

Fostering Entrepreneurship and Entrepreneurs' Competences in the Santa Catarina Region and its Interferences

Fabricia Peron, Graziela Oste Graziano Cremonesi

Abstract: *The general objective of this article is to understand which skills are necessary to sustain successful entrepreneurship and which variables are essential to be studied even before opening a company and becoming an entrepreneur. As specific objectives, it is intended to analyze and understand the growth of entrepreneurship in the region of Santa Catarina; identify the profile of the entrepreneur, as well as the skills needed for successful entrepreneurship; study the benefits of entrepreneurship for society. The findings of this bibliographical study show how entrepreneurship has grown in Brazil and in the region of the State of Santa Catarina, and on the other hand, it brings us another reality of how much companies' mortality rates rise due to the lack of preparation of entrepreneurs. It was observed that there are many gaps within entrepreneurship and that it cannot be looked at only from the perspective of starting a business and finding a good solution to enter the market, but much more than that, it is necessary to prepare these entrepreneurs to that can really generate jobs, build remarkable companies and actually add value to society, generating significant results that have a positive impact on the economy.*

Keywords: Successful entrepreneurship. Entrepreneur behavior. Business success facts

1. Introduction

The state of Santa Catarina has a well-distributed wealth and a diversified economy across several regions, according to Alves (2020), although the territory is small, it is the sixth largest economy in Brazil. In 2017, Santa Catarina's GDP grew 3.95%, and according to JDV (2020), an estimated growth in the economy was 3.6% in 2018 and 3.3% in 2019. However, Santa Catarina it has presented high rates of bankruptcy and extinction of companies.

The biggest difficulty for entrepreneurs today, according to Bohn et al. (2018), may be linked to their lack of preparation and training, as entrepreneurship cannot be considered just a profession, but a science, which must be learned at school, preparing people for this role.

Many prefer to pursue their dreams as entrepreneurs at the present time, rather than having salaried jobs, which makes them grow financially and generate jobs.

Today, with just an idea, or the solution to a problem, an entrepreneur is born in the garage at home, without the need for a physical structure, a lot of financial resources or a large team. However, the number of companies that close in less than two years of life is frightening, and in Brazil this index is growing more and more. (SEBRAE, 2017).

A few years ago, someone who inherited a business, that is, a family business that passed from generation to generation, or someone who had a lot of financial resources, started. Today it is very common for young people under the age of eighteen years ahead of a great idea or solution to become an entrepreneur. (JUNIOR, 2018). In fact, a lot is propagated about it on social networks, internet gurus, and career mentors who leverage entrepreneurship with speeches that anyone not only has this right, but is also capable of doing it for themselves, and finally open a company, sometimes even leaving a slight impression that being CLT is no longer advantageous or interesting.

Entrepreneurs have a fundamental role in economic development, as they initiate and build changes in society and business, as well as increase per capita and production income, and seek to explore changes as opportunities. (BAGGIO A.; BAGGIO D., 2015).

According to Ferreira and Pinheiro (2018) entrepreneurship is defined as a set of processes and people towards the same goal that provide opportunities for the transformation of ideas into opportunities, leading to the creation of new ventures.

Creating a remarkable and sustainable company leaving a good legacy through it is not an easy task, as we didn't learn entrepreneurship in school, much less in college. More than being an entrepreneur, it is necessary to prepare, understand all the variables that involve entrepreneurship, seek not only financial resources, but also develop and seek the necessary skills to be an entrepreneur.

Regarding the first reports of entrepreneurship, Martinelli (1994) mentions that the first data on the term entrepreneurship being cited dates from the 16th century, when the king's captain was in charge of hiring mercenary soldiers. Therefore, in the 18th century, the term came to be used for economic purposes, as capital began to be invested in agricultural industries and techniques.

The intention is to understand not only on the economic side, but also on the behavioral side, what defines a good entrepreneur, and what a person who wants to be an entrepreneur must seek even before opening a business in order to be successful with entrepreneurship. Only in this way will it actually contribute to society, generating jobs, solutions and sustaining entrepreneurship. Much more than an act of courage and determination, an undertaking requires preparation and market research, a business plan, and the development of many skills by the individual who decides to undertake an undertaking.

Having an entrepreneurial profile is essential to get good

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results and not enter the indexes of companies that close before they complete their two years of life. The problem is that most people who decide to be an entrepreneur focus only on a good solution or a good product, are filled with optimism and hope, and start this difficult journey without any preparation. The truth is that entrepreneurship starts with us, and it is not defined only by the opening of a CNPJ, but by entrepreneurial attitudes within life itself.

It is impossible to sustain entrepreneurship and overcome its challenges if you are currently part of a CLT and do not have the behavioral attitudes of an entrepreneur, this development starts with the skills and the awareness that entrepreneurship is a profession and requires study, preparation and certain skills developed for such.

Through this, the research problem is formulated: **What variables interfere with the survival of companies in the first years of life? What skills does an entrepreneur need to develop and sustain to take a business forward and have good results with entrepreneurship?**

The general objective of this article is to understand which skills are necessary to sustain successful entrepreneurship and which variables are fundamental to be studied even before starting a business and becoming an entrepreneur. as goals specific aims to analyze and understand the growth of entrepreneurship in the region of Santa Catarina; identify the profile of the entrepreneur, as well as the skills needed for successful entrepreneurship; study the benefits of entrepreneurship for society.

The present study has an exploratory character based on bibliographical research, as it sought support in books and articles published on the subject, for a better understanding and presentation of the topic addressed. It is a qualitative research because it does not look for numbers, but rather for understanding the problem mentioned in the work and presenting new information about it.

2. Entrepreneurship

Entrepreneurship is much more than opening your own business, taking risks or having a great idea or solution that will turn a company into a business. There is a lot of talk about entrepreneurship at the moment, and it has really become an important and very broad topic with several ramifications and different ways of undertaking.

Entrepreneurship, according to Ferreira and Pinheiro (2018), is an economic and social process, which, regardless of the context, creates value for people, and can be understood in three different dimensions, ranging from being an entrepreneur as a person, entrepreneurship as a process, and entrepreneur as a creator of value, and this leads to the perception that entrepreneurship unfolds in different situations.

Businesses and their environments are constantly changing, as according to Vilas Boas (2015), opportunities are created and discovered every day, as the economy is renewed with the emergence of new companies in place of others that failed to survive. Entrepreneurship results from this

phenomenon of creation of new companies, which is influenced by the entrepreneur, where he performs the necessary processes to remain in the market.

With regard to entrepreneurship, according to Alano et al. (2014), in Brazil it began to emerge in the 1990s, with the creation of entities such as SEBRAE. But Brazil lacks more public policies that consolidate entrepreneurship, that invest in the preparation of people who are part of this world.

Regarding the number of entrepreneurs, it can be said that:

In Brazil, one of the largest continuous studies on entrepreneurial dynamics in the world, promoted by the Global Entrepreneurship Monitor – GEM, shows that Brazil has the largest number of new business entrepreneurs among the 17 G20 member countries that participated in the survey. Furthermore, in the BRIC countries, Brazil has the most entrepreneurial population, with 17.5% of entrepreneurs in the initial stage, China had 14.4%, Russia 3.9%, India did not participate in the survey. (FERREIRA et al., 2012).

Entrepreneurship is a topic that is much discussed in administration, in the economy, and especially in everyday life and in common sense, but it lacks more research and studies in the area, in order to enhance its sustainability and understand its interfaces. With regard to studies on the topic, it is necessary to:

In general, academic literature studies entrepreneurship as a type of economic action and the entrepreneur as a social actor who corresponds to a type of practice linked to leadership and innovation, creation and growth of companies. On the other hand, there is a non-academic literature that makes entrepreneurship a set of ideal principles of good behavior and based on it they make prescriptions. (LEITE; MELO, 2008, p. 39/40).

Currently, many young people who are leaving college are opting for an autonomous career and embarking on entrepreneurship. Difficulties in getting back into the market when they are dismissed also arouse entrepreneurship, as they find a certain reduction in job vacancies in the market. All of this has been driving and motivating people to become an entrepreneur, and for this reason the number of people who decide to undertake an entrepreneurship through the opening of an MEI or even informally through the so-called self-employment grows significantly. It can be said then that a new venture starts as a career choice through the entrepreneurial intention of a person. Today, many CNPJ's encourage entrepreneurial intention, suggesting the opening of MEI and the provision of services,

According to Vasconcelos et al. (2020, p. 166) "entrepreneurial interest is a strong indicator of individual commitment or action and consists of professional preference in relation to an entrepreneurial career". The authors also mention that the increase in entrepreneurial interest is the result of a possible position of unemployment after completing studies, as well as a reduction in job vacancies.

3. Company Mortality

In 2018, two out of five Brazilians were dedicated to entrepreneurship or preparing to enter the business area. Data from GEM BRASIL (2015b) reveals more: there are 52 million people in Brazil in charge of business activities. A share of 38% of the economically active population engaged in entrepreneurship. The numbers are encouraging, but they don't show another reality: the short business longevity. Also according to the author, some studies show that one in four companies completely closed their doors before completing two years with the company.

Many medium and small businesses (MPEs) do not survive their early years of life. This phenomenon – known in organizational literature as the disadvantage of being young – occurs because young companies may have a lack of knowledge of the market, management difficulties, lack of experience and financial problems of new entrepreneurs. (BERTOLAMI et al., 2018, p. 313).

According to GEM BRASIL (2015b), from 2014 to 2015, there is an increase in Brazil in the rate of nascent entrepreneurship that was 3.7% in 2014 and went to 6.7% in 2015. Regarding the new, the increase was small being from 13.8% in 2014 to 14.9% in 2015, where it is clear that the rate of nascent entrepreneurship is related to an increase out of necessity.

According to GEM BRASIL (2015a), creativity and resilience are the main characteristics that favor entrepreneurship in Brazil, as there is a lot of free content available on the subject, which minimizes the risk of a business going wrong. On the other hand, education and training, government policies and financial support are considered unfavorable limiting conditions in the spread of entrepreneurship.

In the case of entrepreneurial education, according to Martens and Freitas (2008), this theme has been implemented by several institutions around the world, with a main focus on the regional context, as today the great challenge of these institutions is to include the teaching of entrepreneurship in courses higher education, and according to GEM BRASIL (2015a), this education should be applied from primary education, as it would develop people capable of innovating through strategic thoughts, and in the future generate economic benefits for society.

According to Martens and Freitas (2008), it is essential to consider, through education, the formation of the entrepreneurial personality, as this automatically leads to social development. In these words, Henrique and Cunha (2006) mention that educational institutions should include teaching entrepreneurship in their curricula, as it aims to contribute to the training of professionals able to open a business, being innovative and surviving the ups and downs of an investment.

The answer to the problem of a company closing its doors, according to Zampier and Takahashi (2011), may lie in the lack of training and preparation of these entrepreneurs, and

even in the profile of the entrepreneur and their behavioral skills. After all, there must be an entrepreneurial profile, and skills that an entrepreneur needs to sustain to be successful. Considering that only the niche, product, and segment are not enough to sustain successful entrepreneurship, the lack of preparation of entrepreneurs can be an influencing factor in organizational performance.

Some studies, according to Ferreira et al. (2012), show that the entrepreneur's lack of marketing strategy and experience, as well as the lack of working capital, optimistic market assessment, very high cost of starting a company and the selection of people without competence to manage a business, are some of the reasons that lead companies to close their doors.

According to Maximiano (2000), the development of the entrepreneur, his competences, characteristics and behaviors cannot be delegated, but everything else can. Entrepreneurs are the individuals who carry out the activities of the entrepreneurial process, therefore they are considered the agents of the process.

4. Entrepreneur Profile

Profile is linked to the personality, characteristics, posture of a subject and the way to express and express what he thinks and what he believes. We have different profiles, as we are completely unique and unique beings. Even being within the same environment, group of friends, co-workers, the same family, we are totally different, we experience and observe the world in a totally unique way and that is why we do not have the same professional and personal profile. We may have similarities, approximate characteristics, but we each have a profile.

When it comes to an entrepreneurial profile, it is something we are used to hearing in common sense, a certain person or subject has an entrepreneurial and leadership profile, or not given leadership and entrepreneurship profile for not meeting certain characteristics that they judge to be characteristics and traits of an entrepreneur.

The market requires an entrepreneurial posture. Life requires entrepreneurial behavior. But what is it to be an entrepreneur? There are many misconceptions related to the topic, as most people have the idea that an entrepreneur is just that person who opens his own business, autonomously. (FERREIRA; PINHEIRO, 2018, p. 855).

It is mentioned by Vilas Boas (2015, apud TIMMONS et al., 1977) that entrepreneurs have some characteristics such as: self-confidence, persistence in solving problems, money, impulsiveness and energy, setting goals, knowing how to deal with failures, are willing to take calculated risks, compete with your own standards, tolerate situations of ambiguity and have self-control. But for Fillion (1999), the main characteristic of the entrepreneur would be to define goals, that is, to have a vision and to be always attentive to identify opportunities that may arise.

It is believed that, in the process of entrepreneurship, personal characteristics are highlighted, but for classic authors such as Gartner (1988) personal traits refer to only a portion of the entrepreneurship process, as the creation of companies is quite complex and influenced by several factors. (FERREIRA; PINHEIRO, 2018, p. 856).

Economic development starts from innovations, that is, through the introduction of new resources or through the differentiated combination of existing productive resources. In his theory of development, the author distinguishes the “capitalist” from the entrepreneur (translated as entrepreneur): “But, whatever the type, someone is an entrepreneur only when he effectively carries out new combinations, and loses this character as soon as he has set up his business, when he dedicates himself to running it, as other people run their business”. (SCHUMPETER, 1982, p. 56).

It can be observed in Table 1, entrepreneurial personality traits according to the cited authors for understanding and analysis of an entrepreneur's personality traits.

Table 1: Entrepreneurial personality according to some authors

Personality traits	Authors
Organized, leader, former in team, well related.	Kirzner (1973)
Visionary, knowing how to make decisions.	Baron and Shane (2011)
Need for achievement, the locus of internal control and the propensity to risk are attributes that contribute to the success of new business.	Brockhaus (1982)
Entrepreneurs with an internal locus of control seek high achievement.	Brockhaus and Horwitz (1986)
Independent; builder of your destiny.	Bruyat and Julien (2001); Bygrave and Hofer (1991)
Determined, dynamic, dedicated, optimistic and in love.	Brancher, Oliveira and Roncon (2012); Brush, Carter, Greene, Hart and Gatewood (2002); Julien (2010)
Self-confidence and personal motivation	Honma (2007)
Creative and researcher spirit	Kirzner (2009); Mehrabi and Kolabi (2012)
Believe in your entrepreneurial skills.	Bullough, Renko and Myatt, (2014)
Dedication, motivation, respect, responsibility.	Envick (2014)
Willing to have my own business, wishing to have control over your time, interest in the activity.	Bernardino, Santos and Cardoso (2018)
They are self-managers who are in charge of carrying out tasks that range from solving a technical problem to making decisions. the freedom and autonomy to plan and organize the work allows us to reframe the experiences transforming them into experiences of pleasure.	Guimaraes (2019)

Source: Lima, Nassif and Garçon (2020, p. 319).

In the contemporary world, according to Lima, Nassif and Garçon (2020), entrepreneurs are presenting new postures with regard to psychological postures, which leads us to believe that beliefs have a fundamental role in entrepreneurship, and shows that the human must be considered as a field of study.

As can be seen, there are many characteristics raised for an entrepreneurial profile, that is, the act of entrepreneurship is not just the movement of opening a company or inserting a new idea in the market, but rather in understanding the entrepreneurial profile and in the development of skills and characteristics that are fundamental for good entrepreneurship or sustainable entrepreneurship.

The authors also mention that studies show a high degree of optimism among young people with regard to entrepreneurship, and this is related to the ability of young people to be creative, innovative and more quickly achieve the desired results, always with the confidence of knowing deal with problems and uncertainties that may arise.

The entrepreneurial profile becomes important for those who wish to undertake and develop, to really grow in this challenging world of entrepreneurship. It is known that the only function that cannot be delegated is the act of being an entrepreneur, as it is up to the entrepreneur who founded a company, and based on him and the reflection of his profile, his company will continue. Your attitudes, way of thinking, beliefs and values are totally linked to the act of being an entrepreneur, and consequently all the movements made within your entrepreneurial profession will be a reflection of your profile.

5. Entrepreneurial Skills

Every human being is endowed with certain skills, they are the knowledge and skills that each person has and sustains. Some are part of a subject's natural profile, others developed over time according to experiences and experiences. It can be said that these skills are part of our profile and that they are individual to each human being. In the scope of work, competences are highly valued, as they compete with what we know how to do or develop in a professional activity and they are what lead people to be excellent in a certain function or not.

Professional choice is based on individual competences for certain skills, individual expectations, cultural background, family background, previous experiences, academic background and the context in which the individual is inserted. (BERTOLAMI et al., 2018, p. 316).

When designating the characteristic of a person, according to Behling and Lenzi (2019), the term competence is generally used, but in the areas of social and human sciences this definition varies according to the different views and concepts regarding the subject. For some authors, competence is based on three complementary elements, which are practical intelligence of situations, taking the initiative and being responsible for professional matters, and the ability to mobilize people who are involved in the same situation. The authors also refer, as shown in Table 2, to the

behavioral characteristics of an entrepreneur according to some authors.

Table 2: Behavioral characteristics of an entrepreneur

Behavioral Characteristics	Authors
Creativity, persistence, internality, leadership.	Filion (2009)
Leadership.	Armond and Nassif (2009)
Knowledge, planning ability, taking risks, creating value for society.	Bhide (2004)
Explore opportunities.	Shane and Venkataraman (2000)
Ability to combine productive means to foster economic development.	Almeida, Valadares and Sedyama (2017)
Ability to assess difficulties and uncertainties, process context elements and make decisions based on performance business.	Wood, Williams and Drover (2017)
Strategists: knowledge in Marketplace, product, customers and employees	Nassif, Hashimoto and Amaral (2014)

Source: Lima, Nassif and Garçon (2020, p. 320).

We can observe that a series of behavioral characteristics are necessary for the act of entrepreneurship, taking into account that entrepreneurship is challenging and that it increasingly needs the awareness that it is not just about opening a

company and having an initiative in the professional career, but rather an entrepreneurial behavior to be able to overcome challenges and assertively position themselves in entrepreneurship. Some authors cite the importance of knowledge, skills and experience to succeed in entrepreneurship, as well as the ability to plan, explore opportunities, and be willing to take risks.

To face emotional challenges, a certain degree of mental resistance is required from the subject, and for this it is indicated that:

[...] psychological capital brings parameters related to the person of the entrepreneur: who he is, how he behaves and reacts to adversities in emotional and behavioral terms; and their skills: self-efficacy, optimism, hope and resilience. Affection has a full meaning: it is related to people's experiences and motivations. And the cognitive organizes thinking, helps to solve problems and look for solutions. (LIMA; NASSIF; GARÇON, 2020, p. 320).

Four factors are important, as shown in Figure 1, in which the dimensions of psychological capital can be observed and provide more foundation for entrepreneurial skills.

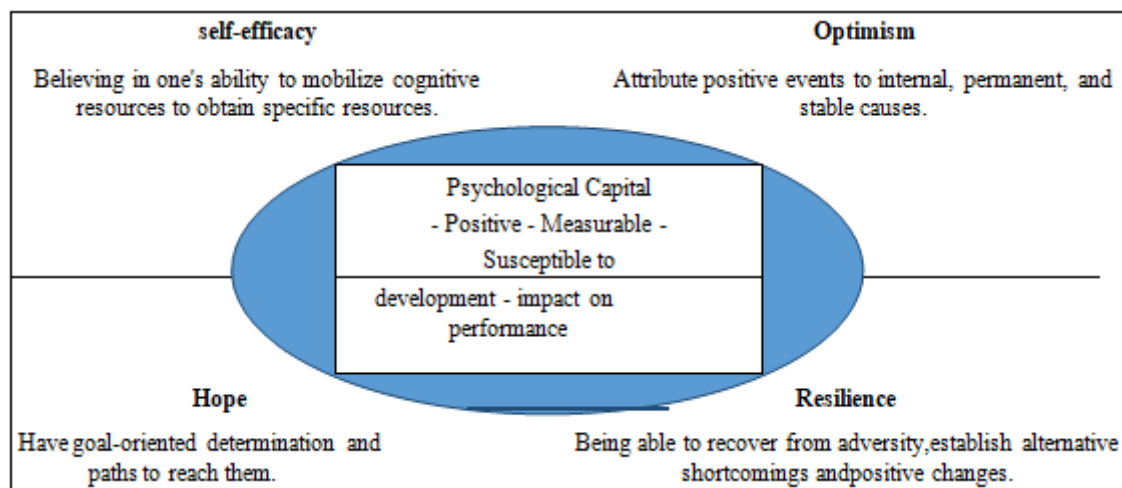


Figure 1: Dimensions of positive psychological capital

Source: Lima, Nassif and Garçon (2020, p. 321).

In this way, it is possible to understand that not only a product or service, and the opening of a CNPJ support entrepreneurship, but that it goes beyond these first steps, this makes the entrepreneur needs to be aware of taking entrepreneurship forward, generating jobs, and really contributing to society. Although there are several programs aimed at entrepreneurship, today little is said about skills and its development. It's also something that unfortunately isn't covered at graduation. Having this awareness, developing and understanding that entrepreneurship begins long before opening a company, and that it requires intellectual, cognitive and behavioral development, will certainly bring more solid companies.

6. Discussion of the Data Raised in the Bibliographic Research

The main objective of this work was to seek information about the growth of entrepreneurship and its interferences, based on relevant information to assess not only the growth of entrepreneurship, but its interfaces and the lack of entrepreneurs prepared to support a company considering that the entrepreneur's profile is one of the success or failure factors reflected in the company.

It is clear from the aforementioned authors and the search carried out, that being an entrepreneur is starting with oneself, through the analysis of their skills, their strengths, and really preparing for the adversities that will be found ahead, to undertake is much more than a dream, it requires a behavioral profile to be sustained, as many people do not

sustain all the necessary skills of an entrepreneur, and forces them to manage a company without assertiveness and success, which leads them to close their doors even in prematurity.

It was possible to find a series of skills and abilities that the authors consider essential to have an entrepreneurial profile, as well as the lack of preparation and skills of these entrepreneurs, and how much this influences the mortality rate of companies. It is possible to observe the lack of planning preparation on the part of the subject who wants to undertake and how much this becomes negative.

It may seem that entrepreneurship has become a fad, and that many professionals opt for self-employment due to excessive optimism, without taking into account important factors to undertake, and opt for this path with a lack of preparation. The lack of employment opportunities is also a relevant factor.

Entrepreneurship is not just a fad, it is just the evolution of people seeking professional autonomy and the lack of jobs, and according to Ferreira et al. (2012, p. 812), “today there is a need to propagate business knowledge, which, in the past, was obtained only through practical experience and not transmitted by schools”. It can be seen that it is necessary to sustain a series of factors to really be successful and have a sustainable company.

It was possible to assess through the research that the difficulty is not only due to financial factors, lack of planning, and market study, but due to other factors such as entrepreneurial skills mentioned here, and due to not knowing that it is necessary to develop to sustain the entrepreneurship, taking into account that entrepreneurship is not just a chosen profession, but a science that needs to be studied.

In the surveys, four factors were also identified that are directly linked to the entrepreneur's profile, factors that are associated with the closure of small businesses, which are: “inflexible profile, resistant to change and not accepting outside help; hiring a team with little experience in the field and low competence; lack of organization related to the company; and the lack of planning”. (FERREIRA et al., 2012, p. 814).

It is believed that in the process of being an entrepreneur, personal characteristics are highlighted, but for classic authors such as Gartner (1988 apud VICENZI; BULGACOV, 2012, p. 209) “personal traits refer to a portion only in the process of being an entrepreneur, because the creation of companies is quite complex and influenced by several factors”. As shown in Table 3, there are the main reasons for the early mortality of companies.

Table 3: Classification of factors associated with company mortality

1. The entrepreneur	2. The business	3. The external environment
<ul style="list-style-type: none"> • Competence at management business • Industry experience • education level • Professionalization gives relationship with partners 	<ul style="list-style-type: none"> • Access to credit • Skilled labor • Strategic planning • Legal and accounting support • Quality in products and services • Innovation in products and services 	<ul style="list-style-type: none"> • Legal and fiscal bureaucracy • Competition from competitors • Customer demand • Suppliers, representatives, distributors and partners • Charge of taxes and duties

Source: Ferreira et al. (2012, p. 816).

We cannot classify just one factor as being responsible for the mortality rate of companies, but the need to assess not only procedural and financial issues, but also the entrepreneur's behavior.

The authors Ferreira et al. (2012, p. 821/822) mention that:

The current competitiveness of business demands, gradually, professional managers, with training that includes the concepts of business administration. Similarly, the managerial competence of the entrepreneur proved to be decisive for the survival of companies.

The theme is still attractive for the development of new researches given the presence of gaps that persist. It highlights the importance of verifying the good management practices adopted by companies of this size and identifying the organizational skills that determine the success of these companies.

According to Lima, Nassif and Garçon (2020), different authors defend an extensive list with the characteristics of these subjects' personalities, as shown in Table 4.

Table 4: Personality traits according to different authors

Personality traits	Authors
Organized, leader, team builder as well. related.	Kirzner (1973)
Visionary, knowing how to make decisions.	Baron and Shane (2011)
Need for achievement, the locus of control internal and the propensity to risk are attributes that contribute to the success of new businesses.	Brockhaus (1982)
Entrepreneurs with an internal locus of control seek high achievement.	Brockhaus and Horwitz (1986)
Independent; builder of your destiny.	Bruyat and Julien (2001); Bygrave and Hofer (1991)
Determined, dynamic, dedicated, optimistic and passionate	Brancher, Oliveira and Roncon (2012); brush, Carter, Greene, Hart and Gatewood (2002); Julien (2010)
Self-confidence and personal motivation.	Honma (2007)

Creative and researcher spirit.	Kirzner (2009); Mehrabi and Kolabi (2012)
Believe in your entrepreneurial skills.	Bollough, Renko and Myatt (2014)
Dedication, motivation, respect, responsibility.	Envick (2014)
Willing to have my own business, wishing to have control over your time, interest in the activity.	Bernardino, Santos and Cardoso (2018)
They are self-managers who are in charge of carrying out tasks that range from solving a technical problem to making decisions. The freedom and autonomy to plan and organize the work allows us to reframe the experiences, transforming them. Those in pleasure experiences.	Guimaraes (2019)

Source: Lima, Nassif and Garçon (2020, p.319).

According to Lima, Nassif and Garçon (2020), empirical studies have advanced a lot with regard to the behavior of entrepreneurs, as they try to explain and predict human behavior about new discoveries of opportunities, as well as the exploration and creation of new ones. organizations and opportunities.

7. Final Considerations

The findings of this bibliographical study show how entrepreneurship has grown in Brazil and in the region of the State of Santa Catarina, and on the other hand, it brings us another reality, that of how much business mortality rates rise due to the lack of preparation of entrepreneurs.

There are many factors that lead companies to premature mortality, as a business plan may not exist, or due to a lack of innovation and competence, as well as a high level of competition, which makes it difficult to win and retain new customers. With the correct guidelines and better preparation, the professional may experience a little difficulty at the beginning of his business, but he will soon be able to remain in the market.

It was observed that there are many gaps within entrepreneurship and that it cannot be looked at only from the perspective of starting a business and finding a good solution to enter the market, but much more than that, it is necessary to prepare these entrepreneurs to that can really generate jobs, build remarkable companies and actually add value to society, generating significant results that have a positive impact on the economy.

It can also be concluded that a more in-depth study on the subject is needed through research and profile analysis of these companies that do not resist the first years of life, as well as the profile of the people who decided to open these companies, as only then will it be possible to evaluate, not in a shallow way, but in a deep way, the factors mentioned in the study, with the aim of contributing to scientific research and in the generation of study content. Perhaps in this way it is possible not only to raise the problem at hand, but to raise awareness, and in addition to that, guide more professional development practices to guide and foster an entrepreneurship that really adds value to society and to the people who decide to undertake, who come to thus generate conscious and sustainable companies that can employ responsible people,

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