

Entrepreneurship in family businesses and their impact on the social business development in Trujillo-Peru

Abstract

The objective of this research was to know in depth to what extent and in what way entrepreneurship in family businesses affects the social business development of the city of Trujillo 2022. The research was applied, Mixed approach. In relation to the quantitative method, we proceeded from the observation, formulation of the hypothesis and, finally, the qualitative method was applied to deepen the understanding and explanation of the results. Explanatory sequential design was applied. The type of quantitative design was causal, non-experimental cross-sectional descriptive correlational. The variables considered in this study were entrepreneurship in family businesses and business social development. The population was made up of family businesses in the city of Trujillo and the sample was randomly selected with a sample size of 73. The technique used for data collection was the survey, in the quantitative part and for the qualitative part the interview was used. The data collection instrument was the questionnaire in quantitative research and the interview guide for qualitative research. **Results evidenced the relationship between family entrepreneurship and social business development in the areas of footwear and manufacturing of Freedom.** The level of family entrepreneurship in footwear and manufacturing was located with 72% at a good level and 62% regular. A perception of business social development was observed at a good level of 73% and fair 58%, social sustainability 74% is located in good and 57% regular, economic sustainability focuses on good with 66% and on regular 56% and finally, environmental sustainability was located in good 73 % and fair 56%, This is due to the reduction of gas emissions, waste and recycling of materials. It showed the relationship between family entrepreneurship and social, economic and environmental sustainability in footwear and manufacturing.

Keywords: Family entrepreneurship, social development, business development, sustainability.

INTRODUCTION

Entrepreneurship is considered today as the driving activity of the economic development of a country, in this commercial transactions occur through goods

and services and contributes above all to the generation of employment, however, in many cases the initiative to undertake is slowed down by the little sustainability over time.

The entrepreneur is the guiding leader of entrepreneurship and can be a man or a woman who assumes this leading role, for example Mexico is a country where entrepreneurship is dominated by men and that from the eighties of the twentieth century women acquired greater prominence, since then it was considered that female entrepreneurship contributes significantly to the economic development of countries, regions, communities, improving the standard of living of women entrepreneurs (Paredes Hernández et al., 2019). According to Borré et al. (2017), regarding entrepreneurship there are two approaches with important contributions, the first that alludes to personal factors focused on characteristics, personality capacity among others and the second approach has to do with external factors called environment or contextual where the theory of North (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 between entrepreneurship and growth.

Now, Borré et al. (2017) conducted a study regarding the Venezuelan family business, considering the family as the basic cell of society united by affective bonds that are projected to conceive great business ideas called family businesses that at the beginning is led by a person capable of giving action to a dream working in a corporate way where most cases are family businesses. In this sense, although there are people with a lot of desire to undertake, they have little chance of innovating. It 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 protagonists of the Venezuelan business component. In the case of Venezuela, where the economic model has suffered an exhaustion that provides price increases and as an immediate consequence the loss of purchasing power exponentially, the most affected were family businesses since more than 90% of this sector belongs to this type of business Exaudi (2011, cited by Borré et al., 2017). According to Salazar et al. (2019), entrepreneurship is considered as an empowering agent of the family business, since the eighteenth century it is the engine of impulse for the 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 the businessman and resistance to change; There are also factors that drive family entrepreneurial activity such as the macroeconomic context, access to sources of financing, social context, technological context, government support policies, role of the university and incubators. Finally, the growth of family businesses is related to exports, which opens the possibility of a greater scale of production, increasing

employment and national income. Vallmitjana (2011, cited by Salazar et al., 2019)

The National Conference of Private Business Institutions – CONFIEP (2020), published a column in the newspaper El Correo, in Peru, where it stated that, in the European Union, family businesses represent 50% of GDP generating 60 million jobs, the United States and Canada represent between 50 and 60% of 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, the Slim family in Mexico (América Móvil, Telmex, etc), the Alvarez family in Spain (El Corte Inglés). According to María León, president of CONFIEP, 3 of each family has an entrepreneur, of 2'700,000 companies registered in the INEI nationwide, 99.4% are microenterprises of which 80% are family businesses and refers that the economist Lucha Reynoso conducted a study where she established that between 60 and 70% generate employment and constitute 40% of GDP. In Peru, we have the 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, the Orchestra of Los Hermanos Yaipén, 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 that contains 17 Sustainable Development Goals (SDGs). Barbachan (2017) states: "A sustainable company will be one that creates value for its shareholders, for society and the environment" (p.56); he also conducted research where he established that in Peru there have been a greater number of companies interested in the subject of Corporate Social Responsibility (CSR) and this because the concept has been sensitized, disseminated and viralized, The result was positive because they began to implement it as part of their value chain. He affirms that there are factors that favor implementation such as a new government that supports development connected with environmental sustainability policy, encourages innovation, tax benefits among others. He mentions some examples of high-impact projects that some companies are executing in Peru such as: Alicorp: recover Alicorp; Healthy radio, Feed the Future; Banco de Crédito del Perú: Mathematics for all, Works for taxes; UNACEM: Contributes to access to water and sewerage services; Ferreyros: Promotes machinery for development; Xstrata Copper: Dairy plant- development of the livestock sector in Espinar; Telefónica del Perú: Hospital classrooms, digital inclusion. It also states that it is important to consider the alliances of companies with 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 do not settle for 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 activity considering that 99.4% of Peruvian companies are micro and small businesses of which 80% are family businesses. In this sense, **the problem of investigating to what extent and in what way does entrepreneurship in the family business affect the social business development of the city of Trujillo 2022?**. The objective was to know in depth to what extent and how entrepreneurship in the family business affects the social business development of the city of Trujillo 2022; Likewise, the following specific objectives were proposed: Determine to what extent the family business, object of study, know the regulatory framework, Explain how the regulatory framework affects the social business development of the city of Trujillo 2022; Determine to what extent the family business, object of study, know the referential framework, Explain how the referential framework affects the social business development of the city of Trujillo 2022, Determine to what extent the family business, object of study, knows the theoretical framework, Explain how the theoretical framework affects the social business development of the city of Trujillo 2022, Determine to what extent the family business, object of study, knows the conceptual framework, Explain how the conceptual framework affects the social business development of the city of Trujillo 2022, Determine to what extent the family business, object of study, knows the philosophical framework and Explain how the philosophical framework affects the social business development of the city of Trujillo 2022.

METHODOLOGY

Type and design of research

The research was applied, Mixed approach that combined quantitative methodology with qualitative methodology. In relation to the quantitative method, we proceeded from the observation, formulation of the hypothesis then the truth of the statement was verified by comparing it with the experience and, finally, the qualitative method was applied to deepen the understanding and explanation of the results. The explanatory sequential design was applied, which, according to Creswell (2003), is characterized by "the collection and analysis of quantitative data followed by the collection and analysis of qualitative data". The type of quantitative design was causal, non-experimental cross-sectional descriptive correlational.

Variables

The variables considered in this study were:

Variable 1: Entrepreneurship in family businesses. Schumpeter (2000) defined entrepreneurship as an agent that generates change through innovation in such a way that it takes society out of balance and leads it to its economic development.

The variable entrepreneurship in family businesses was measured by using the questionnaire and applying the survey technique, with four dimensions: individual, environment, process and organization, using Likert scale with values: 1= never; 2 = almost never; 3= sometimes; 4= almost always and 5= always.

Variable 2: Social enterprise development. According to the Brundtland Report (1987) it is conceived as "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs (Zavaleta, 2020).

The variable sustainable development was measured by using the questionnaire and applying the survey technique, with three dimensions: social sustainability, economic sustainability and environmental sustainability, using Likert scale with values: 1= never; 2 = almost never; 3= sometimes; 4= almost always and 5= always. **oblation (Selection criteria), sampling, sampling, unit of analysis**

The population was made up of family businesses in the city of Trujillo (Table 1). The sample was randomly selected with a sample size of 73.

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

Quantity	Business Categories	Entrepreneurs
1	Footwear company	300
2	Manufacturing Company	250
Total		550

Note. Data Municipality of Trujillo.

Convenience sampling, non-probability sampling, were used.

The sample size for footwear companies was obtained a sample for footwear companies with 118 and for manufacturing companies of 110 entrepreneurs (Table 2).

Table 2. *Sample of family entrepreneurs in the field of footwear and manufacturing.*

Quantity	Business Categories	Entrepreneurs
1	Footwear company	118
2	Manufacturing Company	110
Total		228

Note. Data Municipality of Trujillo.

Unit of analysis

Each of the entrepreneurs in the footwear and manufacturing sectors.

Data collection techniques and instruments

The technique used for data collection was the survey, in the quantitative part and for the qualitative part the interview was used. The data collection instrument was the questionnaire in quantitative research and the interview guide for qualitative research

Data analysis method.

Descriptive statistics through frequency tables and cross tables. Inferential statistics using the Kolmogorov-Smirnov data normality test and Spearman's Rho rank correlation coefficient for hypothesis testing.

RESULTS

In table 3, d the total of the participants of the family businesses of the footwear sector of the city of Trujillo, with a deficient perception of family entrepreneurship at a level of 5.1%, of which 2.5% focuses on a deficient and regular level in relation to business social development; in addition, in a family business at a regular level of 22.90%; where 16.1% is located at the regular level and 6.8% good at the regular level related to business social development, finally, at a good level of family entrepreneurship at 72%; where 5.9% focuses on deficient and 66.1% good business social development.

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

		V2: Social business development			Total	
		Deficient	Regular	Good		
V1: Family entrepreneurship	Deficiente	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%

In table 4, d the total of the participants of the family businesses of the manufacturing sector of the city of Trujillo, with a deficient perception of family entrepreneurship at a level of 10.9%, of which 4.5% focuses on a deficient level and 6.4% regular in relation to business social development; also, in a family business at a regular level of 61.80%; where 3.6% is located at a deficient level, 44.5% fair and 13.6% good in relation to social business development, finally, at a good level of family entrepreneurship at 27.3%; where 0.9% focuses on deficient, 7.3% fair and 19.1% good business social development.

Table 4. Cross table between family entrepreneurship and social business development in manufacturing.

		V2: Social business development			Total	
		Deficiente	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%

In figure 1, d the total of respondents of family businesses in the footwear and manufacturing sector, with greater relevance in the family entrepreneurship variable, with 72% in good and 62% regular respectively, in the same way, in terms of the individual, 80% focus on a good level and 59% regular, in the same

way, In relation to greater relevance in the dimension Environment with greater relevance is located in Good with 75% and 49% regular, in the process 80% is located in Good and 57% Regular and finally in the organization with greater relevance 42% regular and 58% regular respectively.

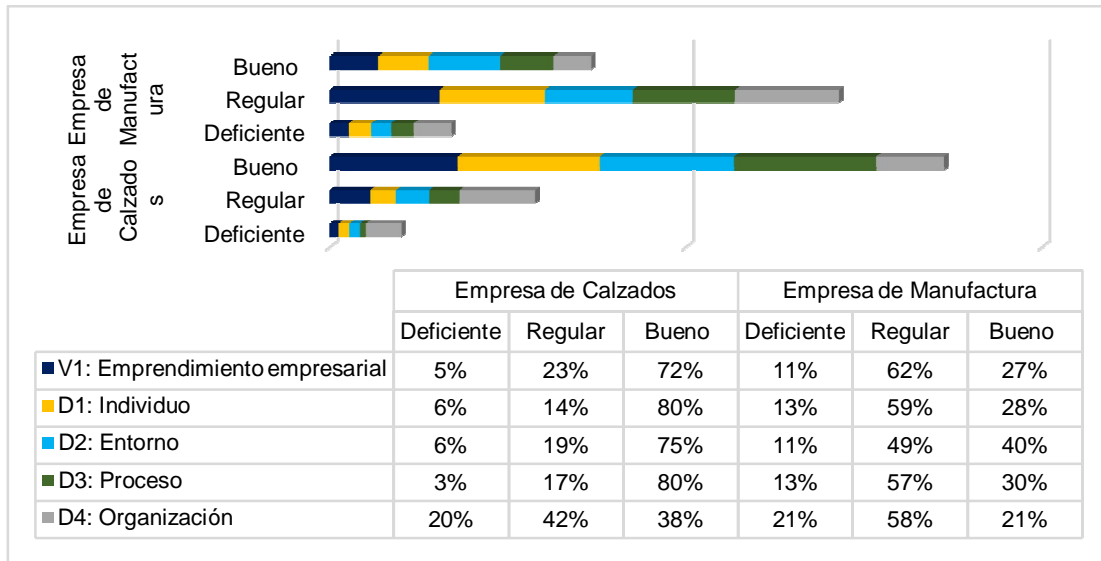


Figure 1. Analysis of the incidence of family entrepreneurship in two areas of Freedom.

In Figure 2, d the total of respondents of the entrepreneurial families of footwear and manufacturing companies, have a perception of business social development in good of 73% and fair 58%; in the same way, in terms of social sustainability 74% is located in good and 57% regular; in addition, in economic sustainability with greater relevance focuses on good with 66% and on regulating 56% and finally, Regarding environmental sustainability, with good at 73% and regulating 56% in footwear and manufacturing companies.

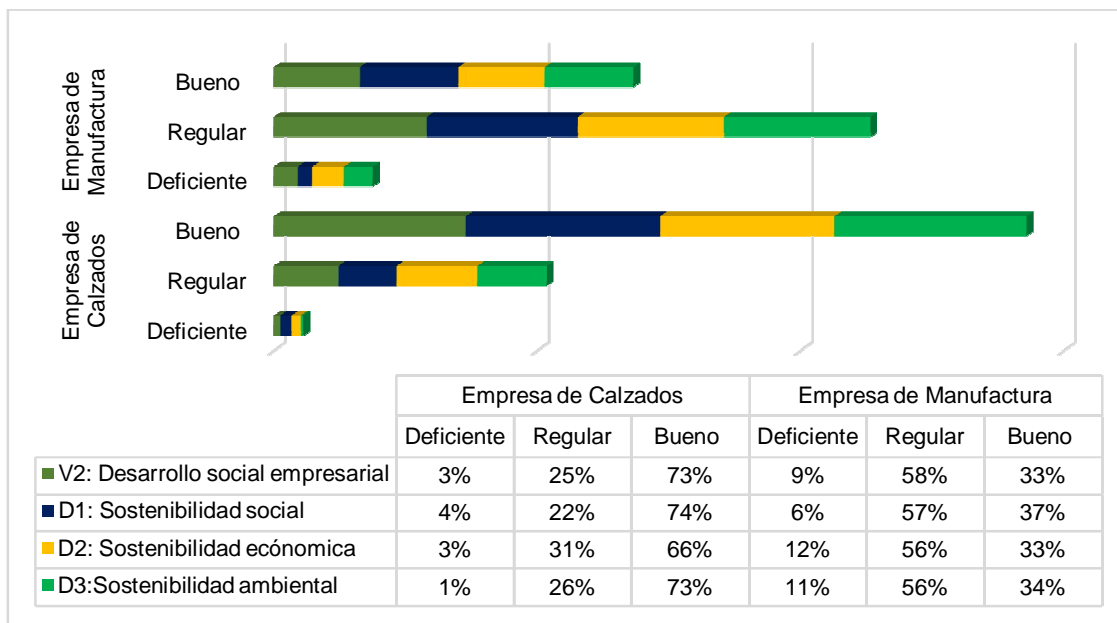


Figure 2. Analysis of social business development in two areas of Freedom.

In table 5, d the total of the participants of the family businesses of the footwear sector of the city of Trujillo, with a deficient perception of family entrepreneurship is located in 5.1%; of which 4.2% focuses on a deficient level and 0.8% regular in relation to social sustainability; also, in a family business at a regular level of 22.90%; where 16.1% is located at the regular level and 6.8% good in relation to social sustainability, finally, at a good level of family entrepreneurship at 72%; where 5.1% is located in regular and 66.90% good in social sustainability.

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

		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%

In table 6, d the total of the participants of family businesses in the manufacturing sector of the city of Trujillo, with a deficient perception of family entrepreneurship is located at 10.9%; of which 2.7% focuses on a deficient level and 8.2% regular in relation to social sustainability; also, in a family business at a regular level of 61.80%; where 1.8% is located at a deficient level, 42.7% fair and 17.3% good in relation to social sustainability, finally, at a good level of family entrepreneurship at 27.3%; where 0.9% is located in deficient, 6.4% fair and 20% good in social sustainability.

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

		D1: Social	Total
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		Deficiente 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%

In table 7, d the total of participants of family businesses in the footwear sector of the city of Trujillo, with a deficient perception of family entrepreneurship is located at 5.1%; of which 2.5% focuses on a deficient and regular level in relation to economic sustainability; also, in a family business at a regular level of 22.90%; where 0.8% is located at a deficient level, 14.4% fair and 7.6% good in relation to economic sustainability, finally, in a good level of family entrepreneurship in 13.6% regular and 58.5% good in economic sustainability.

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

		D2: Economic sustainability			Total	
		Deficiente	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%

Table 8, of the total number of participants in family businesses in the manufacturing sector of the city of Trujillo, with a deficient perception of family entrepreneurship, 10.9%; of which 7.3% focus on a deficient level and 3.6% on a regular level in relation to economic sustainability; also, in a family business at a regular level of 61.80%; where 3.6% is located at a deficient level, 44.50% fair and 13.60% good in relation to economic sustainability, finally, at a good level of family entrepreneurship of 27.30%; in 0.9% poor, 7.3% fair and 19.1% good in 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%

In table 9, d the total of the participants of the family businesses of the footwear sector of the city of Trujillo, with a deficient perception of family entrepreneurship is located in 5.1%; of which 0.8% focuses on a deficient level, 2.5% fair and 1.7% good in relation to environmental sustainability; likewise, in a family business at a regular level of 22.9%; where 8.5% is located at a regular level and 14.4% good in relation to environmental sustainability, subsequently, at a good level of family entrepreneurship of 72%; where 15.3% is located in regular and 56.8% good in environmental sustainability.

Table 9. Cross table between 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%

In table 10, d the total of the participants of family businesses in the manufacturing sector of the city of Trujillo, with a deficient perception of family entrepreneurship is located at 10.9%; of which 3.6% focuses on a deficient level, 5.5% regular and 1.8% good in relation to environmental sustainability;

likewise, in a family business at a regular level of 61.8%; where 6.4% is located at a deficient level, 41.80% fair and 13.6% good in relation to environmental sustainability, subsequently, at a good level of family entrepreneurship of 27.3%; where 0.9% is located in deficient, 8.2% fair and 18.2% good in environmental sustainability.

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

			D3: Environmental sustainability			Total
			Deficient	Regular	Good	
V1: Emprendimiento familiar	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%

Table 11 shows a significant ($p \leq 0.05$) and positive ($\rho = 0.810^{**}$) and ($\rho = 0.759^{**}$) correlation between family entrepreneurship and social business development in footwear and manufacturing, respectively. Therefore, if there is an improvement in family entrepreneurship, social business development in the locality will be improved, reducing the informality index.

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

			Footwear category V2: Social business development	Manufacturing V2: Social Business Development
Spearman's Rho	V1: Family entrepreneurship	Correlation coefficient	,810 ^{**}	,759 ^{**}
		Sig. (bilateral)	,000	,000
		N	118	110

^{**}. The correlation is significant at level 0.01 (bilateral).

Table 12 shows a significant ($p \leq 0.05$) and positive ($\rho = 0.869^{**}$) and ($\rho = 0.761^{**}$) correlation between family entrepreneurship and social sustainability in footwear

and manufacturing, respectively. Therefore, greater family entrepreneurship would improve social sustainability.

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

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

** . The correlation is significant at level 0.01 (bilateral).

Table 13 shows a significant ($p \leq 0.05$) and positive ($\rho = 0.698^{**}$) and ($\rho = 0.714^{**}$) correlation between family entrepreneurship and economic sustainability in footwear and manufacturing, respectively. Therefore, greater family entrepreneurship would increase economic sustainability.

Table 13. *Correlation between family entrepreneurship and economic sustainability in footwear and manufacturing.*

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

** . The correlation is significant at level 0.01 (bilateral).

Table 14 shows a significant ($p \leq 0.05$) and positive ($\rho = 0.472^{**}$) and ($\rho = 0.727^{**}$) correlation between family entrepreneurship and environmental sustainability in footwear and manufacturing, respectively. Therefore, an increase in family entrepreneurship would increase the levels of environmental sustainability.

Table 14. *Correlation between family entrepreneurship and environmental sustainability in footwear and manufacturing.*

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

** . The correlation is significant at level 0.01 (bilateral).

As evidenced in Table 15, family entrepreneurship has a significant impact on the dimensions of business social development in both areas, where in the footwear and manufacturing category 75.20% and 53.70% were obtained, respectively, the rest is related to other factors, which imply social development, in addition, in relation to the dimensions 82.80% and 52.20% were obtained in social sustainability. The difference is evidenced by sociocultural environments, and in terms of economic sustainability of 54.20% and 49.40%; Similarly, with respect to environmental sustainability of 23.60% and 45.20%, respectively, that is, the greater the business entrepreneurship will be considered an efficient improvement in environmental sustainability.

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

Model			R	Squared R	Adjusted squared R	Estimation error
Family entrepreneurship	Corporate Responsibility (1)	Social	0.868 ^a	0.752	0.752	7.790
	Corporate Responsibility (2)	Social	0.733 ^a	0.537	0.533	11.215
	D1: Social (1)	sustainability	0.910 ^a	0.828	0.826	6.517
	D1: Social (1)	sustainability	0.722 ^a	0.522	0.517	11.398

(2)

D2: Economic 0.736^a **0.542** 0.538 10.628
sustainability (1)

D2: Economic 0.703^a **0.494** 0.489 11.729
sustainability (2)

D3: Environmental 0.485^a **0.236** 0.229 13.733
sustainability (1)

D3: Environmental 0.673^a **0.452** 0.447 12.197
sustainability (2)

DISCUSSION

Regarding the relationship between family entrepreneurship and business social development in the areas of footwear and manufacturing of La Libertad, these results agree with those of Salazar et al. (2019), who expose the characteristics of the entrepreneur considering resilience, commitment, leadership, search for opportunities, creativity, autonomy, among others, so they indicate innovation as a process of improvement of the product for sale in the market, considering a fundamental role for the creation of family businesses. In addition, Guzmán et al. (2020) 60% consider the application of the importance of wage inequalities between genders, and that government programs imply the consideration of public policies, which allow directing the different sustainability activities of entrepreneurship for the revitalization 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 that enable decision-making and the achievement of objectives and goals. It is strengthened, with that of Zavaleta (2020) that social development implies the satisfaction of needs according to the generations that are committed to the ability of the to satisfy their own needs.

Regarding the level of family entrepreneurship in two areas of Freedom, 2022, of the total of respondents of family businesses in the footwear and manufacturing sector, with greater relevance in the family entrepreneurship variable, with 72% in good and 62% regular respectively, in the same way, in terms of the individual, 80% focuses on a good level and 59% regular; since labor and economic situation motivates the start of a business, after evaluating the advantages and disadvantages of the investment from the consideration as own boss, in addition; with greater relevance in the dimension environment with greater relevance is located in good with 75% and 49% regular; considers capital but it is not enough to start a business, however, it considers that they

work correctly with suppliers and that the products they offer focus on an accessible place where transport can enter, however, the facilities are regular, due to the lack of distribution; In the process, 80% are in good and 57% regular; implies the consideration of opportunities to start a venture through the evaluation of the market and the network of producers and finally in the organization with greater relevance the 42% regular and 58% regular respectively; It involves the consideration of differentiating strategies for attracting customers, through promotions. These results resemble those of Yong et al. (2022), whose findings highlight the need to develop specific policies to reduce gaps between family businesses in decision-making to constantly improve business performance in the midst of globalization. In addition, it is strengthened by that of Zavaleta (2020) that mentions Gartner (1985) who considers as dimensions of entrepreneurship the individual, which is the need for achievement, risk-taking, experience, etc.; in the same way, the environment, which is the available capital, access to suppliers, consumers, transportation and urban conditions of life; in the same way, The process, which indicates the new business opportunity, and also considers the organizational dimension which is differentiation, innovation, change of regulation, parallel competences and transfers

Regarding the social business development in two areas of La Libertad, where, of the total of the respondents of the entrepreneurial families of the footwear and manufacturing companies, they have a perception of the social business development in good of 73% and regulate 58%; in the same way, in terms of social sustainability 74% is located in good and 57% regular; it is focused because they do not know the quality standards, so it makes it difficult to export the products, due to the lack of international certifications due to the high costs. In addition, in the economic sustainability with greater relevance focuses on good with 66% and on regulating 56%; It implies the consideration of disabled people, and that wages could be considered respecting social benefits, through the commitment to job creation and allowing the reconciliation of working life and that this enables the decision-making of business management. And finally, regarding environmental sustainability, with good at 73% and regulating 56% in footwear and manufacturing companies, considers that this aspect takes the social impact by reducing gas emissions, waste and recycling of materials. These findings are consistent with those of Domanska et al. (2022), who reported that the level of participation of family members in business operation is involved in management due to the poor implementation of sustainability of adjusting formal requirements to the real possibilities of companies. In the same way, that of Martínez et al. (2021) specifies that the Mediterranean economy and capitalist system impact on the local integration of family businesses through institutional mechanisms codified between the parties can be reinforced or hindered. It is fortified, with that of Dolores and Sánchez (2013) who consider the economic dimension since it is related to

customers, in addition, to the management of suppliers, the stability of relationships or the preference for the premises. As for the social dimension, it focuses on aspects related to workers such as equality, work-life balance or relations with government organizations. And finally, the environmental dimension, which involves the consideration of issues related to the minimization of impacts.

Regarding the relationship between family entrepreneurship and social sustainability in the footwear and manufacturing areas of La Libertad, it coincides with what was reported by Andrade et al. (2020), who points out that social responsibility in Ecuador responds and contributes elements for the economic, political, social and environmental dimensions assumed as transversal axes in its management system which will allow development sustainable. In the same way; Valencia (2018) evidences the association of the study variables since it allows the consideration of the advances in the production of goods, through efforts and capacity development through support programs. It is comforted, with that of León (2020) that the family business are those properties that have the power to control the properties in a specific way, in a unique way because they are a family group involved and with family commitment in the conduct of them.

Regarding the relationship between family entrepreneurship and economic sustainability in footwear and manufacturing industries, these results are similar to those of Boza et al. (2020), where 36% need to have difficulties in the economic part and 34% consider that the legal barriers that hinder the development of enterprises in social and economic contexts that generate cooperative synergies between the different community actors. However, according to Zavaleta (2020), 68% consider that entrepreneurship is at a low level due to ignorance of formalization issues and state support; but they have difficulty when indicating an enterprise due to lack of financing and interest. But it is fortified with that of Torres (2016), that the family business considers that the founder has priority in the management and control of the company; family members work and participate in the company and benefit from it.

Regarding the relationship between family entrepreneurship and environmental sustainability in footwear and manufacturing industries, it agrees with the findings of Patiño et al. (2018), who suggest that the professional profile is developed through the productive dynamization of an academic way and generation of employability in order to promote global development in times of competitiveness. Similarly, with Hernani and Hamann (2013) they carry out environmental activities but in a reduced way, as in the economic dimension, they perceive that there is little activity on the part of the MYPES in Peru, generating a low level of employment. It is based on that of Contipelli and Picciau (2021) that implies the consideration of reasonableness, referring to rational decisions and considering factors anticipating the results and prudence

that focuses from the evaluation of future risks and that also according to Plato, it is fortified that the man who risks nothing for his ideas, Either his ideas are worthless, or man is worthless.

CONCLUSIONS

The relationship between family entrepreneurship and social business development in the areas of footwear and manufacturing of Freedom was evidenced. The level of family entrepreneurship in footwear and manufacturing areas, was located with 72% at a good level and 62% regular, and as for the individual, 80% focuses on a good level and 59% regular; since the labor and economic situation motivates the start of a business, after evaluating the advantages and disadvantages of the investment. A perception of business social development was observed at a good level of 73% and fair 58%, social sustainability 74% is located in good and 57% regular, economic sustainability focuses on good with 66% and on regular 56% and finally, environmental sustainability was located in good 73% and fair 56%, This is due to the reduction of gas emissions, waste and recycling of materials. It showed the relationship between family entrepreneurship and social, economic and environmental sustainability in footwear and manufacturing.

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