

Optimization of the use and management of social networks in the process of business start-ups

Otimização da utilização e gestão das redes sociais no processo de criação de empresas

Optimización del uso y manejo de las redes sociales en el proceso de emprendimiento de un negocio

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ABSTRACT

The general objective of this research was to establish the relationship between social networks and entrepreneurship, in order to design a methodological guide to optimize the use and management of social networks among entrepreneurs of commercial businesses operating in the Esmeraldas canton of Ecuador. The methodology was descriptive-correlational, field, non-experimental design. The population corresponded to 120 business entrepreneurs of the La Barraca Shopping Center in the canton of Esmeraldas. The data collection technique used was an interview and a Likert scale questionnaire as an instrument. The statistical package Statistics SPSS version 20 was used for data analysis. Results: indicator interpersonal networks, 45% neither agree nor disagree in the use of the networks of greater social use; interorganizational networks, 50% agree in relating to the social networks of other related businesses; formal networks, 50% agree in making use of the different social networks of related entrepreneurs; informal networks, 43% neither agree nor disagree, in that they have personal and permanent interactions with the users of their social networks for economic benefit; formation of the entrepreneur, 47% neither agree nor disagree with personal self-realization; promotion of the value of entrepreneurship and innovation, 50% agree that social networks allow them to disseminate the services they provide in their businesses; development of a support ecosystem; 49% agree that they support each other in the dissemination of their services with other entrepreneurs; the social networks variable, 37% agree that social networks are necessary to achieve effective entrepreneurship; the entrepreneurship variable, 38% agree with the elements of entrepreneurship development; the Chi-square relationship between the Social Networks and Entrepreneurship variables yielded a calculated value of 0.000 lower than the Chi value of the table with 0.05, which implies that there is dependence between the variables, thus, the entrepreneurship variable is being affected by the Social Networks variable. Conclusion: it is necessary to design a methodological guide for the use and management of social networks in entrepreneurs of commercial businesses operating in the Esmeralda canton of Ecuador.

Keywords: Entrepreneurs, social networks, commercial business.

RESUMO

Esta investigação teve como objetivo geral estabelecer a relação entre as redes sociais e o empreendedorismo, com a finalidade de desenvolver um guia metodológico que permita a otimização do uso e gerenciamento das redes sociais entre os empreendedores dos negócios comerciais que funcionam no cantão Esmeraldas do Equador. A metodologia foi descritiva-correlacional, de campo, de design não experimental. A população correspondeu a 120 empresários do Centro Comercial La Barraca no cantão de Esmeraldas. A coleta de informações utilizou como técnica a entrevista como instrumento de um questionário do tipo escala Likert. A análise dos dados aplicou o pacote estatístico Statistics SPSS versão 20. Resultados: indicador redes interpessoais, 45% ni de acuerdo, ni en desacuerdo no uso das redes de maior uso social; redes interorganizacionais, 50% de acordo em relação às redes sociais de outros negócios afins; redes formais, 50% de acordo em fazer uso de redes sociais distintas de empreendedores afins; redes informais, 43% não concordam nem estão desatualizadas, pois apresentam interações pessoais e permanentes com os usuários de suas redes sociais em benefício econômico; formação de empreendedor, 47% não concordaram ou perderam a autorrealização pessoal; promoção do valor do empreendedorismo e da inovação, 50% de certeza de que as redes sociais permitem financiar os serviços que prestam em seus negócios; desenvolvimento de um ecossistema de apoio; 49% concordam em apoiar a matéria de difusão de seus serviços com outros empreendedores, redes sociais variáveis; 37% concordam que as redes sociais são necessárias para lograr um empreendimento eficaz; o empreendimento variável, 38% de acordo com os elementos de desenvolvimento do empreendedorismo; a relação Chi Quadrado entre as Variáveis Redes Sociais e Empreendimento arroja um valor calculado de 0,000 menor que o valor Chi da tabela com 0,05, o que implica que existe dependência entre as variáveis, assim, a variável empreendedorismo está sendo afetada pela variável Redes Sociais. Conclusão: é necessário o desenho de um guia metodológico para o uso e gerenciamento das redes sociais em empreendedores de negócios comerciais que funcionam no cantão Esmeralda do Equador.

Palavras-chave: Empreendedores, redes sociais, negócios comerciais.

RESUMEN

Esta investigación tuvo como objetivo general establecer la relación entre las redes sociales y el emprendimiento, con la finalidad de diseñar una guía metodológica que permita la optimización del uso y manejo de las redes sociales entre los emprendedores de los negocios comerciales que funcionan en el cantón Esmeraldas del Ecuador. La metodología fue descriptiva-correlacional, de campo, de diseño no experimental. La población correspondió a 120 negocios de emprendedores del Centro Comercial La Barraca en el cantón de Esmeraldas. La recolección de la información, utilizó como técnica la entrevista como instrumento un cuestionario tipo escala Likert. El análisis de los datos aplicó el paquete estadístico Statistics SPSS versión 20. Resultados: indicador redes interpersonales, 45% ni de acuerdo, ni en desacuerdo en el uso de las redes de mayor uso social; redes interorganizacionales, 50% de acuerdo en relacionar con las redes sociales de otros negocios afines; redes formales, 50% de acuerdo en hacer uso de las distintas redes sociales de los emprendedores afines; redes informales, 43% ni de acuerdo ni en desacuerdo, en que poseen interacciones personales y permanentes con los usuarios de sus redes sociales en beneficio económico; formación del emprendedor, 47% ni acuerdo ni en desacuerdo con la autorrealización personal; promoción del valor del emprendimiento e innovación, 50% de acuerdo en que las redes sociales permiten difundir los servicios que prestan en sus negocios; desarrollo de un ecosistema de apoyo; 49% de acuerdo en apoyarse en materia de difusión de sus servicios con otros emprendedores, la variable redes sociales, 37% de acuerdo en que las redes sociales son necesarias para lograr un emprendimiento efectivo; la variable emprendimiento, 38% de acuerdo con los elementos de desarrollo del emprendimiento; la relación Chi Cuadrado entre las Variables Redes Sociales y Emprendimiento arroja un valor calculado de 0.000 menor que el valor Chi de la tabla con 0.05, lo que implica que existe dependencia entre las variables, así, la variable emprendimiento está siendo afectada por la variable Redes Sociales. Conclusión: se hace necesario el diseño de una guía metodológica para el uso y manejo de las redes sociales en emprendedores de los negocios comerciales que funcionan en el cantón Esmeralda del Ecuador.

Palabras clave: Emprendedores, redes sociales, negocios comerciales.

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Main practical implications:

The article brings a practical strategy for entrepreneurs on the use of social networks, mainly in the context of the so-called global south (developing countries).

Originality/value:

The article presents original empirical evidence on a topic relevant to the Ecuadorian economy. It serves to assist current/future entrepreneurs and/or entrepreneurship policy managers.

INTRODUCTION

Nowadays, social networks have become great allies for all those individuals, groups, businesses and companies that participate in the dynamic and competitive world of economy and commerce, since they offer an unbeatable opportunity to adequately promote their products, as well as to obtain followers that can become potential customers.

Focused on the impact that these digital tools have on the user communities of individuals and organizations on a global scale, from the perspective of entrepreneurs, they can contribute substantially in many aspects, such as the deployment of their proposals, as a vehicle to obtain legitimacy, as an advertising platform that allows to present the products and services they offer in many new ways, generate business partnerships, share content in real time and reduce the risk of losing money by investing capital in a point of sale, among other multiple benefits.

The rules have changed and companies must evolve towards new models in line with the new times. In the particular case of business entrepreneurs, social networks are an invaluable resource to make the business known due to their wide reach, since, as stated by (Antonicic & Hoang, 2003) it is important to be visible on the Internet, especially with regard to the marketing of products and services, since consumers nowadays consult, compare, book and buy through this medium. Not being in the digital world means wasting a valuable opportunity, regardless of the field in which a commercial business operates. The Internet, at the heart of these communications networks, enables the production, distribution and use of digitized information in any format. The speed and scope of the transformation of communications as a result of the Internet and wireless networks has meant that 95% of all existing information on the planet is digitized and mostly accessible on the Internet and other computer networks... (Castells, 2014). (Castells, 2014).

According to (Hung, 2006) there are two types of networks that are important in the development of new ventures: interpersonal networks and inter-organizational networks. Thus, the aforementioned author indicates that interpersonal networks refer to the entrepreneur's personal networks, while inter-organizational networks refer to extended networks.

In this sense, (Herrera Echeverri, 2009) argues that entrepreneurs will use their interpersonal networks to relate to other individuals or groups, seeking access to resources and sources of relevant information, in their purpose of turning an idea into a business entity. This author also indicates that the entrepreneur's interpersonal relationships are basically constituted by the social systems in which he/she is immersed, such as family, friends, colleagues, business contacts and memberships in professional clubs or associations. (Herrera Echeverri, 2009)..

As for the interorganizational network, it refers to a strategic mechanism to improve the competitive advantage of a company through the minimization of transaction costs, while maintaining the flexibility that allows accelerating technological innovation (Herrera Echeverri, 2009). (Herrera Echeverri, 2009).. On the same subject, (Casson & Della, 2007) mention that although the growth of an enterprise is achieved through the strengthening of inter-organizational networks, the interpersonal aspect of social networks is always fundamental, since inter-organizational networks are maintained in practice by interpersonal communications between the representatives of the organizations.

Nowadays, most of the activity on the Internet goes through social networks, which have become the platforms of choice for all kinds of purposes, such as interacting and chatting with friends, for marketing, e-commerce, teaching, cultural creativity, media and entertainment, medical applications, and socio-political activism (Castells, 2014).

The irruption of social networks on the internet has produced a new socio-technological revolution where all human activities are already represented, including personal relationships, business, work, culture, communication, social movements and politics (Castells, 2014)The growing interdependence generated by the internet and globalization has given rise to a range of social networks such as Facebook, Youtube, Whatsapp, Instagram, TikTok, Facebook Messenger, Telegram, LinkedIn and others, whose impact has been exploited in the sphere of commerce and business by many entrepreneurs due to the positive impact on the achievement of recognition and competitive advantages offered, as well as the possibility of innovating in these times of great changes and challenges.

Digitalization has rapidly changed the nature of how individuals and organizations interact, creating higher expectations about access to information, transparency and ubiquitous connectivity. The ability to stay connected across different devices, increased consumer influence over organizations, which must adopt and adapt user-centric business strategies (Ramirez, 2018).

Therefore, the entrepreneur has found in today's social networks an expeditious way to highlight business issues and achieve short-term development goals.

Now, contextualizing this inquiry and in attention to the above considerations, in La Barraca Shopping Center in the canton of Esmeralda, Ecuador, operates a significant group of entrepreneurs who do business life in different commercial areas that face several difficulties to carry out their businesses and penetrate the market with their products, considering their

importance for their contribution to the local economy and as generators of employment, in general terms, the attention was directed to the problems they are posing and that hinder their effective performance, finding that there is a certain degree of weakness when implementing the use of social networks to interact deeply with consumers, an element of vital importance for the company to continue operating and obtain the desired success.

Understanding that the good use of social networks in entrepreneurs in the region of Esmeraldas, gives a wide deployment to their proposals, to properly use the different types of social networks that are required for different purposes, and the usefulness of the type of network and the links that they represent, especially during the stage of the entrepreneurial activity that they are developing, providing the possibility of modifying the models of social insertion they are using in the process of negotiating their services and products in the market and acquiring a different, more appropriate and innovative approach that positively influences to overcome their limitations that today characterize their operation for the sake of a better performance that translates into economic and social performance.

In view of the above, it is considered pertinent to present a methodological guide for active business entrepreneurs in the La Barraca Shopping Center in the Esmeraldas canton of Ecuador, aimed at supporting the use and management of social networks in order to promote and maintain competitiveness in the market niche where they operate. The following research objectives were formulated within the framework of the aforementioned approaches.

General Objective

Establish the relationship between social networks and entrepreneurship, in order to design a methodological guide that allows the optimization of the use and management of social networks among entrepreneurs of commercial businesses operating in the Esmeraldas canton of Ecuador.

Specific Objectives

-Identify the level of presence of social networks used by entrepreneurs to obtain followers who can become potential customers of their commercial businesses operating in the Esmeraldas canton of Ecuador.

-To describe the characteristics of the entrepreneurs that make commercial life in the businesses that operate in the Esmeraldas canton of Ecuador.

-To design a methodological guide for the use and management of social networks in entrepreneurs of commercial businesses operating in the Esmeraldas canton of Ecuador

METHODS

This study corresponded to a descriptive-correlational and field research. It is descriptive in that the facts were detailed as they occurred in reality, based on what was stated by the authors (Hurtado & Toro, 2015) who state: "descriptive studies infer the description about the singularities of a studied reality" (p-12), therefore, in this case the use and management of social networks and entrepreneurship were described, which are manifested in 120 entrepreneurs in the La Barraca Shopping Center in the canton of Esmeraldas, Ecuador. The referred authors also state that correlational studies seek to establish the level of dependence between the variables under study.

In relation to the field typology, the study was adjusted to this modality in that it was supported by what was exposed by. (Hernández, Fernández, & Baptista, 2014) which indicate that in this type of study information is collected on the basis of testimonies based on reality. Therefore, in this case, data were collected directly from the reality where the problem was studied, without manipulating the variables that in this particular case correspond to social networks and entrepreneurship.

Research design

The design is non-experimental, since it was developed on existing situations. In these studies, according to (Hernández, Fernández, & Baptista, 2014) there is no manipulation of the variables in the phenomenon, they are observed as they occur in their natural context, to later analyze them, a situation that allowed collecting the necessary information to carry out the research, directly obtaining immediate information from the people involved as research subjects, in this particular case in 120 active entrepreneurs in the La Barraca Shopping Center in the canton of Esmeraldas.

Likewise, it is characterized as a field study, because it was carried out in the same environment where the events occur, specifically in the entrepreneurial businesses of La Barraca Shopping Center in the canton of Esmeraldas, as the primary source where the phenomenon under study occurs. In the author's considerations (Sabino, 2010) field studies are those based on obtaining information directly from reality, without manipulating the variables, only taking the data in the

same environment, so the information is considered as primary data.

Population and Sample

The population with which this research was conducted corresponded to 120 entrepreneurial businesses in the La Barraca Shopping Center in the canton of Esmeraldas. According to (Tamayo, 2012) the population is the totality of a study phenomenon, it includes all the units of analysis that make up this phenomenon and that should be quantified for a given study by integrating a set N of entities that participate in a given characteristic, and it is called the population because it constitutes the totality of the phenomenon assigned to an investigation. In the case of the sample, it was of the intentional random type. In this sense, (Sabino, 2010) points out, "a sample, in a broad sense, is nothing more than that, a part of the whole that we call population or universe and that serves to represent it" (p.99). In random samples, each of the elements of the universe has a determined and known probability of being selected. (Sabino, 2010, p. 101).. A purposive sample chooses its units not fortuitously but completely arbitrarily, designating each unit according to characteristics that are relevant to the researcher (Sabino, 2010, p. 101).. Finally, the sample consisted of 120 entrepreneurs.

Data Collection Techniques and Instruments

For the collection of information, the interview technique was used to characterize the relationship between social networks and business entrepreneurship with the intention of knowing their dependence and proposing a methodological guide for their use and management. According to (Sabino, 2010) the interview, in essence, consists of an interaction between two people, one of whom the researcher asks certain questions related to the topic under investigation, while the other the researched provides verbally or in writing the information requested (p.116). On the other hand, a questionnaire-type instrument previously prepared for this purpose was applied. In this regard, (Sabino, 2010) emphasizes that "a data collection instrument is, in principle, any resource used by the researcher to approach phenomena and extract information from them" (p.114). The instrument consisted of closed questions and followed a modified Likert scale type modality, made up of questions with (5) response alternatives ordered as follows: Strongly Agree (TA), Agree (DA), Neither Agree nor Disagree (NAND), Disagree (ED) and Strongly Disagree (TD).

Validity and Reliability of the Instrument

For a data collection instrument to have the capacity to measure the variable under study, it must respond to the characteristics of reliability and validity, according to (Hernández, Fernández, & Baptista, 2014) validity refers to "the degree to which an instrument actually measures the variable it is intended to measure" (p.241). Regarding reliability, (Hernandez, Fernandez, & Baptista, 2014) point out that it refers to the degree of congruence with respect to the measurement of a variable. In this sense, to determine the degree of reliability of the instrument, the Alpha Cronbach coefficient was applied for items with several alternatives.

Data Analysis

To analyze the results of the data collection instrument designed in this research, the statistical package Statistics SPSS version 20 was applied, taking into account the mean response and response frequencies. According to (Balestrini, 2006) the analysis of the statistical data is not a task that is improvised as if one had just started to think about it after processing all the information collected, since it arises from the theoretical framework, which will be represented in tables, where the absolute and relative frequencies (%) will be reflected, showing the percentage distribution of the items.

RESULTS AND DISCUSSION

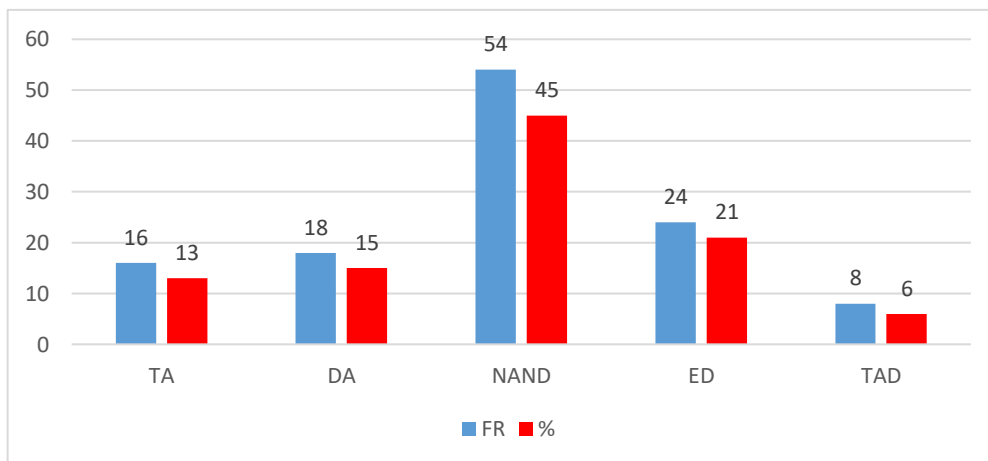
In this section, a sample of the main statistical results obtained during the study is presented, as well as their analysis and discussion. Secondly, an excerpt of the methodological guide for the optimization of the use and management of social networks among entrepreneurs of commercial businesses operating in the Esmeralda canton of Ecuador is presented.

Table 1. Descriptive analysis of the interpersonal networks indicator

	FR	%	FRA	%A
Totally agree	16	13	16	13
Agreed	18	15	34	28
Neither agree nor disagree	54	45	88	73
Disagree	24	21	112	94
Strongly disagree	8	6	120	100
AVG	3,77			
STANDARD DEVIATION	0,11			
MEDIAN	2,95			

Source: Ordoñez (2019)

Figure 1. Descriptive analysis of the interpersonal networks indicator



Source: Ordoñez (2019)

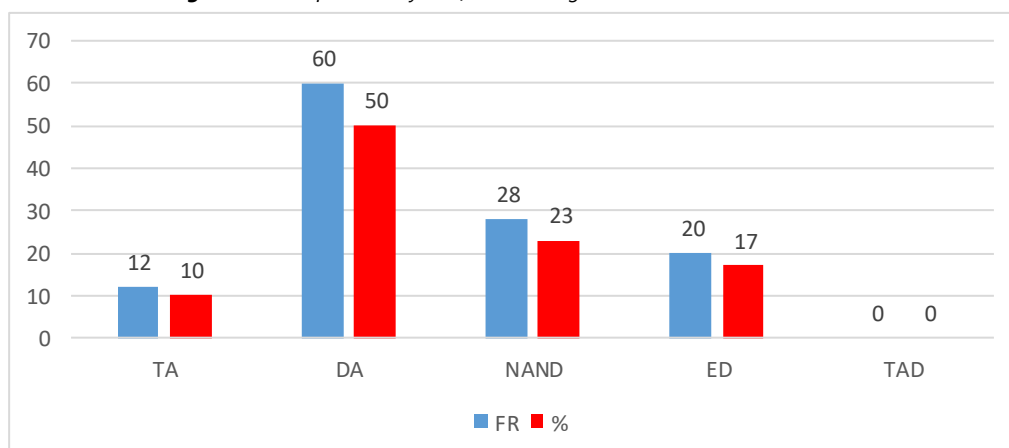
In the table and figure 1, the descriptive analysis of the indicator descriptive analysis of the indicator interpersonal networks is presented, in which it is observed that 45% of the total respondents agreed that they neither agreed nor disagreed that they use all social networks that respond to those of greater social use, as well as social networks to relate in group form, seeking access to resources and sources of information relevant to their business, as well as having only dependence on their social networks in which they are immersed, such as family, friends, colleagues and related business contacts. Likewise, it is observed that the mean value was 3.77 with a standard deviation of ± 0.11 , being evaluated with a moderate level of presence of social networks, implying that in the opinion of those investigated it can vary between the alternatives in disagreement and agreement. The median with a value of 2.95 was below the mean, indicating that there is a tendency of opinion towards low measurement alternatives. In this regard, (Herrera Echeverri, 2009) notes that at a personal level, entrepreneurs must be embedded in various social systems. Thus, entrepreneurs will use their interpersonal networks to relate to other individuals or groups, seeking access to resources and sources of relevant information.

Table 2. Descriptive Analysis of the Interorganizational Networks Indicator.

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	12	10	12	10
Agreed	60	50	72	60
Neither agree nor disagree	28	23	100	83
Disagree	20	17	120	100
Strongly disagree	0	0	120	100
MEDIA	3, 36			
STANDARD DEVIATION	0, 09			
MEDIAN	2, 25			

Source: Ordoñez (2019)

Figure 2. Descriptive Analysis of the Interorganizational Networks Indicator



Source: Ordoñez (2019)

The descriptive analysis of the inter-organizational networks indicator is presented in Table and Figure 2, which indicates that 50% of the total respondents agreed that they agreed that having their social networks related to the social networks of other related businesses may allow them to improve the competitive advantage of their business and counteract the hierarchy among businesses. Followed by 23% and 17% who considered neither agree nor disagree and disagree. The lowest percentages were indicated for the extreme alternatives of totally agree and totally disagree with 10% and 0% of the total opinions. Similarly, the mean value was 3.36 with a standard deviation of ± 0.09 , which indicates a moderate level of presence of social networks among those investigated, indicating that it can vary between the alternatives neither agree nor disagree and disagree, evaluating the inter-organizational networks indicator as moderately favorable. The median with a value of 2.25 was below the means, indicating that there is a tendency towards the low alternative of totally disagree.

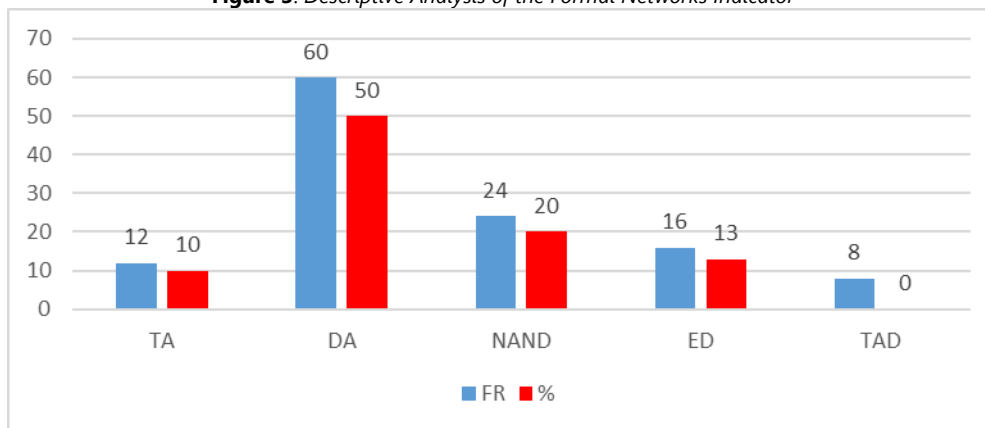
From this perspective, (Malewicki, 2005) suggests that structurally interorganizational networks correspond to informal collaboration networks, and that they are considered as an alternative form of interorganizational coordination to markets and hierarchies.

Table 3. Descriptive Analysis of the Formal Networks Indicator

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	12	10	12	10
Agreed	60	50	72	60
Neither agree nor disagree	24	20	96	80
Disagree	16	13	112	93
Strongly disagree	8	7	120	100
AVG	3, 44			
STANDARD DEVIATION	0, 05			
MEDIAN	3, 10			

Source: Ordoñez (2019)

Figure 3. Descriptive Analysis of the Formal Networks Indicator



Source: Ordoñez (2019)

In the table and figure 3, the descriptive analysis of the formal networks indicator shows that 50% of the total respondents agreed that it is pertinent to make use of the different social networks that make up the entrepreneurs related to their business, in order to increase the number of users that follow their business and generate interaction among entrepreneurs and provide services, investment capital and contacts with resource providers.

This was followed by 20% and 13% who considered that they neither agreed nor disagreed and disagreed. The lowest percentages were indicated for the alternatives totally agree and totally disagree with 10% and 7% of the total opinions. Likewise, it is observed that the mean value was 3.44 with a standard deviation of ± 0.05 , being evaluated with a high level of presence of social networks among those investigated indicating that it can vary between the alternatives neither agree nor disagree and totally agree, evaluating as favorable the instrumental competence of management. The median with a value of 3.10 was below the means, indicating that there is a tendency towards low measurement alternatives.

This coincides with Malewicki's proposal (Malewicki, 2005), which corroborates that these organizations are made up of entrepreneurs of various types and have the objective of carrying out structured activities to promote the growth of their

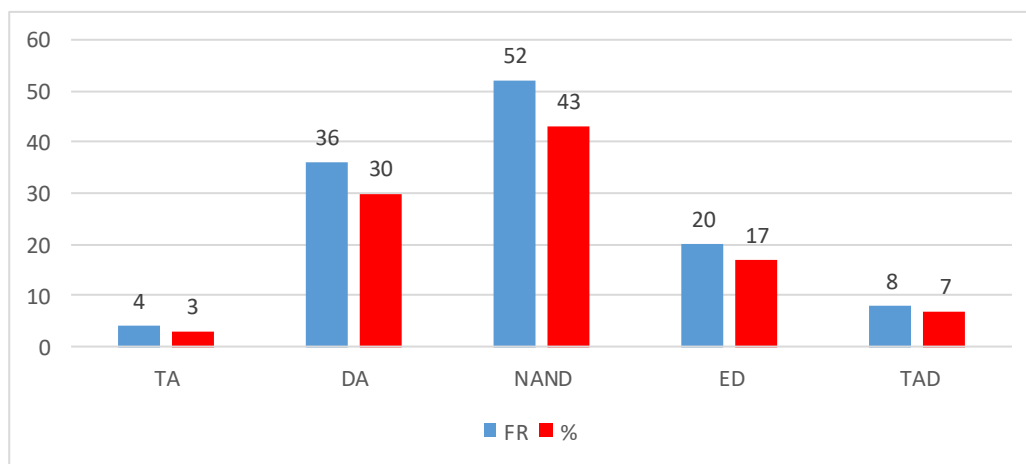
members, generate interaction among entrepreneurs and provide services, investment capital and contacts with resource providers.

Table 4. Descriptive Analysis of the Informal Networks Indicator

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	4	3	4	3
Agreed	36	30	40	33
Neither agree nor disagree	52	43	92	76
Disagree	20	17	112	93
Strongly disagree	8	7	120	100
AVG	3, 43			
STANDARD DEVIATION	0, 10			
MEDIAN	3, 15			

Source: Ordoñez (2019)

Figure 4. Descriptive Analysis of the Informal Networks Indicator



Source: Ordoñez (2019)

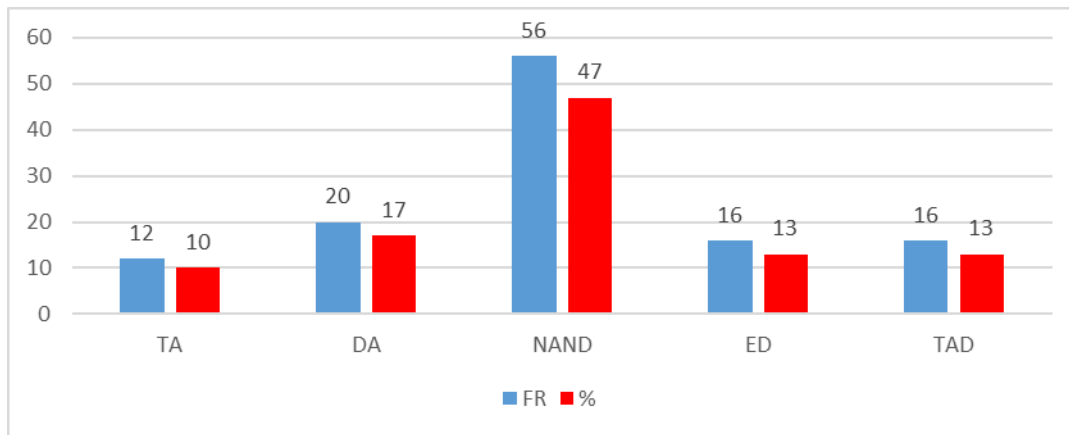
The descriptive analysis of the Informal Networks indicator is presented in Table and Figure 4, which shows that 43% of the total respondents agreed neither agree nor disagree that they have permanent personal interactions among the users of their social networks to accelerate the development of personal networks for the benefit of the economic rationale of their business from its inception. Followed by 30% and 17% who considered agreeing and disagreeing. The lowest percentages were indicated for the extreme alternatives of strongly agree and strongly disagree with 3% and 7% respectively of the total opinions. Likewise, it is observed that the value of the mean was 3.43 with a standard deviation of ± 0.10 , being evaluated with a moderate level of presence among those investigated, indicating that it can vary between the alternatives of agree and disagree. The median with a value of 3.15 was below the means, indicating that there is a tendency of opinions towards low measurement alternatives. It is worth noting that these results differ from those proposed by (Hite & Hesterly, 2001) who indicate that entrepreneurial network organizations become a vehicle to accelerate the development of personal networks and can act as a bridge between identity-based networks and networks based on economic rationality.

Table 5. Descriptive Analysis of the Entrepreneur Training Indicator

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	12	10	12	10
Agreed	20	17	32	27
Neither agree nor disagree	56	47	88	74
Disagree	16	13	104	87
Strongly disagree	16	13	120	100
AVG	3, 03			
STANDARD DEVIATION	0, 21			
MEDIAN	2, 04			

Source: Ordoñez (2019)

Figure 5. Descriptive Analysis of the Entrepreneur Training Indicator



Source: Ordoñez (2019)

Table and figure 5 show the descriptive analysis of the entrepreneur's training indicator, which indicates that 47% of the total number of respondents agreed neither agree nor disagree that they promote a sense of personal self-realization and the development of the habit of periodically self-evaluating their business performance, as well as having the skills to build and manage personal and professional relationships among their business peers. This was followed by 17% who felt they agreed. The lowest percentages were indicated for the alternatives strongly agree, agree and strongly disagree with 10%, 13% and 13% of the total opinions.

Likewise, it is observed that the mean value was 3.03 with a standard deviation of ± 0.21 , being evaluated as moderate entrepreneurial efficiency of those investigated, indicating that it can vary between the alternatives of agreement and disagreement. The median with a value of 2.04 was below the means, indicating that there is a tendency towards low measurement alternatives.

In this sense, the results differ from the position of (Mullins & Komisar, 2009) who state that during this stage, competencies are developed to understand the external business environment, assess the capabilities and resources of the entrepreneur and his team, and build and analyze business models for the new company, using as reference models of similar and opposing companies.

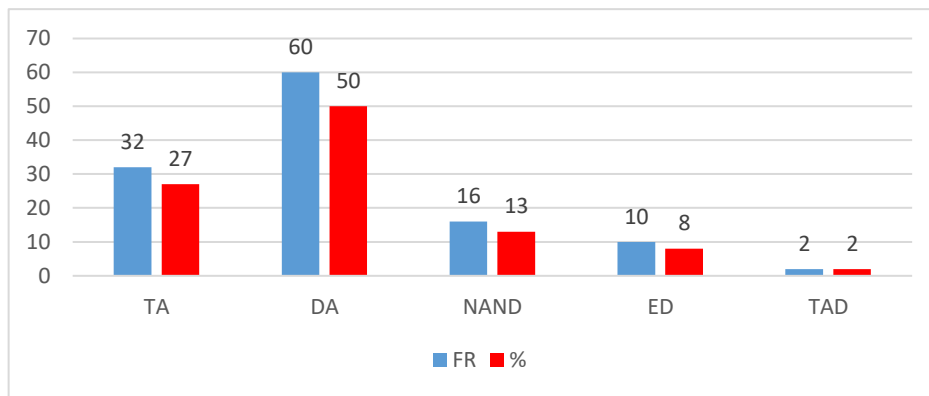
They also explain that in developed countries, a common factor among technology-based ventures is the mastery of an essential area of knowledge and finally the right to explore, dissent and fail, both entrepreneurial training and communication campaigns should help eliminate the stigma of failure and the paradigm of "do not invent" and "do not dissent", to allow exploration and the search for innovative solutions. And in the particular case of Ecuador, and of the population evaluated, there is moderate misinformation about the reality of entrepreneurship, which is hidden by social networks.

Table 6. Descriptive Analysis of the Promoting the Value of Entrepreneurship and Innovation Indicator

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	32	27	32	27
Agreed	60	50	92	77
Neither agree nor disagree	16	13	108	90
Disagree	10	8	118	98
Strongly disagree	2	2	120	100
AVG	2, 90			
STANDARD DEVIATION	0, 02			
MEDIAN	3, 19			

Source: Ordoñez (2019)

Figure 6. Descriptive Analysis of the Promoting the Value of Entrepreneurship and Innovation Indicator



Source: Ordoñez (2019)

The descriptive analysis of the indicator Promotion of the Value of Entrepreneurship and Innovation is presented in Table and Figure 6, which shows that 50% of the total number of respondents agreed that social networks allow them to disseminate the services they provide from their business, in which the service they provide can be made viral and that they can also run the risk of obtaining destructive criticism. This was followed by 27% who considered that they totally agreed. The lowest percentages were indicated for the alternatives neither agree nor disagree and disagree with 13% and 8% respectively. Likewise, it is observed that the mean value was 2.90 with a standard deviation of ± 0.02 , evaluating a deficient level of entrepreneurship among those investigated, indicating that it can vary between the alternatives in agree and neither agree nor disagree, evaluating the indicator as favorable. The median with a value of 2.90 was located above the averages, indicating that there is a tendency of opinion towards the high measurement alternatives.

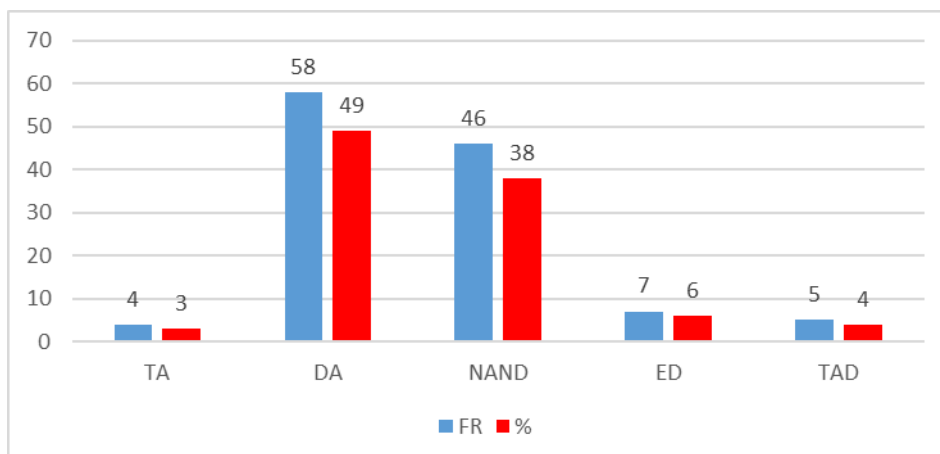
The results indicate that a large part of the entrepreneurs surveyed accept that social networks are necessary, while traditional media are being relegated to them. On the other hand (Gladwell, 2002) indicates that the principles of contagion in a social network, the dissemination of stories and reports of entrepreneurs in these media facilitates the creation of a context prone to the spread of the entrepreneurial virus, if there is a catchy message as a result of a good production quality.

Table 7. Descriptive Analysis of the Development of a Supporting Ecosystem Indicator

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	4	3	4	3
Agreed	58	49	62	52
Neither agree nor disagree	46	38	108	90
Disagree	7	6	115	96
Strongly disagree	5	4	120	100
AVG	2, 32			
STANDARD DEVIATION	0, 08			
MEDIAN	2, 24			

Source: Ordoñez (2019)

Figure 7. Descriptive Analysis of the Development of a Supporting Ecosystem Indicator



Source: Ordoñez (2019)

The descriptive analysis of the Development of a Support Ecosystem indicator is shown in Table and Figure 7, which indicates that 49% of the total number of respondents agreed that they would support the dissemination of their services with other entrepreneurs to strengthen their venture in order to have better relations with suppliers and lower investment costs in the information technology platform. This was followed by 38% who considered that they neither agreed nor disagreed. The lowest percentages were indicated for the alternatives of totally agree, disagree and totally disagree with 3%, 6% and 4% of the total opinions, respectively. Likewise, it is observed that the value of the mean was 2.32 with a standard deviation of ± 0.08 , evaluating a poor level of entrepreneurship among those investigated, indicating that it can vary between the alternatives totally agree and neither agree nor disagree, evaluating the indicator as moderately favorable. The median with a value of 2.24 was below the means, indicating that there is a tendency of opinion towards the low measurement alternatives.

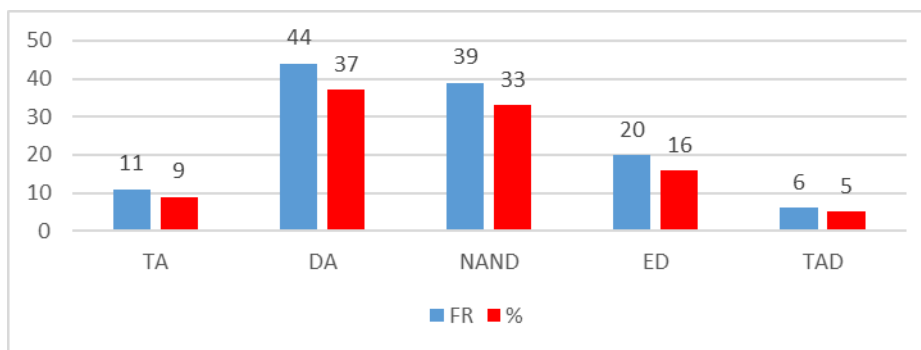
It can be deduced from the above that the entrepreneurs have accepted that support through the clusters allows them to improve their position in the market with their users and potential customers. On the other hand, in view of this (Brown, Collins, & Duguid, 1989)points out that companies associated with a cluster allow entrepreneurs to have access to prompt payment from their customers, to credit from suppliers, and to investment funds, by meeting investment decision factors such as need and accessibility to the market. In addition, they can even reduce their investment costs for location services and market penetration.

Table 8. Descriptive Analysis of the Social Networks Variable

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	11	9	11	9
Agreed	44	37	55	46
Neither agree nor disagree	39	33	94	79
Disagree	20	16	114	95
Strongly disagree	6	5	120	100
AVG	3, 30			
STANDARD DEVIATION	0, 31			
MEDIAN	2,86			

Source: Ordoñez (2019)

Figure 8. Descriptive Analysis of the Social Networks Variable



Source: Ordoñez (2019)

Table and Graph 8 show the results of the frequency and percentage analysis of the Social Networks variable as a result of the joint analysis of the indicators interpersonal networks, inter-organizational networks, formal networks and informal networks, in which it can be seen that 37% of all the entrepreneurs surveyed agreed that they agreed that social networks are necessary to achieve an effective business venture. However, 39% considered that they neither agreed nor disagreed. The lowest percentages of opinions were indicated for the alternatives strongly agree, disagree and strongly disagree.

Likewise, it is observed that the mean value was 3.30 with a standard deviation of ± 0.31 , being evaluated with a moderate level of presence of social networks among those investigated, indicating that it can vary between the alternatives of agreement and neither agree nor disagree. The median with a value of 2.86 was below the means, indicating that there is a tendency towards low measurement alternatives.

According to these results, it can be affirmed that even though a high percentage of the entrepreneurs surveyed agreed that social networks are important for their entrepreneurship, the rest, which represents more than half of them, did not agree with the alternative that most favored the measurement of the variable.

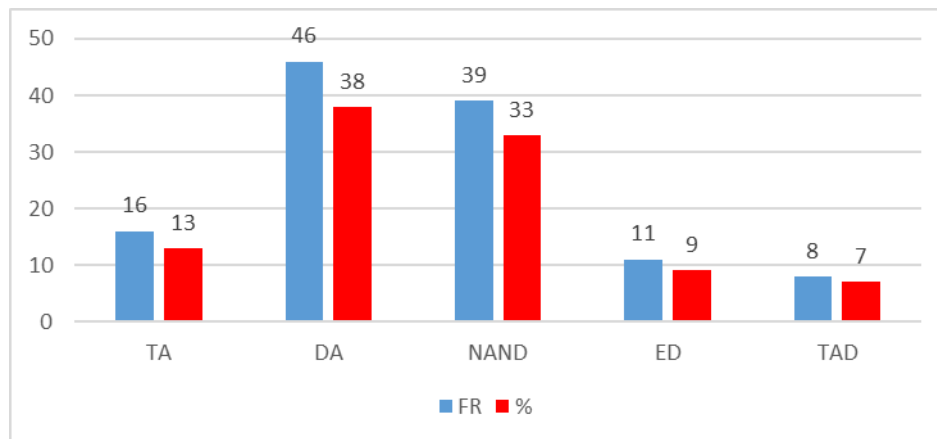
This position, is strengthened by the results obtained in the article presented by. (Vega & Ramírez, 2018) which titled the Startup in social networks. Within the findings it was found that the Startup is in a market of staggered growth, which requires immediate solutions supported by technology and at low cost and within their conclusions they exposed that the fact of being a Startup designed to meet the initial needs of an entrepreneur to take the first steps in the creation of another, a position that only in very low percentages have accepted the entrepreneurs investigated, reflected with the use of organizational and interorganizational.

Table 9. Descriptive analysis of the variable Entrepreneurship.

ANALYSIS/ CRITERIA	FR	%	FRA	%A
Totally agree	16	13	16	13
Agreed	46	38	62	51
Neither agree nor disagree	39	33	101	84
Disagree	11	9	112	93
Strongly disagree	8	7	120	100
AVG	2,75			
STANDARD DEVIATION	0,10			
MEDIAN	2,49			

Source: Ordoñez (2019)

Figure 9. Descriptive analysis of the variable Entrepreneurship.



Source: Ordoñez (2019)

Table and Figure 9 show the results of the frequency and percentage analysis of the variable Entrepreneurship as a result of the joint analysis of the indicators entrepreneurship training, the promotion of the value of entrepreneurship and innovation and the development of a support ecosystem, in which it can be seen that 38% of all the entrepreneurs surveyed agreed that they agreed with the elements of entrepreneurship development. However, 33% considered that they neither agreed nor disagreed. The lowest percentages of opinions were indicated for the alternatives totally agree, disagree and totally disagree.

Likewise, it is observed that the mean value was 2.75 with a standard deviation of ± 0.10 , being evaluated as moderate entrepreneurial efficiency among those investigated, indicating that it can vary between the alternatives of agree and neither agree nor disagree. The median with a value of 2.49 was below the means, indicating that there is a tendency towards low measurement alternatives.

This coincides with the results obtained by (Ruiz et al, 2015), in their research on the identification of entrepreneurial opportunities, analyzing the moderating effect that the size and strength of the entrepreneur's network of contacts exert on the relationship of influence of prior knowledge and entrepreneurial alertness on the identification of opportunities. They concluded that there is a negative influence of prior knowledge on the number of opportunities identified, as well as a positive moderating effect of the strength of the network in interaction with the level of entrepreneurial alertness, a fact that

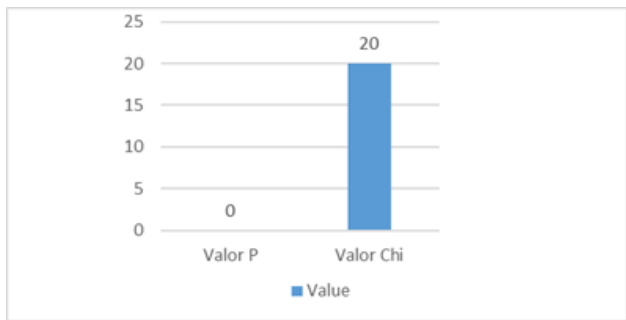
was revealed among those investigated in the entrepreneurs of the canton of Esmeraldas, indicating that in the population evaluated there is a moderate lack of information about the entrepreneurial reality that the social networks hide.

Table 10. Chi-Square Relationship between Social Networks and Entrepreneurship Variables

Analysis / Position	Value
P-VALUE	0.05
CHI VALUE	0.000

Source: Ordoñez (2019)

Figure 10. Chi-Square Relationship between Social Networks and Entrepreneurship Variables



Source: Ordoñez (2019)

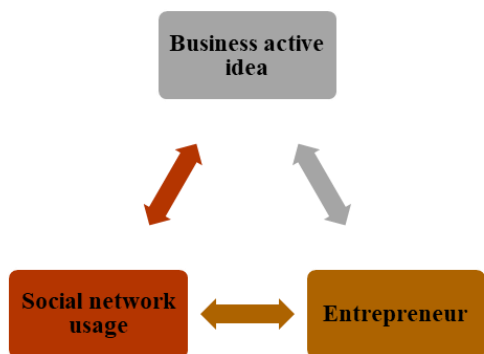
Table and Figure No. 10, shows the Chi Square analysis between the variables Social Networks and Entrepreneurship, in entrepreneurs operating in the Esmeralda Barracks, which indicates that the Chi value calculated with a value of 0.000 is lower than the Chi value of the table with 0.05, implying that there is dependence between the variables, which shows that the entrepreneurship variable is being affected by the Social Networks variable, implying that both variables are interrelated affecting each other, where the entrepreneurship of the businesses is dependent on the good use and management of social networks. This fact, is corroborated by (Muñoz, 2015) whose results obtained in his study highlight that there is a high degree of relationship both of advanced uses of social networks with uses of web 2.0 and social networks, perceived usefulness of networks for marketing, for management and the impact of these networks, and appears linking the perceived usefulness of networks for marketing with uses of web 2.0 and social networks, perceived usefulness of networks for marketing, for management and the impact of these networks, can improve the entrepreneurship of businesses.

On the other hand (Mejía Cruz, 2012) indicates that the use of social networks as a commercial medium, specifying that social interaction pages with virtual friends become a means to promote and sell products or services. Likewise, (Herrera Echeverri, 2009) Herrera, among the conclusions of his research work, points out that networks are a means through which entrepreneurs gain access to a variety of resources and manage to achieve key benefits by obtaining privileged information.

Description of the proposed solution: Methodological Guide for users of social networks

In the methodological guide designed to support the effective use of social networks in the entrepreneurs of the La Barraca Shopping Center in the Esmeraldas canton of Ecuador, the three most relevant aspects that are considered to intervene significantly to boost the entrepreneurship of a business are shown. Each of these aspects is detailed below on how they work in favor of the solution proposed in this project.

Figure 11 The interaction between Business - Social Networks - Entrepreneur, from the methodological guide



Source: Ordoñez (2019)


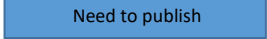
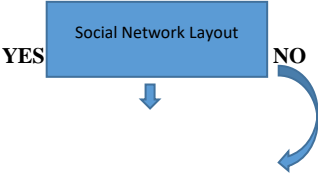
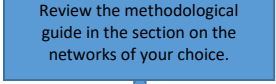
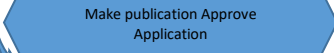
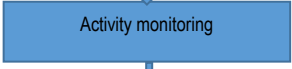
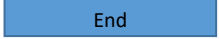
a.- **The active idea of the business:** this aspect refers to the consolidation of the business, based on an idea by the entrepreneur. This idea was developed by the entrepreneurs as a product of their creative and innovative capacity, motivational and based on their accumulated experience related to the type of business they own.

b.- **Entrepreneurship: within the** framework of the methodological guide, the entrepreneurship is based on the business idea and must satisfy the needs of current and future clients and/or add a differentiating factor to the products and/or services already existing in the market.

c.- **Social networks:** this aspect corresponds to the entrepreneurs' access to different social networks to publicize their business product. The methodological guide details the use and management of the main networks used by business entrepreneurs in the Canton of Esmeralda, including: Facebook, Twitter, Whatsapp and Instagram.

Below are the steps to follow for the proper use and management of social networks from the methodological guide proposed as a solution.

Figure 12. Steps to follow for the proper use and management of social networks from the methodological guide proposed as a solution.

Follow-up Flowchart for the Use and Management of the Methodological Guide	Tasks
	Motivation on the part of entrepreneurs to publicize their business services and/or products.
	Publish through one of the social networks the products and/or services of your business.
	Select the social network or networks of your preference for the dissemination of your products, taking into account what is proposed in the methodological guide, whether they refer to Facebook, Twitter, Whatsapp and Instagram.
	Get information in the methodological guide about the use and management for the opening of the network of your choice on your device or digital media (Facebook, Twitter, Whatsapp and Instagram).
	Review the content to be published in accordance with the Guidelines for the use of social networks proposed in the methodological guide.
	Follow up on the publication, under the responsibility of the business on a regular basis on social networks.
	

Source: Ordoñez (2019)

FINAL CONSIDERATIONS

In relation to the general objective that specifies that indicates to establish the relationship between social networks and entrepreneurship, in order to design a methodological guide that allows the optimization of the use and management of

social networks among entrepreneurs of commercial businesses operating in the Esmeralda canton of Ecuador, it was found that there is a dependence relationship between the variables, which shows that the variable entrepreneurship is being affected by the variable Social Networks, implying that both variables are interrelated affecting each other, it was found that there is a dependency relationship between the variables, which shows that the entrepreneurship variable is being affected by the Social Networks variable, implying that both variables are interrelated affecting each other, where the entrepreneurship of the businesses is dependent on the good use and management of social networks.

Regarding the specific objective, to identify the level of presence of the networks used by entrepreneurs to obtain followers who can become potential customers of their commercial businesses operating in the Esmeralda canton of Ecuador, a moderate level of presence of social networks was detected among those investigated, with a tendency to deepen the situation by indicating that the opinions of those investigated have a tendency towards alternatives that are unfavorable to the measurement of entrepreneurship. On the other hand, it could be observed that there is a moderate level of presence of interpersonal, inter-organizational and informal social networks. However, formal networks have a high presence among those investigated.

For the specific objective, to describe the characteristics of the entrepreneurs who make commercial life in the businesses that operate in the Esmeralda canton of Ecuador, it was found that there is a moderate entrepreneurial efficiency among those investigated, corroborated by the lack of information about the entrepreneurial reality that social networks show. On the other hand, it was detected that the training of entrepreneurs was evaluated as moderately efficient, the value of entrepreneurship and innovation with a deficient level of entrepreneurship and the development of a support ecosystem as moderately favorable.

Finally, in view of the above conclusions, it is necessary to fulfill the specific objective that proposes the design of a methodological guide for the use and management of social networks in entrepreneurs of commercial businesses operating in the Esmeralda canton of Ecuador.

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Contribution of each author to the manuscript:

	% of contribution of each author
Task	A1
A. theoretical and conceptual foundations and problematization:	100%
B. data research and statistical analysis:	100%
C. elaboration of figures and tables:	100%
D. drafting, reviewing and writing of the text:	100%
E. selection of bibliographical references	100%
F. Other (please indicate)	-

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