

Confirmatory Factorial Model of Entrepreneurship against COVID-19

Modelo Factorial Confirmatorio de Emprendimiento frente al COVID-19

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Abstract:

The purpose of the work was to specify a model for the study of social understanding. A documentary, cross-sectional and exploratory study was carried out with a non-probabilistic selection of sources indexed to international repositories, considering the indexation, year of publication and impact factor. Discussion axes were established to address the problem, although the research design limited the findings to the sample analyzed, suggesting the extension of other repositories, years and quality indicators.

Keywords: social work; entrepreneurship; specification; model; heads of household

Resumen:

El propósito del trabajo fue especificar un modelo para el estudio de la comprensión social. Se realizó un estudio documental, transversal y exploratorio con una selección no probabilística de fuentes indexadas a repositorios internacionales, considerando la indexación, año de publicación y factor de impacto. Se establecieron ejes de discusión para abordar el problema, aunque el diseño de la investigación limitó los hallazgos a la muestra analizada, sugiriendo la extensión de otros repositorios, años e indicadores de calidad.

Palabras Clave:

Trabajo Social; espíritu empresarial; especificación; modelo; jefes de hogar

INTRODUCTION

In the framework of the mitigation policies of the pandemic caused by the SARS-COV-2 coronavirus and the disease-19, entrepreneurship has been a central theme for the subsistence and reactivation of the microeconomy [1]. In this sense, specifying a model for the study of this phenomenon in a contingent situation will allow anticipating entrepreneurship scenarios in adverse situations [2].

The World Health Organization (WHO) in its reports and communiqués on the pandemic has recognized that confinement as a mitigation strategy favors depressive, compulsive, anxious and violent illnesses against the personal and family economy, extending to micro, small and medium-sized companies, mostly family-run and with work climates focused on intersubjective relationships, as well as trust, commitment, solidarity and satisfaction [3].

For its part, the Organization for Economic Cooperation and Development in its report for 2020 has highlighted the fall in Gross Domestic Product (GDP) of developing and emerging countries which will range from -2% to 10%. The impact on post-confinement economic revival will be even greater at the microeconomic level, anticipating inflation.

In this context of infection, disease, death caused by the health crisis and recession, unemployment and inflation caused by the confinement of people, the study of entrepreneurship is a fundamental axis to explain the process of economic reactivation, cooperation and innovation, between political and social actors, public and private sectors Hernandez, [4].

Therefore, the objective of the present work was to establish the mediatization indices of entrepreneurship in order to explain the representation of the information surrounding the opportunities and innovations observed in the literature. To this end, the theoretical, conceptual, empirical, methodological and technical frameworks are reviewed with a view to accounting for the phenomenon in its media dimension, understood as the influence

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of television, radio, press, Facebook, Twitter or YouTube on audiences and Internet users. Such a question would anticipate entrepreneurship scenarios based on the mediation of sources and the systematic registration of others.

1.1 Theory of Social Entrepreneurship

In situations of uncertainty such as a pandemic, the confinement of people exacerbates despair, at the same time it also intensifies reactive entrepreneurship and, based on its systematization, process innovation rather than optimization of resources.

Therefore, the explanatory theoretical frameworks of rational choice and prospective decision allow us to approach this phenomenon by considering it as transitory in terms of its causes, but permanent in terms of its effects [5]. Thus, the theoretical corpus anticipates thoughts of minimizing costs and maximizing opportunities, even if this ideal is not achieved, at least the parties involved will choose high risks over high benefits.

The principles that guide the rational choice lie in the tastes and preferences crystallizing objectives of the actors [5]. Therefore, before taking any decision binding preferences strategies, achieved to collect information that will determine the election. If individuals rather have an indeterminate number of tastes, objectives and goals, then your preferences will no longer depend on their capacity of choice and action. Therefore, they act in a non - rational way.

The rational choice theory also warns that a decision is a result of an estimate of the costs and benefits of carrying out an effort regardless of their degree of significance Hernandez, [6]. This is a utilitarian dimension in which control of a situation from establishing a favorable balance of benefits versus costs will determine the election.

More specifically, the benefits and costs translate into a ratio of risk, effort and reward. This means that a choice is rational when the risks and efforts are minimal provided that the rewards are greater [7].

In contrast, when the recognition of an effort and risk is not up to expectations, then the choice has not been entirely rational and rather approaches an irrational dimension if the risks and efforts are increasing and intense with respect to the absence of rewards Anguiano, [8].

This is because the individual who tries is committed to the risks that will be activated by profit expectations [9]. Integrating each of the variables represents a series of paths in which the correlations explain each choice.

In short, the rational choice explained in general terms the process by which preferences are the determining factor by other factors which generate information or sense an atmosphere of certainty when deciding and act accordingly [10]. To the extent such information is available, accessible and actionable, then the rational choice will emerge as an option, but rather proliferates ambiguity, then a non - rational decision will be generated with irrational consequences.

However, when information is not available or is very abstract, rational choice is replaced by a tighter option to culture; values and norms of people with respect to a contingency which has no known precedent, but people always react the same way [11].

Unlike the rational choice theory that focuses on the usefulness of the information available and the theory of prospective attitude that focuses its interest in the certainty of the information, the theory of reasoned action assumes that information, any it is, it is a general environment that will influence the behavior to the extent that information is transformed into rules. This is because the theory of reasoned action considers that all information is cognitively processable [12].

Therefore, an overview of the environment, their demands and opportunities conducive categories of accessible and abundant availability of information that will influence a spendthrift behavior such as believing that jobs, wages and financial credits significantly increase [13]. On the contrary, if one considers that the context is rather recession and economic crisis, then austere styles, cooperative and innovative life will be adopted.

However, the theory of reasoned action, like the rational choice theory and the theory of prospective attitude, pose a general scenario incident on a specific behavior without considering the current situation and specifies decision maker [14].

Given that the information is not available or is processable actors requiring immediate planning of their actions, the determinants of the planned behavior are those in which information can be delimited and specified depending on a particular situation or to an event which is the subjective control from decision-making and the information available and actionable [15].

The theory of planned behavior finds that perceived control is a significant determinant of behavior in direct and indirect mode. To interact with subjective norms and attitudes generate an intention that is also assumed as a determinant of behavior.

However, its perceived control, as the norm and attitude, depend on a set of beliefs about information availability [16]. In this sense, the specification of a model would include variables that anticipate the behavior, but not from the beliefs of availability of information, but from provisions to cooperate by actors that form an entrepreneurial project to develop their skills, not only of choice, deliberation or planning, but innovation.

Not always, the rational choice has the objectives, tasks and goals that the prospective decisions have built for in ambiguous, contingent or uncertain situations to select the risks from which high returns will be expected. That is, individuals project their actions whenever the scarcity of opportunities converges with the unprecedented benefits. In a pandemic where solutions revolve around very few options derived from confinement, those who make forward-looking decisions wait for those remnants of opportunities not to optimize their chances of success or failure but to reach risk levels commensurate with unpublished profits.

The theory of rational choice is built on data, its systematization and tendency to consequently carry out maximum effort actions, expecting high rewards. On the contrary, the decisive perspective enhances the scarcity of information to activate a heuristic, socially shared and accepted way of carrying out actions against or in favor of a generalized forecast or normalized expectations. In the case of entrepreneurship, a way to optimize resources, decisions can be prospective if the product or service is unknown. Or, in the process innovation mode, rational choices must be consistent with technological advances, but forward-looking decisions define those demands based on immediate projections of risks and benefits.

Both traditions, rational choice, and prospective decision assume that information is transferred directly to audiences, but another specific perspective is that data is mediated and even biased by television, radio, press, or electrical networks [17].

Media theories maintain that the State disseminates information with the purpose of generating a public agenda which is replicated by audiences on electronic networks [18]. The process of framing the data lies in media bias; Communicators, Opinologists, Columnists, Reporters or Hosts emerge as experts on various topics, but ephemeral or permanent.

The construction of the agenda follows two logics; one of verisimilitude aimed at poorly educated or intrusive audiences in the reputation of people, the image of companies or the prestige of sources. Another one of verifiability more binding to hactivist with computational skills, highly politicized and loyal to univocal thought.

By focusing its attention on the influence of the media on audiences and the replication of these on other lay sectors, media theories distance itself from rational theories by demonstrating that a decision is not a matter of the information available and the processing of these, but rather of the representation of it. It is a rational versus a representational thought and in this respect, it approaches the radical position of prospective theories which deny information repositories and their impartiality, delegating the final decision to the experiences of individuals, but without any mediation.

1.2 Studies of Social Entrepreneurship

Classic experiments of confined people making rational or prospective decisions have built the discipline of economic psychology, but in the face of a pandemic where the political norm is to choose the least risky option to achieve uncertain collective benefits, even those investigations are yet to be carried out.

If rational choice is based on preferences based on information available to determine tastes and objectives, the prospective attitude suggests that the absence of information creates uncertainty that determines risk aversion or waiver of certain gains and risk appetite when losses are imminent Garcia, [19]. Thus, the utility, benefit or happiness crystallize into losses or

gains, circumventing the process of rational choice and legitimizing an irrational choice.

Therefore, a prospective is more than a decision lies in attitude and expectation of risk or certainty to gains and losses in the immediate future. In that sense, a retrospective is an attitude that is the same as relations, but compared to last [20].

In short, the prospective attitude is a hinge between rational choice and reasoned action. Each of these theoretical and conceptual frameworks based its scope and limits from the availability of information, assuming that the individual is able to assume an attitude, make a decision or take an action that corresponds to the available information and representation that you have [21].

In experimental situations, the formation, permanence and change of attitudes depends on the surrounding information, data processing and the management of emotions to carry out actions that reduce costs and increase profits, even though these are not entirely expected and prevalent. regulatory compliance [22].

Regarding the influence of the media that transfer the data and amplify it to participatory audiences of collective decisions with uncertain expectations, it is known that by building a common agenda, confinement and therefore the tasks to achieve possible goals are more feasible [23].

The single combination of both rational and prospective decisions supposes a unique and unpublished scenario regarding the exceptional nature of the objectives, tasks and goals, as well as the relations between political and social actors, public and private sectors. If resource optimization is the most viable option to face a contingency, then the possibility of innovating the processes that are only feasible in those who prospectively undertake a strategy will be ruled out.

So, the studies of rational and prospective choice have diversified to the respected creative and heuristic of people in confinement, but with the expectation of a common good such as public health and a shared gain such as economic revival.

Being creative is a flexible, diverse and alternative response, but optional to the probable solutions, it is important because it seems to be a very common alternative among individuals accustomed to uncertainty [4]. That is, those who are willing to believe in the data without verifying it are closer to creatively responding to an uncertain situation regarding who processes each data and compares sources to carry out an action considered to be the least expensive.

In relation to media studies that, unlike rational and prospective research, the existence of data mediation and the reconfiguration of its orientation according to the type of audience perjure, significant differences have been observed between Internet users and lay users [24]. The first most activists compare data, the second most passive generate consumption algorithms based on their receptive information behavior.

In the middle of the emotional individual who depends on his intuition and the rational person who presumes to have the essential information for his decisions, there is the humus media which supports his action based on the type of message, the prestige of the source or the advancement of the technology.

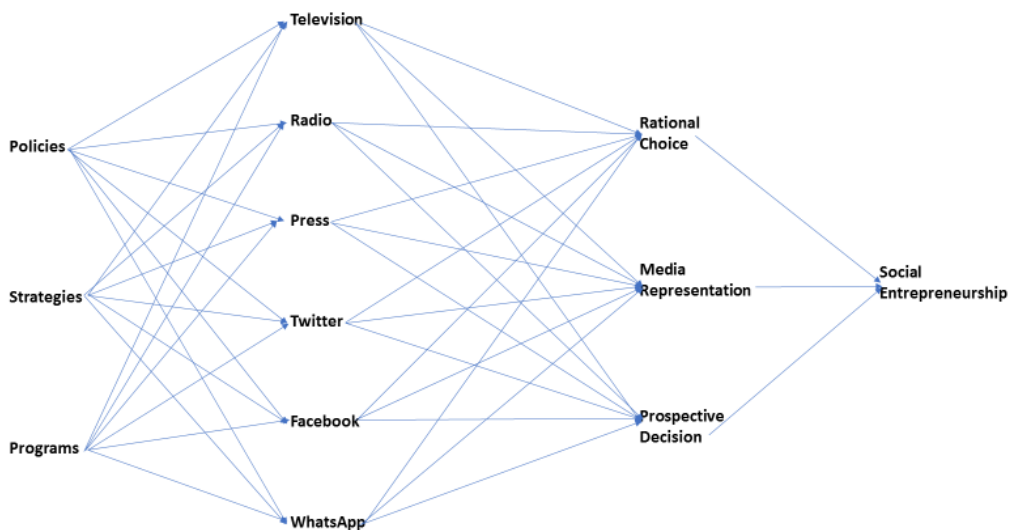
While the homus prospects chain a series of intuitions for their decisions and actions, the media individual assumes that these chains have already been properly processed and systematized by the media in which they blindly trust to spread their needs, demands and expectations, Then, the cycle It is complemented by the rational person who pretends to live in a reality that can be codified for his category structure and the justification of his acts.

Thus, the modeling of the variables subtracted from the theoretical, conceptual and empirical frameworks is of great relevance since, until now, an integral model has not been proposed.

1.3 Models of Social Entrepreneurship

The modeling of the variables that make up theories of rational choices and prospective decisions can be carried out if the equivalence of the paradigms is assumed, as well as the complexity of the actors involved in a contingent, uncertain and risky situation (see Fig. 1).

The proposal includes the incidence of confinement policies, strategies and programs in the face of rational elections and prospective decisions resulting from the dissemination of information in traditional media and electronic networks with an impact on social entrepreneurship. This is a network model if each antecedent variable is considered as nodes in relation to each consequent variable, assuming the optimization of data or the learning of new knowledge that will determine a prime action in a situation or event of risk.



Note: Elaborated with data study

Fig. 1: Variable modelling

Both actors, political and social, both public and private sectors, experience decisive changes to the extent that information surrounds the media or networks. Those who process the data according to criteria of rational choice, will seek to oppose both instances prior to the undertaking, believing to select the best route or at least the one whose effects would not be devastating or significant for the common good.

In another opposite sense, those who undertake an infodemic or intensive data dissemination, anticipate possible action scenarios based on personal experiences, knowledge, abilities or knowledge, although applicable or recognizable in their sector

[25]. This phenomenon known as a prospective decision does not seek a priori consensus or a posteriori conventionalism. Rather, it assumes information failures that cannot be determinants of a strategic action, but concomitant to a pessimistic scenario. In this sense, those who expect a contingency are not necessarily moved by irrational desires but by random motives or heuristic reasoning previously experienced as risky but beneficial at the same time.

In the model proposal, the rational individual would deny that information is only available in the media or networks, homo prospects would complement their intuition with media data, but

it is the Internet audience that would distinguish each source from its critical followers., instigators or spectators. In this scenario of spreading the pandemic, each rational, prospective or media actor finds its role based on the surrounding information, even when they do not know the importance of the source.

METHODS

2.1 Sample

Not experimental, documentary and retrospective study with a nonrandom selection of sources indexed repositories Latin America -Dialnet, Latindex, Redalyc, Scielo-, considering the keywords and the publication period 2010-2022 (see Table 1).

2.2 Instrument

A content analysis matrix was used which includes the definition of the variable, the source extract, the judges' qualification [26], the feedback and the rectification or evaluative evaluation [27]. The Delphi technique was used to evaluate the findings consulted in the literature reviewed [28]. Three rounds of analysis were established; 1) evaluation, 2) feedback and 3) synthesis in order to establish the central themes, themes and categories of the research agenda [29].

2.3 Measure

The Opportunistic Framing Index (OFI) was weighted considering: 0 = for information related to the planned venture without risk context, 1 = for the simulated venture in a situation

of certainty, 2 = for the projected venture in a contingent scenario.

The Innovative Framing Index (IFI) was weighted considering: 0 = for information related to the emerging venture without risk context, 1 = for the unforeseen venture in a situation of certainty, 2 = for the underlying venture in a contingent scenario.

2.4 Analysis

The data were processed in the qualitative analysis package for social sciences version 3.0 considering the categories and their contingent relationships for the establishment of trajectories. The parameters of enormousness, contingency and odds ratio were estimated in order to test the null hypothesis regarding the significant differences between the opportunistic and innovative entrepreneurship.

2.5 Interpretation

The sum of the possible maximum responses of opportunistic and innovative entrepreneurship was established by multiplying the number of extracts (n = 25) by the maximum value of qualification (2) reaching a maximum value of 50 and less than 0. Both indices were interpreted in this interval, those closest to 0 being a low level of framing, those close to the mean of 25 as regular and those close to 50 as high. The sum of both indices allowed the estimation of the entrepreneurial framing index (0 to 100), considering values close to zero as low, close to 50 as medium and 100 as high.

Table 1: Descriptive of the sample

	Dialnet		Latindex		Redalyc		Scielo	
	A	B	A	B	A	B	A	B
2019	0	0	1	1	1	1	1	1
2020	3	0	0	1	0	2	0	0
2021	0	0	1	0	0	3	0	0
2022	1	0	0	2	0	0	1	0

Note: Elaborated with data study; A = Rational Choice, B = prospective Decision

RESULTS

Table 2 shows the distributive values essential for statistical analyzes such as normality, contingency, and probability populations.

Although the distribution of the judges' scores to the selected extracts is normally distributed, the contingency ratios were only

observed in the extracts 1,3,6,7,9,10,11,15,17,19,21,22, 25. From these dependency relationships the probability proportions for the case of the Opportunistic Framing Index (IEO) were estimated, the extracts considered were 1,6,7,11,15,19,22 and 25, as well as for the Index of Innovative Frame (IEI) the selected extracts were 3,11,15,22.

Table 2: Instrument descriptions

E	M	SD	X ²	df	p	OFI	IFI
e1	1,452	0,134	12,13	14	<,05	13 (12 to 45)	
e2	1,467	0,197					
e3	1,091	0,108	14,21	12	>05		17 (12 to 34)
e4	1,678	0,173					

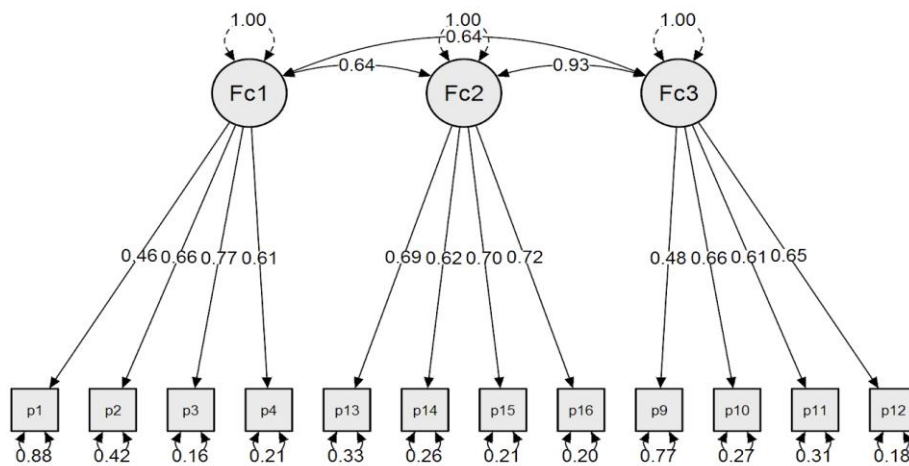
e5	1,241	0,173					
e6	1,082	0,721	15,46	12	<,05	14 (9 to 27)	
e7	1,431	0,821	12,07	16	<,05	16 (14 to 21)	
e8	1,407	0,731					
e9	1,421	0,435	13,21	10	<,05		
e10	1,890	0,532	12,08	15	<,05		
e11	1,657	0,134	11,32	16	<,05	14 (12 to 34)	10 (9 to 25)
e12	1,721	0,236					
e13	1,430	0,209					
e14	1,463	0,341					
e15	1,211	0,421	15,43	13	<,05	17 (13 to 29)	15 (13 to 21)
e16	1,342	0,297					
e17	1,081	0,146	15,21	12	<,05		
e18	1,730	0,180					
e19	1,564	0,174	10,21	16	<,05	11 (10 to 20)	
e20	1,289	0,254					
e21	1,431	0,251	14,35	10	<,05		
e22	1,365	0,170	12,47	14	<,05	18 (14 to 22)	10 (8 to 22)
e23	1,207	0,156					
e24	1,567	0,183					
e25	1,342	0,126	12,15	17	<,05	14 (11 to 24)	

Note: Elaborated with data study; e = extract, M = Mean, SD = Standard Deviation, OFI = Opportunism Framing Index, IFI = Innovation Framing Index

Table 3: Matrix of covariances

	p1	p2	p3	p4	p13	p14	p15	p16	p9	p10	p11	p12
p1	0											
p2	.01	0										
p3	0	.02	0									
p4	.06	.03	.01	0								
p13	.19	.02	.03	.07	0							
p14	.15	.03	.01	.06	.06	0						
p15	.22	.04	.06	.06	.04	.05	0					
p16	.07	.15	.09	.02	.01	0	.02	0				
p9	.43	0	.06	.01	.07	.04	.13	.06	0			
p10	.12	.1	.03	.22	.09	.14	.01	.01	.03	0		
p11	0	.03	.14	.07	.03	.02	.08	.03	.05	.02	0	
p12	.03	.05	.07	.01	.04	.08	.06	0	.08	.02	.06	0

Source: Elaborated with data study



Note: Elaborated with data study; Fc1 = Opportunism Framing Index, Fc2 = Innovation Framing Index, Fc3 = Entrepreneurial Framing Index

Fig. 2: Relationship structure

In order to observe the structure of these proportional and contingent probability relationships, the modeling of the extracts, the scores and the corresponding indices was established (see Fig. 2).

The structure obtained shows a prevalence of the extracts relative to the opportunistic frame with respect to the innovative frame. This means that the literature review builds a biased agenda to people's opportunistic reaction to the pandemic. This trend is reflected in the general framing of the venture, which is assumed to be low as it is close to zero and distant from the mean. It means, then, that the consulted literature seems to disseminate opportunism with respect to innovation with less intensity, which would not even be on the agenda of these consulted sources.

DISCUSSION

The objective of this work was to establish the mediatization indexes of the enterprise in order to observe its structure of relationships between the variables subtracted from the updated and specialized literature, although the design limits the results to the sample of qualifying judges, the extension of the work to the survey of audiences and Internet users.

In relation to the rational theories which emphasize the deliberate and planned process of predictive intentions of behaviors, the present work has weighted the innovative frame that would result from this reasoned choice. The lines of research that measure entrepreneurship based on surrounding information in the media and their influence on decisions will make it possible to observe sectoral agendas regarding objectives, tasks and goals.

Regarding the media approaches that highlight the likelihood and verifiability logics, the present study has demonstrated the possibility of measuring both phenomena. The development of equations to measure the framing criteria will facilitate the understanding of a slightly biased dimension of information, but sufficiently **incidental** in the decisions of audiences or Internet users.

In reference to the prospective optics which result in exposure to risks if they lead to optimal benefits, the present work has exposed an index in which opportunism is classified as part of a continuum of rationality and improvisation. Future lines of research aimed at diversifying this opportunism according to circumstances or situations will warn of the coexistence of prospects with media and rationalizations.

The inclusion of variables relating to the quality of life and subjective well-being as a result of the determination of the enterprise warns. Such a model would anticipate local development scenarios.

From brandished variables; beliefs, rule, attitude, perception, intention and behavior, you can specify a model for the study of social entrepreneurship in household heads engaged in the production and marketing of coffee. The model includes eight hypotheses:

This is the case of social work that develops in health institutions and education. Often, the practitioner of Social Work promotes sexual rights in an open group of people without considering other factors that information concerning sexual health, with emphasis on sex or coital [30].

In scenarios such as broadcast stations public transport system or concourses, the promoter exposes the benefits of using condoms to negotiate safe sex. The goal of this promotion is to influence consensual sex from use almost always male or female condom. Control is a more focused advocacy groups exposed to sexually transmitted diseases (STDs); sex workers or people on the street. The aim of such promotion is to provide a tool to avoid getting an STD again, focusing on the lifestyles of potential victims.

In schools and health centers, promoting sexual rights seeks to counter the effect of the norms and values that proliferate in the beneficiaries or students about the myths and realities of sexuality. It is considered that prevention should be focused on changing sexuality limited exploratory concerted and sexuality [5].

This is an innovative path, as the literature reviewed, has not contemplated the possibility of integrating the promotion of sexual rights as a determinant indirect attitude towards entrepreneurship. This is because the impact on the beliefs of sexual control means planning that could spread and impact on an entrepreneurial project of social character as is the case of a cooperative. That is, if the household heads know the basics of planning, then you can implement this tool in creating a socially responsible company.

On this track, the successful cases of promoting reproductive health on birth control and reducing the population explosion are strong evidence that the information specifically on a situation as a better quality of life in small families adopting generated and contraceptive methods and family planning techniques.

Once in health centers or public schools has spread information about sexual rights, negotiating with himself and with others about exploring tastes, needs and sexual preferences, then seeks to observe this process in decision-making at the choice of partner, negotiating condom use or agreement to request termination of pregnancy through the morning-after pill or medical care Rodríguez, [31].

If it is possible to establish a link between the processing of information regarding the planning of sexuality and it is possible to observe their effects on favorable attitudes to entrepreneurship, then It is useful to identify the cases of those who were intended to share entrepreneurial projects with some companions of the course or workshop planned promotion of sexuality.

The effects of distributing emergency contraception or requesting abortion assisted on the control of sexual encounters and STD prevention can be seen in the intentions of carrying out

actions that promote lifestyles planned regarding improvised decisions.

In this path, the promotion of indirect sex as a determining rights of social entrepreneurship is particularly important, since diffusion of unprotected sex, the use of morning - after pill or any application for termination of pregnancy would be indicators of a personal and group change in different circumstances and in different situations with regard to management and time management which is an estimate of hours devoted to the development of a project [32].

This is a widely recommended by the literature reviewed path, as it explains in detail the stages that information about opportunities and capabilities entrepreneurship affect family planning decisions or where appropriate the adoption of methods and techniques that favor the development of women with the opportunity to not only prevent pregnancy, but also develop strategies for socially responsible entrepreneurship. That is the profile of these women would be to prioritize the avoidance of pregnancy is an opportunity to organize themselves to ensure a favorable themselves and the group they belong income as well as provide a financial guarantee for their future descendants if the case, or, supporting single mothers who do not have the possibility of undertaking a project [33].

Although the literature identifies the 8b hypothesis as the most viable, in this case 8c is possible to notice that the path includes variable perceived control as a determinant of decision-making and entrepreneurial action. This variable involves a high degree of family or temporary planning from which it is possible to anticipate scenarios of unwanted pregnancies, cultural and family pressure, marital conflict or any other factor that inhibits the decision to prioritize entrepreneurship and innovation at the option of pregnancy and parenting.

5. CONCLUSION

The contribution of this work lies in the establishment of the indices that measure the framing of entrepreneurship in its opportunistic and innovative dimensions. Under the selection criteria, the results are limited to the judges' qualifications, but the construction of a scale will corroborate the findings.

The impact of these indices on health contingency mitigation policies, strategies, and programs lies in measuring their effects on people's decisions and their expectations of entrepreneurship, whether opportunistic or innovative. It means, then, that when confining people, the State must consider the response to entrepreneurship after de-escalation and even during quarantine. The specification of a model for the study of entrepreneurship in household heads is the contribution of the state of knowledge work. From a review of the literature the eight hypotheses explaining three paths of correlations between the variables put forward in the literature reviewed were specified.

However, studies of social work around the venture have not included variables that explain the decision-making and

entrepreneurship from affectivity, emotionalism or sentimentality associated with female gender identity.

In this sense, the literature seems to corroborate the hypothesis around which the male identity is enterprising and as such are attributed innate abilities of opportunism, management and negotiation lacking female identity.

However, studies of the promotion of entrepreneurship locate these assumptions in an ambivalent sexism, because on the one hand emphasize the feminine attributes of good treatment and friendliness but extol the perception of opportunity and negotiating skills as their own identity male.

It is therefore necessary to review theoretical, conceptual and empirical frameworks with a gender perspective to demonstrate the scope and limits of female and male identities identities to an entrepreneurial opportunity.

The specification of an integrated model in which the gender perspective is included, explain the scope and limits of feminine identities and masculine identities to the entrepreneurial opportunities because the model should overcome the traditional sexism and ambivalent sexism to explain entrepreneurship in single mothers and female heads of households engaged in trade, buying and selling products at retail.

Competing interests:

Authors have declared that no competing interests exist.

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