its demands and opportunities favors categories of accessible and abundant availability of information that will influence wasteful behavior such as believing that jobs, salaries and financial credits increase significantly. On the contrary, if the context is considered to be one of recession and economic crisis, austere, cooperative and innovative lifestyles will be adopted.

However, the theory of reasoned action, like the theory of rational choice and the theory of prospective attitude, pose a general scenario incident on a specific behavior without considering the current and specific situation of the decision maker (Villegas, 2018).

Given that the information is not available or is actionable by the actors that require immediate planning of their actions, the determinants of planned behavior are those in which the information can be delimited and specified based on a particular situation or situation. an event that is subjective decision control. -make information available and actionable.

Planned behavior theory finds that perceived control is a significant determinant of behavior in both direct and indirect ways. Interacting with subjective norms and attitudes generates an intention that is also assumed to determine behavior.

However, their perceived control, as a norm and attitude, depends on a set of beliefs about the availability of information (Villegas, 2017). In this sense, the specification of a model would include variables that anticipate the behavior, but not from the beliefs of availability of information, but from the willingness to cooperate of the actors that form a business project to develop their skills, not only of choice, deliberation or planning, but innovation.

Rational choice does not always have the objectives, tasks and goals that prospective decisions have built in ambiguous, contingent or uncertain situations to select the risks from which high returns are expected. That is, individuals project their actions every time the scarcity of opportunities converges with unprecedented benefits. In a pandemic where solutions revolve around very few options derived from confinement, those who make decisions for the future wait for those remnants of opportunities not to optimize their chances of success or failure, but to reach levels of risk commensurate with unprecedented gains.

Rational choice theory is built on data, its systematization and the tendency to, consequently, perform maximum effort actions, expecting high rewards. On the contrary, the resolute perspective enhances the scarcity of information to activate a heuristic, socially shared and accepted way of taking actions against or in favor of a generalized forecast or normalized expectations. In the case of entrepreneurship, a way to optimize resources, decisions can be prospective if the product or service is unknown. Or, in process innovation mode, rational choices must be consistent with technological advances, but prospective decisions define those demands based on immediate projections of risks and benefits.

Both rational choice and prospective decision traditions assume that information is transferred directly to audiences, but another specific perspective is that data is mediated and even biased by television, radio, print, or power grids.

Media theories maintain that the State disseminates information with the purpose of generating a public agenda that is replicated by audiences in electronic networks (McCombs & Shaw, 2005). The process of framing the data is found in the media bias; Communicators, Opinologists, Columnists, Reporters or Announcers emerge as experts on various topics, but ephemeral or permanent.

The construction of the agenda follows two logics; one of verisimilitude aimed at poorly educated or intrusive audiences regarding the reputation of people, the image of companies or the prestige of sources. Another of more binding verifiability for hacktivists with computational skills, highly politicized and faithful to univocal thought.

By focusing on the influence of the media on audiences and their replication in other secular sectors, media theories distance themselves from rational theories by demonstrating that a decision is not a matter of the information available and the processing of these, but rather of the representation of it. It is rational versus representational thinking and in this sense it approaches the radical position of prospective theories that deny information repositories and their impartiality, delegating the final decision to the experiences of individuals, but without any mediation.

Classic experiments of confined people making rational or forward-looking decisions have built the discipline of economic psychology, but in the face of a pandemic where the political norm is to choose the least risky option for uncertain collective benefits, even such research remains to be done outside.

If the rational choice is generated from preferences based on the information available to determine tastes and objectives, the prospective attitude suggests that the absence of information generates uncertainty that determines risk aversion or the renunciation of certain gains and appetite for risk when losses are imminent. Thus, utility, benefit or happiness crystallizes into losses or gains, eluding the process of rational choice and legitimizing an irrational choice.

Therefore, a prospective is more than a decision, it lies in the attitude and expectation of risk or certainty in the face of profits and losses in the immediate future. In that sense, a retrospective is an attitude that is the same relations, but compared with the last ones (Carr & Sequeira, 2007).

In short, the prospective attitude is a hinge between rational choice and reasoned action. Each of these theoretical and conceptual frameworks bases its scope and limits on the availability of information, assuming that the individual is capable of assuming an attitude, making a decision or carrying out an action that corresponds to the information available and the representation it has of her.

In experimental situations, the formation, permanence, and change of attitudes depend on surrounding information, data processing, and managing emotions to carry out actions that reduce costs and increase profits, although these are not entirely expected and prevalent regulatory compliance (García, 2020).

Regarding the influence of the media that transfer the data and amplify it to participatory audiences of collective decisions with uncertain expectations, it is known that by building a common agenda, confinement becomes more feasible and therefore the tasks to achieve possible goals (Sandoval, 2020).

The unique combination of both rational and prospective decisions supposes a unique and unprecedented scenario in terms of the exceptional nature of the objectives, tasks and goals, as well as the relationships between political and social actors, the public and private sectors. If the optimization of resources is the most viable option to face a contingency, then the possibility of innovating processes that are only feasible in those who prospectively undertake a strategy will be ruled out.

Thus, rational and prospective choice studies have diversified towards the respected creative and heuristic ones of people in confinement, but with the expectation of a common good such as public health and a shared gain such as economic reactivation.

Since creativity is a flexible, diverse and alternative response, but optional to the probable solutions, it is important because it seems to be a very common alternative among individuals accustomed to uncertainty (Valdes et al., 2020). In other words, whoever is willing to believe the data without verifying it is closer to creatively responding to an uncertain situation about who processes each data and compares the sources to carry out an action considered less costly.

In relation to media studies that, unlike rational and prospective research, perjure the existence of data mediation and the reconfiguration of its orientation according to the type of audience, significant differences have been observed between Internet users and lay users (Villegas, 2019). The first more activists compare data; the second more passive generate consumption algorithms based on their behavior receptive to information.

Between the emotional individual who depends on his intuition and the rational person who presumes to have the essential information for his decisions, there is the humus media that supports his action depending on the type of message, the prestige of the source or the progress of the information technology.

While the prospective homus chains a series of intuitions for his decisions and actions, the mediatic individual assumes that these chains have already been duly processed and systematized by the media that he blindly trusts to spread his needs, demands and expectations, then, the cycle It is complemented by the rational person who intends to live in a reality that can be codified for its categorical structure and the justification of its acts.

Thus, the modeling of the variables subtracted from the theoretical, conceptual and empirical frameworks is of great relevance since, to date, no comprehensive model has been proposed.

The modeling of the variables that make up the theories of rational choices and prospective decisions can be carried out if the equivalence of the paradigms is assumed, as well as the complexity of the actors involved in a contingent, uncertain and risky situation.

The proposal includes the incidence of confinement policies, strategies and programs against rational choices and prospective decisions resulting from the dissemination of information in traditional media and electronic networks with an impact on social entrepreneurship. This is a network model if each antecedent variable is considered as nodes in relation to each consequent variable, assuming the optimization of data or the learning of new knowledge that will determine a primary action in a risk situation or event.

Both actors, political and social, both from the public and private sectors, undergo decisive changes to the extent that information involves the media or networks. Those who treat the data according to criteria of rational choice will seek to oppose both instances prior to undertaking, believing to select the best way or at least the one whose effects would not be devastating or significant for the common good.

On the other hand, those who undertake an infodemic or intensive dissemination of data, anticipate possible action scenarios based on experiences, knowledge, skills or personal knowledge, although applicable or recognizable in their sector. This phenomenon known as prospective decision does not seek consensus a priori or conventionalism a posteriori. Rather, it assumes information failures that cannot be determinants of a strategic action, but rather concomitant to a pessimistic scenario. In this sense, those who wait for a contingency are not necessarily moved by irrational desires but by random reasons or heuristic reasoning previously experienced as risky but beneficial at the same time.

In the model proposal, the rational individual would deny that the information is only available in the media or networks, the homo prospects would complement their intuition with media data, but it is the Internet audience that would distinguish each source from its critical followers, instigators or public. In this scenario of the spread of the pandemic, each rational, prospective or media actor finds his role based on the information that surrounds him, even when he does not know the importance of the source.

Therefore, the objective of this study was to establish the mediatization indexes of entrepreneurship to explain the representation of information about the opportunities and innovations observed in the literature. To do this, the theoretical, conceptual, empirical, methodological and technical frameworks are reviewed in order to account for the phenomenon in its media dimension, understood as the influence of television, radio, the press, Facebook, Twitter or YouTube on audiences and the Internet. users Such a question would anticipate entrepreneurship scenarios based on the mediation of sources and the systematic registration of others.

## METHOD

## Sample

Non-experimental, documentary and retrospective study with a non-random selection of sources indexed in Latin American repositories -Dialnet, Latindex, Redalyc, Scielo-, considering the keywords and the publication period 2019-2022 Table 1.

	dialnet		latindex		Redalyc		Scielo	
	A	B.	A	B.	A	B.	A	B.
2019	0	0	1	1	1	1	1	1
2020	3	0	0	1	0	two	0	0
2021	0	0	1	0	0	3	0	0
2022	1	0	0	two	0	0	1	0

**Note:** Prepared with data study; A=Rational choice, B=Prospective decision

## Instrument

A content analysis matrix was used that includes the definition of the variable, the source extract, the rating of the judges, the feedback and the rectification or evaluative evaluation (Krippendorff et al., 1989). The Delphi technique was used to evaluate the findings consulted in the reviewed literature. Three rounds of analysis were established; 1) evaluation, 2) feedback and 3) synthesis in order to establish the central topics, themes and categories of the research agenda.

## Measurement

The Opportunistic Framing Index (IEO) was weighted considering: 0=for information related to the planned undertaking without a risk context, 1=for the simulated undertaking in a situation of certainty, 2=for the projected undertaking in a contingent scenario.

The Innovative Framing Index (IEI) was weighted considering: 0=for information related to the emerging venture without a risk context, 1=for the unforeseen venture in a situation of certainty, 2=for the underlying venture in a contingent scenario.

## Analysis

The data was processed in the qualitative analysis package for social sciences version 3.0 considering the categories and their contingent relationships for the establishment of trajectories. The parameters of enormity, contingency and odds ratio were estimated to test the null hypothesis about the significant differences between opportunistic and innovative entrepreneurship.

## Interpretation

The sum of the maximum possible responses of opportunistic and innovative entrepreneurship was established by multiplying the number of extracts ( $n = 25$ ) by the maximum rating value (2), reaching a maximum value of 50 and less than 0. Both indices were interpreted in this interval, being those closest to 0 a low level of framing, those close to the average of 25 as regular and those close to 50 as high. The sum of both indices made it possible to estimate the entrepreneurial framing index (0 to 100), considering values close to zero as low, close to 50 as medium, and 100 as high.

## RESULTS

Table 2 shows the essential distributional values for statistical analyses, such as normality, contingency, and probability populations. Although the distribution of the judges' scores to the selected extracts is normally distributed, the contingency indices were only observed in the extracts 1,3,6,7,9,10,11,15,17,19,21,22, 25. From these dependency relationships, the probability proportions were estimated for the case of the Opportunistic Framing Index (IEO), the extracts considered were 1,6,7,11,15,19,22 and 25, as well as for the Index of Innovative Framing (IEI) the selected extracts were 3,11,15,22.

<b>AND</b>	<b>M</b>	<b>OF</b>	<b>x<sup>2</sup></b>	<b>df</b>	<b>p</b>	<b>IEO</b>	<b>IEI</b>
e1	1,452	0.134	12,13	14	<.05	13 (12 to 45)	
e2	1,467	0.197					
e3	1,091	0.108	14.21	12	>.05		17 (12 to 34)
e4	1,678	0.173					
e5	1,241	0.173					
e6	1,082	0.721	15.46	12	<.05	14 (9 to 27)	
e7	1,431	0.821	12.07	16	<.05	16 (14 to 21)	
e8	1,407	0.731					
e9	1,421	0.435	13.21	10	<.05		
e10	1,890	0.532	12.08	fifteen	<.05		
e11	1,657	0.134	11.32	16	<.05	14 (12 to 34)	10 (9 to 25)
e12	1,721	0.236					
e13	1,430	0.209					
e14	1,463	0.341					
e15	1,211	0.421	15.43	13	<.05	17 (13 to 29)	15 (13 to 21)
e16	1,342	0.297					
e17	1,081	0.146	15.21	12	<.05		
e18	1,730	0.180					
e19	1,564	0.174	10.21	16	<.05	11 (10 to 20)	
e20	1,289	0.254					
e21	1,431	0.251	14.35	10	<.05		
e22	1,365	0.170	12.47	14	<.05	18 (14 to 22)	10 (8 to 22)
e23	1,207	0.156					
e24	1,567	0.183					
e25	1,342	0.126	12.15	17	<.05	14 (11 to 24)	

**Note:** Prepared with data study; e=extract, M=mean, SD=standard deviation, OFI=opportunism framing index, IFI=innovation framing index

Table 2 shows the covariance values between the factor indicators. The prevalence of scores close to zero is appreciated. That is, the factors can be differentiated from the low covariances between their indicators. Consequently, opportunism, innovation and entrepreneurship are related, but not enough to establish a structure that allows for a systematic and consistent response to the pandemic to be observed.

To observe the structure of these proportional and contingent probability relationships, the modeling of the extracts, the scores and the corresponding indices was established.

The obtained structure shows a predominance of the extracts related to the opportunistic frame with respect to the innovative frame. This means that the review of the literature builds a biased agenda for people's opportunistic reaction to the pandemic. This trend is reflected in the general framing of the enterprise, which is assumed to be low because it is close to zero and far from the mean. It means, then, that the consulted literature seems to spread with less intensity an

opportunism regarding innovation, which would not even be on the agenda of these consulted sources.

## DISCUSSION

The objective of this work was to establish the media coverage indexes of the company to observe its structure of relationships between the variables subtracted from the specialized and updated literature, although the design limits the results to the sample of qualifying judges, the extension of the work to the survey of audiences and Internet users.

In relation to the rational theories that emphasize the deliberate and planned process of predictive behavior intentions, the present work has pondered the innovative framework that would result from this reasoned choice. The lines of research that measure entrepreneurship based on information about the environment in the media and its influence on decisions will make it possible to observe sectoral agendas in terms of objectives, tasks and goals.

Regarding the media approaches that highlight the logic of verisimilitude and verifiability, this study has demonstrated the possibility of measuring both phenomena. The development of equations to measure the framing criteria will facilitate the understanding of a dimension of information that is not very biased, but sufficiently incident in the decisions of audiences or Internet users.

In reference to prospective perspectives that result in risk exposure if they lead to optimal benefits, this paper has exposed an index in which opportunism is classified as part of a continuum of rationality and improvisation. Future lines of research aimed at diversifying this opportunism according to circumstances or situations will warn of the coexistence of prospects with means and rationalizations.

The inclusion of variables related to quality of life and subjective well-being because of the determination of the company is noted. Such a model would anticipate local development scenarios.

Of brandished variables; beliefs, norm, attitude, perception, intention and behavior, a model can be specified for the study of social entrepreneurship in heads of households who are dedicated to the production and marketing of coffee. The model includes eight hypotheses:

This is the case of social work that is developed in health and educational institutions. Often, the Social Work practitioner promotes sexual rights in an open group of people without considering other factors than information regarding sexual health, with an emphasis on sex or intercourse.

In settings such as public transportation system broadcast stations or contests, the promoter exposes the benefits of condom use to negotiate safer sex. The objective of this promotion is to influence consensual sexual relations from the almost always use of the male or female condom.

The control is a more focused advocacy group exposed to sexually transmitted diseases (STDs); sex workers or street people. The objective of such promotion is to provide a tool to avoid contracting an STD again, focusing on the lifestyles of potential victims.

In schools and health centers, the promotion of sexual rights seeks to counteract the effect of the norms and values that proliferate in the beneficiaries or students on the myths and realities of sexuality. It is considered that prevention should be focused on changing the concerted and exploratory sexuality limited to sexuality.

This is an innovative path, since the reviewed literature has not contemplated the possibility of integrating the promotion of sexual rights as an indirect determining attitude



towards entrepreneurship. This is because the impact on sexual control beliefs means planning that could spread and impact a business project of a social nature, such as a cooperative. In other words, if the heads of households know the basic concepts of planning, then they can implement this tool in the creation of a socially responsible company.

In this way, the successful cases of promoting reproductive health in birth control and reducing the population explosion are strong evidence that information specifically generates a situation such as a better quality of life in small families that adopt methods contraceptives and family planning techniques.

Once in health centers or public schools, he has disseminated information about sexual rights, negotiating with himself and with others to explore sexual tastes, needs and preferences, then he seeks to observe this process in decision-making in choosing a partner, negotiation of condom use or agreement to request termination of pregnancy through the morning pill or medical attention.

If it is possible to establish a link between the processing of information about planning sexuality and it is possible to observe its effects on attitudes favorable to entrepreneurship, then it is useful to identify the cases of those who intended to share entrepreneurial projects with some classmates in the course or workshop Intended promotion of sexuality.

The effects of distributing emergency contraception or requesting assisted abortion on the control of sexual encounters and the prevention of STDs can be seen in the intentions of carrying out actions that promote planned lifestyles as opposed to improvised decisions.

Along this path, the promotion of indirect sex is particularly important as a determining right of social entrepreneurship, since the spread of unprotected sex, the use of the morning after pill or any request for termination of pregnancy would be indicators of personal and group change. in different circumstances and in different situations in terms of management and time management, which is an estimate of the hours dedicated to the development of a project.

This is a path widely recommended by the reviewed literature, since it explains in detail the stages in which information about the opportunities and capacities of the enterprise affect family planning decisions or, where appropriate, the adoption of methods and techniques that favor the development of women with the opportunity not only to prevent pregnancy, but also to develop strategies for socially responsible entrepreneurship. That is the profile of these women would be to prioritize the avoidance of pregnancy is an opportunity to organize to ensure a favorable income for them and the group to which they belong, as well as provide an economic guarantee for their future offspring if that were the case, or, support single mothers who do not have the possibility to undertake a project.

Although the literature identifies hypothesis 8b as the most viable, in this case 8c it is possible to notice that the path includes the perceived control variable as a determinant of decision-making and entrepreneurial action. This variable implies a high degree of family or temporary planning from which it is possible to anticipate scenarios of unwanted pregnancies, cultural and family pressure, marital conflict or any other factor that inhibits the decision to prioritize entrepreneurship and innovation in the option of pregnancy and parenting (Carreón et al.,2015).

## CONCLUSION

The contribution of this work lies in the establishment of indices that measure the setting of entrepreneurship in its opportunistic and innovative dimension. Under the selection criteria,

the results are limited to the ratings of the judges, but the construction of a scale will corroborate the findings.

The impact of these indices on health contingency mitigation policies, strategies, and programs lies in measuring their effects on people's decisions and their entrepreneurial expectations, whether opportunistic or innovative. It means, then, that when confining people, the State must consider the response to the venture after the de-escalation and even during the quarantine.

The specification of a model for the study of entrepreneurship in heads of household is the contribution of the state of knowledge of work. Based on a review of the literature, the eight hypotheses that explain three paths of correlations between the variables raised in the reviewed literature were specified.

However, social work studies on entrepreneurship have not included variables that explain decision-making and entrepreneurship from affectivity, emotionality or sentimentality associated with female gender identity.

In this sense, the literature seems to corroborate the hypothesis that the masculine identity is entrepreneurial and as such, innate abilities of opportunism, management and negotiation are attributed to the deficiencies of the feminine identity.

However, studies promoting entrepreneurship place these assumptions in an ambivalent sexism, since on the one hand they emphasize the feminine attributes of good treatment and kindness, but extol the perception of opportunity and the ability to negotiate as a masculine identity.

Therefore, it is necessary to review the theoretical, conceptual and empirical frameworks with a gender perspective to demonstrate the scope and limits of feminine and masculine identities for a business opportunity.

The specification of an integrated model in which the gender perspective is included explains the scope and limits of feminine and masculine identities to entrepreneurship opportunities because the model must overcome traditional sexism and ambivalent sexism to explain entrepreneurship in single mothers and heads of families households engaged in commerce, buying and selling retail products.

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