

## Abstracts y Keywords

- Relación de *abstracts* y *keywords* contenidos en este número



## **THE ASPIRATION OF ENTREPRENEURIAL GROWTH: ITS ROLE FROM AN INTERNATIONAL PERSPECTIVE**

Matilde Ruiz Arroyo, María del Mar Fuentes Fuentes  
and Jenny María Ruiz Jiménez

### **Abstract**

The aspirations of the entrepreneur regarding the future of the company can be conceived as the antecedent of its potential economic contribution, in terms of growth of employment. In this paper, we present an explanatory model of high-growth entrepreneurial aspiration, in which we evaluate the influence of context on the proposed relationships. Using the 2009 edition of the international GEM database (the Global Project Entrepreneurship Monitor), we propose an empirical study of a sample of 8,641 entrepreneurs from 49 countries, owners and managers of new and young companies. Applying a comparative focus, our results suggest that the context acts as a higher order determinant of the influence of individual characteristics on the probability that the entrepreneur develops high growth aspirations. We conclude that the growth of aspiration depends not only on individual incentives and limits, but on the contextual determinants that moderate the formation of expectations and entrepreneurial goals. Thus, we confirm the importance of contextual conditions in the shaping of entrepreneurial behaviour.

### **Key words**

Entrepreneurship, growth aspiration, context, Global Entrepreneurship Monitor.

## **ENTREPRENEURIAL DYNAMIC AND ECONOMIC GROWTH. POLITICAL IMPLICATIONS FROM THE GEM PROJECT**

Consuelo González and Javier Montero

### **Abstract**

A permanent attraction of the field of entrepreneurship is that the creation of new companies promotes development and the economic growth of a region. However, it is an assertion that must be treated with caution, as it presents significant nuances. In this context, the GEM project is crucial, with the objective of presenting data that help to analyze the relationship between entrepreneurship and economic growth, and to identify policies to improve the entrepreneurial quality of a country. Specifically, the objective of the paper is to explain that the policies promoting en-

entrepreneurial activity must fit the needs of each specific country, depending on its stage of development and the type of entrepreneurship that it wants to promote.

### **Key words**

Entrepreneurial activity, economic growth, GEM Project, types of entrepreneurship, stages of development.

## **THE ROLE OF THE TYPE OF ENTREPRENEURSHIP IN THE CREATION OF VALUE THROUGH INNOVATION**

Yaima Díaz, Maribel Guerrero and Iñaki Peña

### **Abstract**

One of the greatest challenges in an economy is the transformation of entrepreneurial innovation into economic value for the organisation. Entrepreneurial attitudes and activities often contribute to the fact that innovation and effort in developing innovation in a company is compensated for and made profitable in the marketplace. The literature highlights the significant roles of innovation and entrepreneurship as driving forces of business success, as well as of economic and social development. The present work contributes a conceptual framework that allows for the exploration of the influence that the type of entrepreneurship (independent or corporate) can have on the creation of value derived from innovation within the organization.

### **Key words**

Corporate entrepreneurship, independent entrepreneurship, innovation, entrepreneurial orientation, absorptive capacity.

## **ENTREPRENEURIAL ORIENTATION AND BUSINESS RESULTS: IMPLICATIONS OF RELATIONAL FACTORS**

Pedro M. García-Villaverde, María José Ruiz-Ortega, Gloria Parra-Requena and Job Rodrigo-Alarcón

### **Abstract**

The existing literature indicates a need to address the complexity and ambiguity of the relationship between entrepreneurial orientation and bu-

business results. In this work, we analyze this relationship from a contingent focus, looking in depth at the interaction between entrepreneurial orientation and certain related factors, i.e. social interactions among relationship networks, and the capacity to absorb knowledge, with the aim of explaining the outcome of the organization. The empirical study was carried out on a sample of businesses from the food and agriculture industry in Spain. The results allow us to show how the analyzed relational factors have a divergent influence on the relationship between entrepreneurial orientation and outcomes. Thus, while the absorption capacity improves the effectiveness of entrepreneurial orientation, a greater social interaction reduces the effect.

### **Key words**

Entrepreneurial orientation, social interaction, absorption capacity, moderating effect.

## **ENTREPRENEURSHIP AND BUSINESS CREATION: THE PERSPECTIVE OF UNIVERSITY STUDENTS**

María Jesús Fernández Arias and Carlos M. Fernández-Jardon

### **Abstract**

Attitudes and personal characteristics of entrepreneurs determine the type of entrepreneurship that can determine the future success of the business created. Those attitudes and characteristics are influenced by a range of actions that strengthen the entrepreneurship, provided that they are first adjusted to fit the profile of the subject on which we act, to obtain the desired results. This work seeks to detect the variety of profiles of potential entrepreneurs, classifying them as much for their attitude toward business creation as for their innovative characteristics. We examine the endogenous and exogenous factors that motivate entrepreneurial behavior and that determine the actions of those institutions that seek to encourage the entrepreneurial spirit and the creation of the business fabric. To do this, we conduct a survey of the personal characteristics and environmental assessment of students of Business Administration and Management. These students will be in the job market in the near future, establishing or advising entrepreneurs, and we proceed from the premise that their current characteristics probably indicate their future tendencies.

### **Key words**

Entrepreneurship, business creation, innovation.

## **SOCIAL ENTREPRENEURSHIP VS SOCIAL INNOVATION**

Daniel Alonso-Martínez, Nuria González-Álvarez and Mariano Nieto

### **Abstract**

The objective of this study is to provide a theoretical contribution to the existing literature on social entrepreneurship and social innovation. The first contribution considered in this work is an analysis of the similarities and differences between these two concepts, attempting to generate a certain consensus in this field of study. Building on this, the second contribution of this work is the proposal of a model of the creation of social value, focusing on the entrepreneur and based on innovation as the driving force of social change.

### **Key words**

Social entrepreneurship, social innovation, benefit, value.

## **THE ECOSYSTEM OF ENTREPRENEURSHIP IN ARAGÓN**

Pedro Mata

### **Abstract**

Departing from the institutional theory of Douglas North, which notes that institutions exist to create the rules of the game in society, affecting the way in which economies and societies evolve over time, and reducing the uncertainties of economic agents, the current research describes the formal ecosystem of entrepreneurship in Aragón. Through a grouping of institutions in four categories, we proceed to a classification of the agents in terms of public, private, or mixed institutions, based on the provincial positioning of their activity.

The results of the research make it easier for entrepreneurs to locate the institutions most suited to their needs. For public managers, this research facilitates the quantification and evaluation of efficacy and efficiency of the different instruments, public, private, or mixed.

### **Key words**

Entrepreneurship, ecosystem, private investment, organisms, institutions, institutional theory.