

Comparative Study Of The Incidence Of Family Entrepreneurship And Social Business Development In Two Areas Of La Libertad, 2022

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The objective of this study was to determine the incidence between family entrepreneurship and business social development in two areas of Libertad, 2022, for which I work with the applied method, quantitative approach, of a non-experimental design of a causal comparative level, where false As a population, 300 entrepreneurs from the footwear sector and 250 from Trujillo manufacturing, therefore, as a sample, there were 118 and 110 respectively for each business category, as a technique adapted the questionnaire for both cases. Results, with greater relevance in the family entrepreneurship variable, with 72% good in the footwear category and 62% regular manufacturing; Similarly, in the social aspect of development, 73% are good and 58% regular; respectively for each category. Therefore, it was concluded that the significant incidence with family entrepreneurship and business social development in the footwear and manufacturing areas of La Libertad will be determined, with ($\rho=0.810^{**}$) and ($\rho=0.759^{**}$) and $p < 0.05$. In this manner, the H_0 is refuted and the H_a is admitted. For this reason, the relationship between the variables is evidenced, in addition, the linear regression, in both items it was obtained 75.20% and 53.70%, respectively, the rest is related to other factors.

Keywords: social development, family entrepreneurship, social programs.

Resumen

El presente estudio tuvo como objetivo determinar la incidencia entre el emprendimiento familiar y el desarrollo social empresarial en dos rubros de la Libertad, 2022, por lo que se trabajó con metodología aplicada, enfoque cuantitativo, de diseño no experimental de nivel comparativa causal, donde consideró como población a 300 emprendedores del rubro calzado y de 250 de manufactura de Trujillo, por tanto, como muestra se tuvo 118 y 110 respectivamente para cada rubro empresarial, como técnica utilizó el cuestionario para ambos casos. Resultados, con mayor relevancia en la variable emprendimiento familiar, con 72% en bueno en rubro de calzado y 62% regular manufactura; del mismo modo, en el aspecto desarrollo social en bueno de 73% y regular 58%; respectivamente para cada rubro. Por ende, se concluyó, que se logró determinar la incidencia significativa con el emprendimiento familiar y el desarrollo social empresarial en los rubros de calzado y manufactura de la Libertad, con ($\rho=0,810^{**}$) y ($\rho=0,759^{**}$) y $p < 0.05$. De esta forma, se refuta la H_0 y se

admite la Ha. Por consiguiente, se evidencia la relación entre las variables, además, la regresión lineal, en ambos rubros se obtuvo 75.20% y 53.70%, respectivamente, el restante se relaciona por otros factores.

Palabras clave: Desarrollo social, emprendimiento familiar, programas sociales.

Introduction

Entrepreneurship is considered today as the driving activity of the economic development of a country, where commercial transactions take place through goods and services and contributes above all to the generation of employment, however, in many occasions the entrepreneurial initiative is slowed down by the lack of sustainability over time.

The entrepreneur is the guiding leader of entrepreneurship and it can be a man or a woman who assumes this leading role, for example Mexico is a country where men are majority in the entrepreneurship sector; only in the 80's women acquired more recognition, since then it was considered that women's entrepreneurship is important in the economic development of countries, helping the standard of living of women entrepreneurs (Paredes Hernández et al., 2019).

According to Romero et al. (2017), regarding entrepreneurship there are two approaches with important contributions, the first that alludes to characteristic personal determinants, personality capacity and the second approach has to do with external factors called environment or contextual where North's theory (1990) is located. This theory recognizes that formal and informal enterprises determine the course of the economy in the long term, where formality has a positive contribution to entrepreneurship and growth.

Likewise, Romero et al. (2017) conducted a study regarding the Venezuelan family business, considering family as the base nucleus of society united by affective bonds that are directed to engender great business ideals called family businesses that at the beginning is led by a person capable of fulfilling a dream working in a corporate manner where the great part of cases are family businesses. In this sense, although there are people with a lot of entrepreneurial spirit, but few possibilities to innovate. He concludes that there must be a climate of understanding in the private sector and the government with clear rules that generate increased confidence for family businesses as leading entities of the Venezuelan entrepreneurial component. For the case of Venezuela, where the economic model has suffered a depletion that provides price hikes and as therefore the loss of purchasing power exponentially, the most affected were family businesses more than 90% (Exaudi 2011, cited by Romero et al., 2017).

According to Salazar et al. (2019), entrepreneurship is considered as an empowering agent of family business, already since the eighteenth century it is the driving force for economy of the countries. However, there are factors that limit entrepreneurial activity such as the difficulty of planning and understanding a new activity, the mental inertia of businessmen and resistance to change; likewise, there are factors that boost family entrepreneurial activity such as the macroeconomic context, access to sources of financing, social context, technological context,

government support policies, the role of universities and incubators. Finally, the growth of family businesses is related to exports, which opens the possibility of a larger scale of production, increasing employment and national income (Vallmitjana 2011, cited by Salazar et al., 2019).

The National Confederation of Private Business Institutions - CONFIEP (2020), published a column in the newspaper El Correo, in Peru, where I state that, in the European Union, family businesses represent 50% of the GDP generating 60 million jobs, the United States and Canada represent between 50 and 60% of the GDP with 5.5 million companies of which 35% make up the "Fortune 500". In Latin America, of the 500 largest family businesses in the world, 37 generate approximately 8% of the regional GDP, including slim family in Mexico (America Movil, Telmex, etc.) and Alvarez family in Spain (El Corte Inglés).

Peru is a country of entrepreneurs, according to María León, president of CONFIEP, 3 out of every family has an entrepreneur, of 2'700,000 companies registered in the INEI at national level, 99.4% are micro-enterprises of which 80% are family businesses and refers that the economist Lucha Reynoso conducted a study where she established between 60 and 70% generate employment and constitute 40% of the GDP. In Peru, we have Brescia family (Rimac, Minsur, etc), the Añaños family (Kola Real) among many other family businesses proud of their brands based on traditions and value propositions, including their surnames such as Wong supermarkets, Yaipén Brothers Orchestra, among others.

In Peru, in recent years, significant progress has been made in sustainable development focused on corporate social responsibility aligned in turn in the 2030 Agenda containing 17 Sustainable Development Goals (SDGs). Barbachan (2017) states, "A sustainable company will be one creates value for its shareholders, for society and the environment" (p.56); he also conducted research where he established that in Peru a greater number of companies interested in the issue of Corporate Social Responsibility (CSR) have emerged and this because they have been raising awareness, disseminating and viralizing the concept, the result was positive because they began to implement it as part of their value chain. He states that there are factors that favor its implementation, such as a new government that supports development connected with environmental sustainability policies, incentives for innovation and tax benefits, among others.

He mentions some examples of high impact projects being implemented by some companies in Peru, such as: Alicorp: recover Alicorp; La radio saludable, Alimenta el futuro; Banco de Crédito del Perú: Matemáticas para todos, Obras por impuestos; UNACEM: Contribute to the access of water and sewage services; Ferreyros: Promotes machinery for development; Xstrata Copper: Dairy plant- development of the livestock sector in Espinar; Telefónica del Perú: Hospital classrooms, digital inclusion. He also affirms it is important to consider the alliances between companies and the State to achieve greater impact, such as the "Peru Responds" program promoted by the Ministry of Labor and Employment Promotion. Finally, he concluded that civil society is fundamental for good practices because they are consumers and are not satisfied with a quality product, but opt for companies with socially responsible actions.

Undoubtedly, entrepreneurship is a source of development for family businesses and after going through the COVID 19 pandemic, they need to reinvent themselves and implement strategies to stay in business, considering 99.4% of Peruvian companies are micro and small businesses, 80% of which are family businesses. In this sense, interest was born to investigate What is the incidence between family entrepreneurship and social business development in two areas of La Libertad, 2022? And general objective was to determine incidence between family entrepreneurship and social business development in two areas of La Libertad, 2022; likewise, the following specific objectives were proposed: a) Analyze the level of family entrepreneurship in two areas of La Libertad, 2022. b) Analyze the level of social business development in two areas of La Libertad, 2022. c) Determine the incidence between family entrepreneurship and social business development in two areas of La Libertad, 2022. c) Determine the incidence between family entrepreneurship and social sustainability in two items of La Libertad, 2022. d) Determine the incidence between family entrepreneurship and economic sustainability in two items of La Libertad, 2022 and determine the incidence between family entrepreneurship and environmental sustainability in two items of La Libertad, 2022.

The justification of the research was given according to the criteria of Hernandez et al. (2018), then, it allowed determining link that unites entrepreneurship in a family business, with its incidence in social business development of city of Trujillo 2021. Because of its social importance, the research allowed to know the active participation of entrepreneurship in the family business and its incidence in the entrepreneurial social development in Trujillo. Due to its procedure and knowledge, it will be useful as a background for future studies on entrepreneurship in family businesses. For its theoretical value, it will have a useful value to contrast the various theories created against the emerging knowledge in research. For its methodological usefulness, it will help in the elaboration of new instruments for the collection of information regarding entrepreneurship in family businesses and social business development in the city of Trujillo.

Methodology

Type and design of research

Type of research: Applied. According to Carrasco (2005), collecting information to enrich theoretical and scientific knowledge in order to transform the reality under study is called applied research.

Approach: quantitative, since it proceeded from observation, formulation of the hypothesis and then the truth of the statement was verified by comparing it with experience (Hernández et al., 2010).

Research design: The causal correlational design was applied, which according to Creswell (2003), is characterized by "the collection and analysis of quantitative data. In addition, it is non-experimental, since none of the study variables are deliberately manipulated. Similarly,

it focuses on a causal correlation, which specifies the association between the study variables according to (Hernández et al., 2010). For it sought to resolve the correspondence and comparison of the variables.

Descriptive causal comparative

M1 O1xyz

M2 O2xyz

O1 \neq O2

O1: **Independent variable:** Family entrepreneurship.

O2: **Dependent variable:** Social entrepreneurial development.

\neq Differences

M1 (Footwear line)

M2 (Manufacturing line)

XYZ represent the statistically controlled variables.

Variables and operationalization

Conceptual definition

V1: Family entrepreneurship: Schumpeter (2000) defined entrepreneurship as an agent that generates changes through innovation in such a way that it takes society out of equilibrium and leads it to economic development.

Operational definition: The variable entrepreneurship in the family business will be measured through the use of the questionnaire and applying the survey technique, using a Likert scale with values: 1= never; 2 = almost never; 3= sometimes; 4= almost always and 5= always.

Indicators: Individual implies the dimensions (need for achievement, risk taking, experience and job satisfaction); Environment (accessible capital, entry to suppliers, consumers and financial resources); process (business opportunities, products and services market) and the organization with (differentiation, innovation, regulatory changes and parallel competencies).

Measurement scale: ordinal, with 5 response options.

V1: Corporate social development: According to the Brundtland Report (1987), sustainable development is defined as development that seeks to meet the needs of the current generation without compromising the ability of future generations to meet their own needs (Zavaleta, 2020).

Operational definition: The sustainable development variable will be measured through the use of the questionnaire and applying the survey technique, using a Likert scale with values: 1= never; 2 = almost never; 3= sometimes; 4= almost always and 5= always.

Indicators: D1 economic sustainability involves the following aspects (disabled people, salaries, occupational health and safety, job creation, training and professional development, flexibility policies, social decisions and projects); social sustainability dimension (high quality, international standards, price levels, supplier relations, commercial and complaint management) and the environmental sustainability dimension that considers (environmental impact, related activities, reduction of gas emissions, waste and recycling).

Measurement scale: ordinal, with 5 response options.

Population, sample, sampling and unit of analysis.

Population

In agreement with Tamayo (2006), he defines population as a set of operations carried out on an established distribution, considering the totality of the same from the observation or from a given population.

Table 1: Population of family businesses in the footwear and manufacturing sector.

Number	Business categories	Entrepreneurs
1	Footwear company	300
2	Manufacturing company	250
Total		550

Note: Data from the Municipality of Trujillo.

Sample

Carrillo (2015) defines the sample as a subset that is obtained from the total population or universe to be studied, chosen at random, being considered representative of the study group.

The sample was selected using the following parameters:

Population size (N) = (footwear company=300) and (manufacturing company=250).

Confidence level= 95%.

Margin of error= 7%.

P= 0.50

Q= 0.50

Replacing in the formula:

$$n = \frac{N * Z^2 * p * q}{e^2 (N - 1) + Z^2 * p * q}$$
$$n = \frac{300 * 1.96^2 * 0.5 * 0.5}{0.07^2 (300 - 1) + 1.96^2 * 0.5 * 0.5} = 118$$
$$n = \frac{250 * 1.96^2 * 0.5 * 0.5}{0.07^2 (250 - 1) + 1.96^2 * 0.5 * 0.5} = 110$$

Sample size for footwear companies obtained a sample for footwear companies with 118 and for manufacturing companies of obtained 110 entrepreneurs.

Table 2: Sample of family entrepreneurs in the footwear and manufacturing sector.

Number	Business categories	Entrepreneurs
1	Footwear company	118
2	Manufacturing company	110
Total		228

Note: Data from the Municipality of Trujillo.

Sampling

According to Pacheco (2018), non-probabilistic convenience sampling was used, characterized by having the researcher's criteria without taking into account statistics or

mathematics. For these reasons, the research was developed with the entrepreneurs of both business lines. In addition, the entrepreneurs were committed to being part of the research.

Unit of analysis

Each entrepreneur in the footwear and manufacturing sectors.

Data collection techniques and instruments.

Surveys directed to entrepreneurs were carried out with the purpose of obtaining primary data. According to Carrasco (2005), the survey technique is widely used in society due to its ability to investigate, explore and collect data through questions directed directly or indirectly to the elements that constitute the object of study.

In addition, the questionnaire was used, defined by Baptista, Fernández and Hernández (2014) as a tool to collect information by formulating a set of questions related to the study variables. For this purpose, the questionnaire was prepared taking into account the relevant dimensions and indicators, with a total of 23 items for the first variable and 25 items for the second.

Procedures.

The procedure was considered from the problem statement, theoretical framework, results, for which a questionnaire was used for each of the variables and business items. In addition, in reference to the results collected through the application of the surveys, we proceeded to tabulate the answers in a database, to then show the results through statistical tables and graphs, which were interpreted, using descriptive analysis statistics such as median, mode and standard deviation, then the normality test, to stipulate which formula to use in the inferential part of correlations.

As for hypothesis testing, we resorted to the analysis of inferential statistics, as Baptista, Fernández and Hernández (2014) argue by mentioning that its purpose is to test hypotheses and estimate parameters. To culminate, linear regression was employed in order to evaluate the relationship between both variables, thus allowing to determine the degree of influence of family entrepreneurship on social business development.

The data procedure was described quantitatively and was carried out in Excel and in the SPSS version 26 program, for better data reliability.

Method of data analysis.

Descriptive statistics: When the results were obtained, the descriptive analysis was carried out, considering the levels and objectives, through frequency tables and cross tables, as appropriate, according to each objective.

Inferential statistics: the data normality test was performed in order to analyze each of the variables and dimensions, where the Kolmogórov-Smirnov normality test was considered, since the sample for both items was greater than 50 data and therefore, we worked with this test, in addition, the bilateral sig. was analyzed where some values were greater than 0.05, therefore, we worked with the Rho Spearman formula for the verification of hypotheses.

Ethical aspects

As a researcher, I am committed to respecting the integrity of the information provided by the institution, guaranteeing the originality and veracity of the results without manipulating any data. This commitment is based on the ethics and accuracy inherent to research.

Confidentiality:

According to Noreña et al. (2012), confidentiality implies guaranteeing both the anonymity of the research collaborators and the security and protection of the information. In this research, confidentiality is ensured by restricting the disclosure of any information from the study without the express authorization of the author, limiting its use exclusively for academic purposes.

Results

Table 3: Cross table between family entrepreneurship and social business development in the footwear industry.

		V2Corporate social development			Total	
		Deficient	Regular	Good		
VV1: Family entrepreneurship	Deficient	f	3	3	0	6
		%	2,5%	2,5%	0,0%	5,1%
	Regular	f	0	19	8	27
		%	0,0%	16,1%	6,8%	22,9%
	Good	f	0	7	78	85
		%	0,0%	5,9%	66,1%	72,0%
Total	f	3	29	86	118	
	%	2,5%	24,6%	72,9%	100,0%	

Data. Family entrepreneurship and social business development.

A total of 100 participants from family businesses in the footwear industry in the city of Trujillo were surveyed. The results indicated that 5.1% of the participants had a poor perception of family entrepreneurship, with 2.5% rating their performance as poor and fair in terms of corporate social development. Additionally, 22.9% of the participants demonstrated a fair level of family entrepreneurship, with 16.1% exhibiting a regular level and 6.8% a good level of social entrepreneurial development. Finally, 72% of the participants exhibited a good level of family entrepreneurship, with 5.9% demonstrating a deficient level and 66.1% exhibiting a good level of social entrepreneurial development.

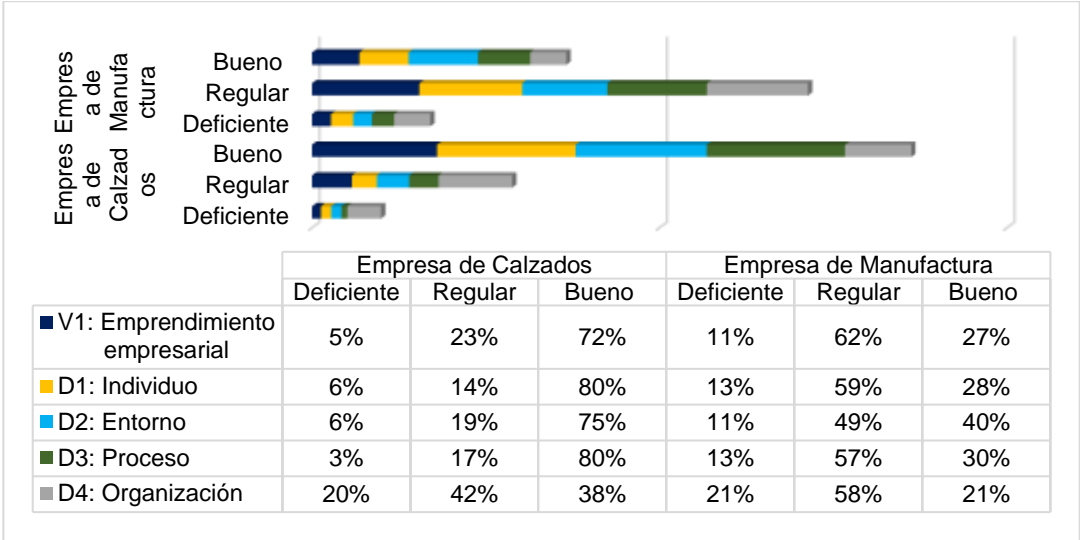
Table 4: Double-entry table relating family entrepreneurship and social enterprise development in the manufacturing sector.

		V2Corporate social development			Total	
		Deficient	Regular	Good		
V1: Family entrepreneurship	Deficient	f	5	7	0	12
		%	4,5%	6,4%	0,0%	10,9%
	Regular	f	4	49	15	68
		%	3,6%	44,5%	13,6%	61,8%
	Good	f	1	8	21	30
		%	0,9%	7,3%	19,1%	27,3%
Total	f	10	64	36	110	
	%	9,1%	58,2%	32,7%	100,0%	

Data. Family entrepreneurship and social business development.

A total of 10.9% of participants from family businesses in the manufacturing sector in the city of Trujillo exhibited a negative perception of family entrepreneurship. Of this group, 4.5% demonstrated a poor level of business social development, while 6.4% exhibited a fair level. Additionally, 61.8% demonstrated a fair level of family entrepreneurship, while 3.6% exhibited a poor level, 44.5% exhibited a fair level, and 13.6% exhibited a good level of business social development. Eighty percent of the participants were located in a regular level of entrepreneurial social development, with 3.6% in a poor level, 44.5% in a fair level, and 13.6% in a good level. Finally, 27.3% were in a good level of family entrepreneurship, with 0.9% in a poor level, 7.3% in a regular level, and 19.1% in a good level.

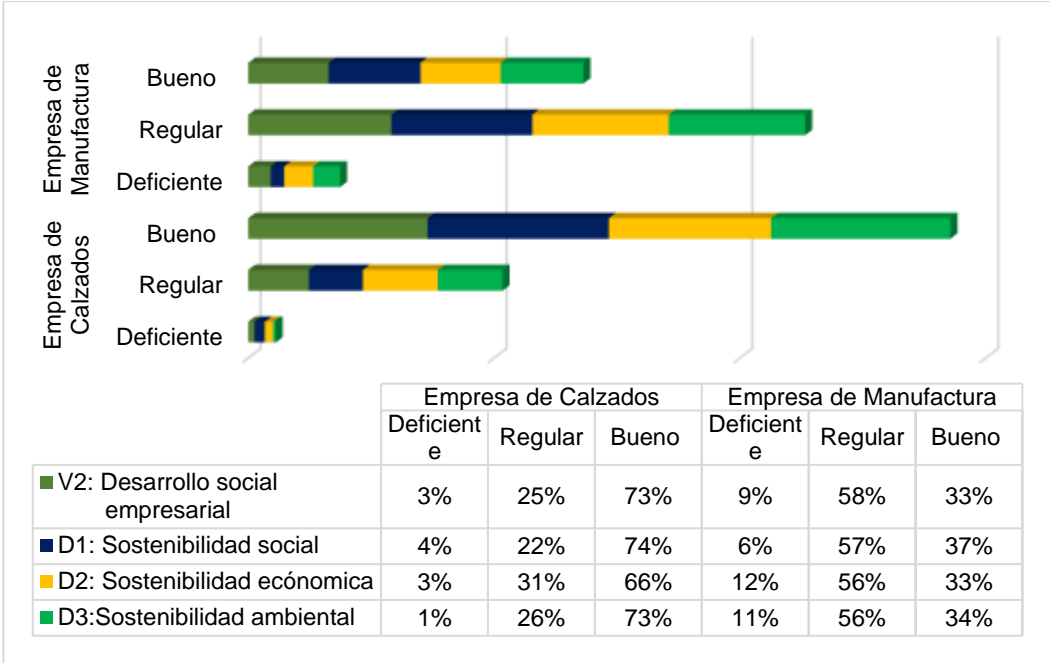
Figure 1: Analysis of the incidence of family entrepreneurship in two sectors of freedom.



Data. Family entrepreneurship and social business development.

The most relevant variable among the respondents of family businesses in the footwear and manufacturing sectors is family entrepreneurship. In this context, 72% of the respondents rated themselves as good, while 62% rated themselves as fair. Similarly, with regard to the individual, 80% rated themselves as good, while 59% rated themselves as fair. In terms of environmental relevance, the results indicate a prevalence of positive ratings, with 75% and 49% of respondents classifying themselves as "good" and "regular," respectively. In the process dimension, 80% of respondents self-identified as "good" and 57% as "regular." Finally, in the organizational dimension, 42% and 58% of respondents, respectively, classified themselves as "good" and "regular."

Figure 2: Analysis of the social business development in two areas of Liberty.



Data. Family entrepreneurship and social business development.

Of the total number of respondents from the entrepreneurial families of the footwear and manufacturing companies, the perception of corporate social development is 73% good and 58% regular; similarly, in terms of social sustainability, 74% is good and 57% regular; in addition, economic sustainability is more relevant with 66% good and 56% regular; and finally, in terms of environmental sustainability, 73% is good and 56% regular in the footwear and manufacturing companies.

Table 5: Cross table between family entrepreneurship and social sustainability in the footwear industry.

		D1: Social sustainability			Total
		Deficient	Regular	Good	
VV1: Family entrepreneurship	Deficient	f 5	1	0	6
		% 4,2%	0,8%	0,0%	5,1%
	Regular	f 0	19	8	27
		% 0,0%	16,1%	6,8%	22,9%
	Good	f 0	6	79	85
		% 0,0%	5,1%	66,9%	72,0%

Total	f	5	26	87	118
	%	4,2%	22,0%	73,7%	100,0%

Data. Family entrepreneurship and social business development.

Of the total of participants of family businesses in the footwear sector in the city of Trujillo, 5.1% have a poor perception of family entrepreneurship, of which 4.2% are in a poor level and 0.8% are in a fair level in terms of social sustainability; also, 22.90% are in a fair level of family entrepreneurship. 90%; where 16.1% is located in a regular level and 6.8% good in relation to social sustainability, finally, in a good level of family entrepreneurship in 72%; where 5.1% is located in regular and 66.90% good in relation to social sustainability.

Table 6: Cross-table between family entrepreneurship and social sustainability in manufacturing.

			D1: Social			Total
			Deficient	Regular	Good	
V1: Family entrepreneurship	Deficient	f	3	9	0	12
		%	2,7%	8,2%	0,0%	10,9%
	Regular	f	2	47	19	68
		%	1,8%	42,7%	17,3%	61,8%
	Good	f	1	7	22	30
		%	0,9%	6,4%	20,0%	27,3%
Total	f	6	63	41	110	
	%	5,5%	57,3%	37,3%	100,0%	

Data. Family entrepreneurship and social business development.

Of the total number of participants of family businesses in the manufacturing sector in the city of Trujillo, 10.9% have a poor perception of family entrepreneurship; of which 2.7% are in a poor level and 8.2% are fair in terms of social sustainability; also, 61.80% are in a fair level of family entrepreneurship; where 1.8% are in a poor level, 42.7% are fair and 17.3% good in terms of social sustainability. 80%; where 1.8% is located in a poor level, 42.7% regular and 17.3% good in terms of social sustainability, finally, in a good level of family entrepreneurship in 27.3%; where 0.9% is located in a poor level, 6.4% regular and 20% good in terms of social sustainability.

Table 7: Cross table between family entrepreneurship and economic sustainability in the footwear industry.

			D2: Economic sustainability			Total
			Deficient	Regular	Good	
V1: Family entrepreneurship	Deficient	f	3	3	0	6
		%	2,5%	2,5%	0,0%	5,1%
	Regular	f	1	17	9	27
		%	0,8%	14,4%	7,6%	22,9%
	Good	f	0	16	69	85
		%	0,0%	13,6%	58,5%	72,0%
Total		f	4	36	78	118
		%	3,4%	30,5%	66,1%	100,0%

Data. Family entrepreneurship and social business development.

Of the total number of participants of family businesses in the footwear industry in the city of Trujillo, 5.1% have a poor perception of family entrepreneurship, of which 2.5% are in a poor and fair level in terms of economic sustainability; also, 22.90% are in a fair level of family entrepreneurship, 0.8% are in a poor level, 14.4% are in a fair level and 7.6% are in a good level in terms of economic sustainability. 90%; where 0.8% is located in a poor level, 14.4% regular and 7.6% good in terms of economic sustainability, finally, in a good level of family entrepreneurship in 13.6% regular and 58.5% good in terms of economic sustainability.

Table 8: Cross-table between family entrepreneurship and economic sustainability in manufacturing.

			D2: Economic sustainability			Total
			Deficient	Regular	Good	
V1: Family entrepreneurship	Deficient	f	8	4	0	12
		%	7,3%	3,6%	0,0%	10,9%
	Regular	f	4	49	15	68
		%	3,6%	44,5%	13,6%	61,8%
	Good	f	1	8	21	30
		%	0,9%	7,3%	19,1%	27,3%
Total		f	13	61	36	110
		%	11,8%	55,5%	32,7%	100,0%

Data. Family entrepreneurship and social business development.

Of the total number of participants of family businesses in the manufacturing sector in the city of Trujillo, 10.9% have a poor perception of family entrepreneurship, of which 7.3% are in a poor level and 3.6% are fair in terms of economic sustainability; also, 61.80% are in a fair level of family entrepreneurship, with 3.6% in a poor level, 44.50% in a fair level and 13.60%

in a good level in terms of economic sustainability. 80%; where 3.6% is located in a poor level, 44.50% regular and 13.60% good in terms of economic sustainability, finally, in a good level of family entrepreneurship of 27.30%; where 0.9% is located in a poor level, 7.3% regular and 19.1% good in terms of economic sustainability.

Table 9: Double-entry table relating family entrepreneurship and environmental sustainability in the footwear sector.

		D3: Environmental sustainability			Total	
		Deficient	Regular	Good		
V1:Family entrepreneurship	Deficient	f	1	3	2	6
		%	0,8%	2,5%	1,7%	5,1%
	Regular	f	0	10	17	27
		%	0,0%	8,5%	14,4%	22,9%
	Good	f	0	18	67	85
		%	0,0%	15,3%	56,8%	72,0%
Total	f	1	31	86	118	
	%	0,8%	26,3%	72,9%	100,0%	

Data. Family entrepreneurship and social business development.

A total of 5.1% of family businesses in the footwear sector in the city of Trujillo are perceived as poor. Of this number, 0.8% are considered to be at a poor level, 2.5% are perceived as fair, and A total of 1.7% demonstrated proficiency in environmental sustainability, while 22.9% exhibited a satisfactory level of proficiency in family business, with 8.5% at a satisfactory level and 14.4% at a proficient level in environmental sustainability. The remaining 9% are at a fair level of family business, with 8.5% at a fair level and 14.4% good in relation to environmental sustainability. Subsequently, 72% of the family enterprise is at a good level, with 15.3% at a fair level and 56.8% good in relation to environmental sustainability.

Table 10: Cross table between family entrepreneurship and environmental sustainability in the manufacturing sector.

		D3: Environmental sustainability			Total	
		Deficient	Regular	Good		
V1: Family entrepreneurship	Deficient	f	4	6	2	12
		%	3,6%	5,5%	1,8%	10,9%
	Regular	f	7	46	15	68
		%	6,4%	41,8%	13,6%	61,8%

	Good	f	1	9	20	30
		%	0,9%	8,2%	18,2%	27,3%
Total		f	12	61	37	110
		%	10,9%	55,5%	33,6%	100,0%

Data. Family entrepreneurship and social business development.

A total of 10.9% of participants from family businesses in the manufacturing sector in the city of Trujillo have a negative perception of family entrepreneurship. Of this group, 3.6% are at the lowest level, 5.5% are at the intermediate level, and 1.8% are at the highest level in terms of environmental sustainability. Conversely, 61.8% of participants are at the intermediate level of family entrepreneurship, with 6.4% at the lowest level, 41.8% at the intermediate level, and 13.6% at the highest level in terms of environmental sustainability. In terms of environmental sustainability, 6.4% are located at a deficient level, 41.80% are at a regular level, and 13.6% are at a good level. Subsequently, in terms of the family enterprise, 27.3% are located at a good level, with 0.9% at a deficient level, 8.2% at a regular level, and 18.2% at a good level in terms of environmental sustainability.

General hypothesis

Hi: Family entrepreneurship has a significant impact on social entrepreneurial development in two items in Libertad, 2022.

Ho: \neq

Table 11: Correlation between family entrepreneurship and social business development in the footwear and manufacturing sector.

Spearman's Rho		Footwear item V2: Corporate social development	V2 manufacturing area: Corporate social development
V1: Family entrepreneurship	Correlation coefficient	,810**	,759**
	Sig. (bilateral)	,000	,000
	N	118	110

**. Correlation is significant at the 0.01 level (bilateral).

Table 11 demonstrates a notable correlation between family entrepreneurship and social business development in the footwear and manufacturing sectors. The obtained Rho values were 0.810** and 0.759**, with a bilateral sig. of 0.00, which is less than 0.05. Consequently, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted. Therefore, a relationship between the variables is demonstrated, as an enhancement in family

entrepreneurship will lead to an improvement in social business development in the locality, which will subsequently reduce the informality index.

Specific assumptions

HE1

Hi: Family entrepreneurship significantly impacts social sustainability in two Freedom items, 2022.

Ho: ≠

Table 12: Correlation between family entrepreneurship and social sustainability in footwear and manufacturing.

Spearman's Rho		Footwear item D1: Social sustainability	Manufacturing D1: Social Sustainability
V1: Family entrepreneurship	Correlation coefficient	,869**	,761**
	Sig. (bilateral)	,000	,000
	N	118	110

** . Correlation is significant at the 0.01 level (bilateral).

Table 12 illustrates a notable prevalence of family entrepreneurship and social sustainability in the footwear and manufacturing sectors. The obtained rho values of 0.869** and 0.761**, with a bilateral sig. of 0.00, which is less than 0.05, refute the null hypothesis (Ho) and accept the alternative hypothesis (Ha), respectively. Therefore, it can be concluded that there is a clear relationship between the variable and the dimension.

HE2

Hi: Family entrepreneurship significantly impacts economic sustainability in two Freedom items, 2022.

Ho: ≠

Table 13: Correlation between family entrepreneurship and economic sustainability in the footwear and manufacturing sector.

Spearman's Rho		Footwear item D1: Economic sustainability	Manufacturing Item D1: Economic Sustainability
V1: Family entrepreneurship	Correlation coefficient Sig. (bilateral)	,698** ,000	,714** ,000
N		118	110

** . Correlation is significant at the 0.01 level (bilateral).

Table 13 presents evidence of a significant correlation between family entrepreneurship and economic sustainability in the footwear and manufacturing sectors. The correlation coefficients ($\rho=0.698^{**}$ and $\rho=0.714^{**}$) were obtained with a bilateral sig. of 0.00, which is less than 0.05. Consequently, the null hypothesis (H_0) is refuted and the alternative hypothesis (H_a) is accepted. In light of these findings, it can be concluded that a relationship exists between the variable and the dimension.

HE3

H_i : Family entrepreneurship significantly impacts environmental sustainability in two Freedom items, 2022.

H_0 : \neq

Table 14: Correlation between family entrepreneurship and environmental sustainability in the footwear and manufacturing item.

Spearman's Rho		Footwear item D1: Environmental sustainability	Manufacturing Item D1: Environmental Sustainability
V1: Family entrepreneurship	Correlation coefficient Sig. (bilateral)	,472** ,000	,727** ,000
N		118	110

** . Correlation is significant at the 0.01 level (bilateral).

Table 14 reveals a notable prevalence of family entrepreneurship and environmental sustainability in the footwear and manufacturing sectors. The obtained rho values of 0.472^{**} and 0.727^{**} , with a bilateral sig. of 0.00, fall below the 0.05 threshold, thereby rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_a). In light of these findings, it can be concluded that a relationship exists between the variable and the dimension.

Table 15: Linear regression of the incidence of family entrepreneurship with the dimensions of social business development in both items.

Model		R	R square	Adjusted R-squared	Estimation error
Family entrepreneurship	Corporate Social Responsibility (1)	0.868 ^a	0.752	0.752	7.790
	Corporate social responsibility (2)	0.733 ^a	0.537	0.533	11.215
	D1: Social sustainability (1)	0.910 ^a	0.828	0.826	6.517
	D1: Social sustainability (2)	0.722 ^a	0.522	0.517	11.398
	D2: Economic sustainability (1)	0.736 ^a	0.542	0.538	10.628
	D2: Economic sustainability (2)	0.703 ^a	0.494	0.489	11.729
	D3: Environmental sustainability (1)	0.485 ^a	0.236	0.229	13.733
	D3: Environmental sustainability (2)	0.673 ^a	0.452	0.447	12.197

As illustrated in Table 15, family entrepreneurship exerts a considerable influence on the dimensions of corporate social development in both the footwear and manufacturing sectors. In these areas, the respective figures were 75.20% and 53.70%. The remaining outcomes pertain to other factors that contribute to social development. Furthermore, with respect to the dimensions of social sustainability, the respective figures were 82.80% and 52.20%. The discrepancy is demonstrated by the socio-cultural environments, with 54.20% and 49.40% in terms of economic sustainability, and 23.60% and 45.20% with respect to environmental sustainability, respectively. This indicates that the larger the business enterprise, the more pronounced the improvement in environmental sustainability.

Discussion

This study has allowed us to analyze the incidence of family entrepreneurship and social business development in two specific areas of La Libertad during the year 2022. Through data collection and analysis, we have identified the particularities and impacts generated by these two factors. Below, we will discuss some highlights and the implications these findings may have. It is necessary to highlight that both family entrepreneurship and social enterprise development play a crucial role in economic and social growth of "La Libertad". Family entrepreneurship has proven to be a significant source of employment generation and financial stability for Peruvian families. These ventures are often based on experience and knowledge passed down from generation to generation, which has contributed to the consolidation of deep-rooted entrepreneurial traditions in the region. However, it is important to note these family enterprises face significant challenges, such as access to financing and lack of business training. Therefore, a policy approach is required to foster a favorable environment for their long-term development and growth.

In addition to mentioning the challenges faced by family businesses, such as access to financing and business training, it is important to highlight opportunities that exist to foster their growth. For example, the implementation of government policies promote investment in family businesses, the strengthening of entrepreneurial education in schools and the creation of support and collaboration networks among entrepreneurs can be effective measures to overcome these challenges and foster a favorable environment for these businesses.

It is essential to highlight that, although family entrepreneurship and social enterprise development differ in their approaches, both have the capacity to drive sustainable development in La Libertad. On the one hand, family entrepreneurship brings economic dynamism and allows families to have control over their own destiny, generating income and opportunities for personal growth. On the other hand, social enterprise development fosters the creation of socially responsible businesses that contribute to the well-being and progress of community. Both approaches can coexist and complement each other, creating a stronger and more equitable business environment.

Covering the general objective, it was possible to determine the significant incidence between family entrepreneurship and social business development in footwear and manufacturing sectors of La Libertad (table 11), where a ($\rho=0.810^{**}$) and ($\rho=0.759^{**}$) were obtained with a bilateral sig. of 0.00, which is less than 0.05, therefore, the H_0 is refuted and H_a is admitted. Consequently, the relationship between the variables is evidenced, in addition, in Table 15, the linear regression is reflected, in both items 75.20% and 53.70% were obtained, respectively, the remaining is related by other factors. Similarly, 72% of the participants of the family businesses in the footwear sector in the city of Trujillo had a good level of family entrepreneurship; 5.9% of the participants had a poor level and 66.1% had a good level of entrepreneurial social development.

However, of the total number of participants of the family businesses in manufacturing sector in the city of Trujillo, 61.80% were at a fair level of family entrepreneurship; 3.6% were at a poor level, 44.5% were at a fair level and 13.6% were at a good level in relation to social business development. The individual's involvement is reflected according to work and economic situation that motivates them, considering the physical, economic and social environments, with the purpose of starting a business, under the fulfillment of the processes in an organized manner, based on economic, social and environmental sustainability, for the awareness of the good use of resources.

Agrees with that of Salazar et al. (2019) expose the characteristics of the entrepreneurial person considering resilience, commitment, leadership, search for opportunities, creativity, autonomy, among others, thus indicating innovation as a process of product improvement for sale in market, being considered a fundamental role for creation of family businesses. In addition, Guzman et al. (2020) 60% consider the application of importance of wage inequalities between genders, and that government programs involve consideration of public policies, which allow to route the different activities of entrepreneurship sustainability for the dynamization of economies. Similarly, Mejía (2021) obtained the existence of an association of 65% that recognizes that business management facilitates sustainable development through

the consideration of strategies make it possible to make decisions and achieve the objectives along with the goals. With Zavaleta (2020), social development, which implies the satisfaction of needs, is strengthened.

Regarding the first specific objective 1, the level of family entrepreneurship was analyzed in two areas of La Libertad, 2022, of the total of the respondents of the family businesses in the footwear and manufacturing areas, with greater relevance in the variable family entrepreneurship, with 72% in good and 62% regular respectively, likewise, as for the individual 80% is focused on a good level and 59% regular; since labor and economic situation motivates the initiation of a business, after evaluating the advantages and disadvantages of the investment from the consideration as own boss, in addition; with greater relevance in dimension environment with greater relevance is located in good with 75% and 49% regular; considers the capital but it is not enough to start a business, however, considers that they work correctly with suppliers and that the products they offer are centered in an accessible place where transportation can enter, however, the facilities are regular, due to the lack of distribution; in the process 80% is located in good and 57% regular; implies the consideration of opportunities to start an enterprise through the evaluation of the market and network of producers and finally in the organization with highest relevance 42% regular and 58% regular respectively; implies the consideration of differentiating strategies to attract customers, through promotions.

It is similar to that of Qin et al. (2022), whose findings highlight need to develop specific policies to reduce gaps between family businesses in decision making in order to constantly improve business performance in the midst of globalization. Furthermore, it is strengthened by of Zavaleta (2020) who makes mention of Gartner (1985) who considers as dimensions of entrepreneurship the individual, which is the need for achievement, risk taking, experience, etc.; likewise, the environment, which is accessible capital, entry to suppliers, consumers, transportation and urban living conditions; likewise, the process, which indicates new business opportunities, and also considers the organizational part which is differentiation, parallel competencies, regulation variation, creativity and innovation and transfers.

Regarding the specific objective 2, the corporate social development was analyzed in two items of Liberty, where, of the total of the respondents of the entrepreneurial families of the footwear and manufacturing companies, have a perception of the corporate social development in good of 73% and regular 58%; likewise, in terms of social sustainability 74% is located in good and 57% regular; it is focused because they are unaware of the quality standards, making it difficult to export the products, due to the lack of international certifications because of the high costs. Furthermore, in economic sustainability with greater relevance is centered in good with 66% and in regular 56%; it implies the consideration of disabled people, and that salaries could be considered of respecting social benefits, through the commitment of job creation and allowing the conciliation of work life and that this makes possible the decision making of the business management. And finally, with respect to environmental sustainability, with 73% good and 56% fair in footwear and manufacturing companies, it considers that this aspect takes social impact through the reduction of gas emissions, waste and recycling of materials.

It agrees with that of Domanska et al. (2022) obtained that the level of participation of family members in business operation is involved in management due to poor implementation of sustainability of adjusting formal requirements to the real possibilities of enterprises. Similarly, that of Muñoz et al. (2017) specifies that the economy and the Mediterranean capitalist system impact on the local integration of family businesses through codified institutional mechanisms between the parties can be reinforced or hindered. It is fortified when considering economic dimension since it is related to customers, in addition, to supplier management, stability of relationships or preference for local. With regard to the social aspect, it focuses on factors linked to workers, such as equality, work-life balance and relations with governmental entities. On the other hand, in the environmental area, issues related to minimization of environmental impacts are considered.

Covering the third specific objective, it was possible to evidence the incidence between family entrepreneurship and social sustainability in the footwear and manufacturing sectors of La Libertad, since a ($\rho=0.869^{**}$) and ($\rho=0.761^{**}$) were obtained with a bilateral sig. of 0.00, which is less than 0.05, therefore, the H_0 is refuted and H_a is admitted, respectively. Therefore, a link between the dimension and the variable is evidenced, in addition, in the linear regression, it was obtained in social sustainability 82.80% and 52.20%, the difference is evidenced by the sociocultural environments. In addition, of the total number of participants of the family businesses in the footwear sector in the city of Trujillo, 72% had a good level of family entrepreneurship; 5.1% had a fair level and 66.90% had a good level of social sustainability. However, of the family businesses in the manufacturing sector, 61.80% were at a fair level; 1.8% were at a poor level, 42.7% were at a fair level and 17.3% were at a good level in terms of social sustainability.

It coincides with Ormaza et al. (2020) that social responsibility in Ecuador covers and contributes with elements for economic, political, social and environmental dimensions, which are considered transversal axes in its management system, thus facilitating the path towards sustainable development. In same way; Valencia (2018) the association of the study variables is evidenced since it allows the consideration of the progress of production of goods, through efforts and development of capabilities through support programs. Then, the family business are those properties possess the power to control the properties in a specific way, in a unique way for being a family group involved and with family commitment in conduction of the same.

It was possible to evidence specific objective 4, the significant incidence between family entrepreneurship and economic sustainability in the footwear and manufacturing items, (table 13), where a ($\rho=0.698^{**}$) and ($\rho=0.714^{**}$) were obtained with a bilateral sig. of 0.00, so it is lower than 0.05, therefore, the H_0 is refuted and H_a is admitted, respectively. Consequently, the relationship between the variable and the dimension is evident. And the linear regression, in terms of economic sustainability of 54.20% and 49.40%. Similarly, of the total of the participants of the family businesses of the footwear industry in the city of Trujillo, in a good level 72.10% of family entrepreneurship in 13.6% regular and 58.5% good in economic sustainability. And, in addition, of total of the participants of the manufacturing

family businesses of the city of Trujillo, 54.60% in a good level of family entrepreneurship of 27.30%; in 0.9% deficient, 7.3% regular and 19.1% good in economic sustainability.

It is similar to that of Boza et al. (2020), where 36% of them state they have difficulties in the economic part and 34% consider that legal barriers hinder development of enterprises in the social and economic contexts that generate cooperative synergies between the different community actors. However, according to Zavaleta (2020) 68% consider that entrepreneurship is located at a low level due to the lack of knowledge of formalization issues and state support; but that they have difficulty when indicating a venture due to the lack of financing and interest. But it is fortified with that of Torres (2016), the family business considers founder has the priority in the management and control of the family business.

Regarding the fifth specific objective, it was possible to evidence the incidence between family entrepreneurship and environmental sustainability in the footwear and manufacturing items, (table 14) a ($\rho=0.472^{**}$) and ($\rho=0.727^{**}$) were obtained with a bilateral sig. of 0.00, so it is less than 0.05, therefore, the H_0 is refuted and H_a is admitted, respectively. Consequently, the relationship between the variable and dimension is evident. Similarly, in relation to the linear regression it was obtained that environmental sustainability is located at a level of 23.60% and 45.20%, respectively, and the remaining is considered by other factors, i.e. the greater the business entrepreneurship, the more efficient an improvement in environmental sustainability will be considered. Of all the participants of the family businesses in the footwear sector in the city of Trujillo, 72% of the family businesses had a good level of family entrepreneurship; 15.3% were at a fair level and 56.8% were good in terms of environmental sustainability. And with respect to family businesses in the manufacturing sector, in a family business in a regular level of 61.8%; where 6.4% is located in a deficient level, 41.80% regular and 13.6% good in relation to environmental sustainability. Therefore, family entrepreneurship and social business development can find opportunities for growth and economic success by integrating environmental sustainability into their business strategies. In addition, the sharing of experiences and the assimilation of successful examples can strengthen entrepreneurial environment and encourage adoption of ethical business practices, which in turn extends the beneficial impact on economic and social progress. Both family entrepreneurship and social welfare-oriented entrepreneurship have the capacity to promote sustainable business practices that minimize environmental damage. This involves implementing measures to reduce consumption of natural resources, optimize waste management, implement renewable energy sources and reduce greenhouse gas emissions. In doing so, these companies contribute to conservation of the natural environment and promote long-term environmental sustainability.

It agrees with that of Patiño et al. (2018) allow development of the professional profile through productive dynamization in an academic way and generation of employability in order to boost global development in times of competitiveness. Similarly, with that of Hernani and Hamann (2013) perform environmental activities but in a reduced way just as in economic dimension they perceive that there is little activity on part of the MYPES in Peru, generating low level of employment. It is supported by that of Contipelli and Picciau (2021) which implies the consideration of reasonableness, referring to rational decisions and considering

factors anticipating the results and prudence that is focused from the evaluation of future risks and that also according to Plato, it is fortified that the man who risks nothing for his ideas, or his ideas are worth nothing or the man is worth nothing.

Conclusions

First: It was possible to determine the significant incidence with family entrepreneurship and social business development in the footwear and manufacturing sectors of La Libertad, we obtained an ($\rho=0.810^{**}$) and ($\rho=0.759^{**}$) with a bilateral sig. of 0.00, so it is less than 0.05, therefore, the H_0 is refuted and the H_a is admitted. Therefore, the relationship between the variables is evidenced, in addition, the linear regression, in both items was obtained 75.20% and 53.70%, respectively, the remaining is related by other factors.

Second: Regarding the first specific objective 1, the level of family entrepreneurship in footwear and manufacturing items was analyzed, with greater relevance in the variable family entrepreneurship, with 72% in good and 62% regular; as for the individual 80% is focused on a good level and 59% regular; since labor and economic situation motivates the initiation of a business, after evaluating the advantages and disadvantages of the investment.

Third: Regarding specific objective 2, the social business development of the footwear and manufacturing line was analyzed, they have a perception of social business development in good of 73% and regular 58%; likewise, regarding social sustainability 74% is located in good and 57% regular; in the same way, in economic sustainability is focused on good with 66% and regular 56%; and finally, regarding environmental sustainability, with good in 73% and regular 56%, considers that this aspect takes the social impact by reducing gas emissions, waste and recycling of materials.

Fourth: There is evidence of the incidence between family entrepreneurship and social sustainability in the footwear and manufacturing items, since a ($\rho=0.869^{**}$) and ($\rho=0.761^{**}$) were obtained with a bilateral sig. of 0.00, so it is less than 0.05, therefore, the H_0 is refuted and H_a is admitted, respectively. Consequently, the linear regression was obtained in the social sustainability 82.80% and 52.20%, the difference is evidenced by the sociocultural environments.

Fifth: It was possible to evidence the specific objective 4, the significant incidence between family entrepreneurship and economic sustainability in the footwear and manufacturing items, where a ($\rho=0.698^{**}$) and ($\rho=0.714^{**}$) were obtained with a bilateral sig. of 0.00, so it is less than 0.05, therefore, the H_0 is refuted and H_a is admitted, respectively. Therefore, the linear regression is centered on 54.20% and 49.40%.

Sixth: Regarding specific objective 5, it was possible to evidence the incidence between family entrepreneurship and environmental sustainability in the footwear and manufacturing items, a ($\rho=0.472^{**}$) and ($\rho=0.727^{**}$) with a bilateral sig. of 0.00 was obtained, so it is lower than 0.05, therefore, the H_0 is refuted and H_a is admitted, respectively. Therefore, the

dependence between the variable and the dimension is evidenced and the linear regression was obtained that environmental sustainability is located at a level 23.60% and 45.20%, respectively, and the remaining is considered by other factors.

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