



"El saber de mis hijos  
hará mi grandeza"

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## **Governance of in a coffee industry**

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***Abstract**–Community health in contexts affected by floods, fires or frost, coffee marketing proves to be an example to follow to observe the local entrepreneurship. In this sense, the objective of this study was to perform a non - experimental, transversal and exploratory study with a nonrandom selection of 300 trader's coffee. From a structural model [ $\chi^2 = 1.335$  (5GL)  $p = 0.935$ ;  $GFI = 0.982$ ;  $AGFI = 0.947$ ;  $RMSEA = 0,000$ ] se established reliability (perception scale enterprise with alpha 0.724) and valid for five allusive to perceptions of economic opportunity (32% of the total variance explained), financial (22% of the variance), sales dimensions (16% of the variance), social (10% of the variance) and environmental (3% of the variance). the fourth factor reflected the construct ( $\beta = 0.47$ ), followed by the first ( $\beta = 0.30$ ) and the fifth factor ( $\beta = 0.16$ ). Based on theoretical and conceptual frameworks the study of entrepreneurial perception vulnerable groups dedicated to the sale of coffee as a way of subsistence is proposed. The findings allow to establish a link between the rational choice theory and human capital theory regarding the theory of the commons and the theory of social entrepreneurship as conceptual frameworks to highlight the intervention of Social Work.*

***Keywords**–Entrepreneurship, finance, sales, social, environmental*



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## **Introduction**

In the socio - historical context of Social Work, the objective of this work it is to establish the reliability and validity of an instrument that measures the perception of entrepreneurship in a sample of micro dedicated to the marketing of coffee and its derivatives in Xilitla, location San Luis Potosi, Mexico Center.

In Mexico, the sociohistory of social work is linked to some sort of venture considering that it consists of initiatives emanating from civil society on excluded sectors of development.

After the Mexican Revolution of 1910, the leaders made decisions that guided their relationship with the governed. In this regard, the Petroleum Expropriation of 1936 is a clear example of social policy that the political class implemented in the civilian sectors to organize them into groups.

Thus, the social work that emerged with the management and administration of post-civil war government was characterized by 1) adherence to a revolutionary caudillo ideology as the basis of a national identity; 2) inclusion of corporate bureaucrat's sectors, workers, peasants and poor but excluding; 3) alignment with a meta-constitutional (Garcia, 2014) presidentialism.

It is that social work was a management tool and dialogue with the sectors that signed the post-civil war constitution. Therefore, social work professionals moved away from civil initiative to undermine the institutional guidelines of the post - revolutionary state.

During the socio - historical phase of economic, labor and educational prosperity of the period 1940-1960, better known as "Mexican Miracle" social work reached its peak under health policies that



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allowed the creation of emblematic institutions such as; Mexican Social Security Institute (IMSS) in 1943 Safety Institute of Social Services for State Workers (ISSSTE) in 1959.

However, the professionals of social work were confined to programs to combat the population explosion or strategies reproductive and sexual health and prevention of diseases and accidents in the nascent industrialization and its effects on the occupational health of workers in the State (Garcia, 2015).

We can see that during the comment period was conceived social entrepreneurship in communities and localities since decreased to a minimum in cities (Carreon et al., 2014).

It was from conflicts between the state and civil society that social entrepreneurship has emerged as unconcerted by public policy response in

the Social Work chose to reproduce the state ideology.

Thus, social movements preceded the social entrepreneurship under posed organizational styles that explain the formation of spheres and civilian networks.

In the case of conflict between students and government in 1968 from which social structures opted for a gradual change which was consolidated in 1985 with civil mobilization disaster the deadliest earthquake recorded in Mexico City (Garcia et al., 2014).

Although the charter is innovative in matters of ownership and management of ejidos, peasant mobilization was guided by his dissidence public policy, as development opportunities were limited to foreign plantations.



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Thus arises entrepreneurship in cities as a response to authoritarianism of the state rather than as a symptom of prosperity, quality of life and well - being, even when the country has trade relations with EU. Even in the period beginning the Free Trade Agreement, entrepreneurship seems transnational rather than local companies or cooperatives -7 of 10 new companies being exclusive disappear in the first two years after having waited the same time for high in the publicly hacienda.

In this brief socio - historical tour, social work acquired a sense of well - being due to the policy of import substitution, but dissociated itself from disadvantaged sectors, although the undertaking of civil society came from various sectors, the historical relevance of social work emerges from urban civil mobilizations or semi - peripheral (Garcia et al., 2015).

Therefore, the study of entrepreneurship in communities is an emerging issue and

even more so with the intervention of Social Work, however during the period exposed, governments of central Mexico have developed schemes to support agribusiness, particularly with regard to the cafe.

The economic census of Mexico in 2009 was carried out with 99.9% (3,587,979) of companies that are uniestablecimiento type and 1% (39,080) is multi-establishment. 17.9% (6,979) are national, 15% (5,488) are local and 67.1% (26,246) are multinational (INEGI, 2010).

It is that economic indicators show that the systematization of entrepreneurship is growing in the transnationals, but it leads to practice in micro, small and medium enterprises (MSME). This is because economic development can be interconnected by principles of profit and gain, but both can be transformed into speeches, lifestyles and consumption of specific communities and localities facing



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a crisis of supply of natural resources and the public services. In such a scenario emerges entrepreneurship as a response of civil society to the management and administration little atingente State (Garcia, 2014).

There are 4,145,772 micros, small and medium enterprises which employ employees 19,179,350 5,073,432 of which 489,532 work in maquiladora companies and industrial sector occupy 6,389,648 2,042,641 7,716,270 trading companies and working 1,613,601 non - financial companies in the private sector. In other words, 21.6% of the companies created in 2013 occupies less than one employee.

In other words, it is possible to observe a trend of social entrepreneurship, however, low productivity, generates social networking partnership. That is, that, in an economic or political crisis, some enterprising sectors of civil society renounce the logic of profit and utility to

redistribute the costs and benefits in a greater percentage of the population (Garcia et al., 2015)

Micro enterprises account for 95.9% (3,976,912) of the total and occupy 43.7% (12,899,155) of the workforce. Small business accounts for 3% (126,262) and employs 13% (2,496,835) of the workforce and medium enterprises representing 0.7% (27,706) and occupies 10.6% (2,023,676) of the labor force (INEGI, 2010).

In the case of San Luis Potosi (central Mexico), social entrepreneurship is focused on the opportunities and capabilities of micro enterprises, by their logic of solidarity collaboration, tend to expand by reducing their earnings and profits (Garcia, 2015).

In the manufacturing sector micro enterprises account for 93.6% (458,096) and occupy 20.8% (1,057,456) of the



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workforce, small businesses account for 4.2% (20,455) and take up to 8 , 8% (446,181) of the workforce and medium - sized enterprises account for 1.5% (7,441) and employ 16.8% (851,506) of the workforce (INEGI, 2010).

In the commercial sector micro-enterprises account for 96.9% (1,978,887) and employ 60.5% (3,866,223) of the workforce, small businesses 2.2% (43,967) and take up to 11 7% (745,253) of the workforce and medium - sized enterprises represent 0.7% (14,454) and occupy 12% (764,763) of the workforce (INEGI, 2010).

Unlike the maquiladora sector, trade means greater participation of entrepreneurs, as production networks on which depends the prosperity of maquiladoras, it is not a requirement in the buying and selling wholesale or retail products. That is, the local enterprise is guided by the work culture of micro enterprises, many of them drawn from the

communities dedicated to the marketing of coffee and its derivatives (Carreon et al., 2014).

In San Luis Potosi, in central Mexico state, 2.1% of MSMEs of which 1.8% are in the maquiladora sector and 2% are in the commercial sector and 2.2% are located in the private non - financial sector. The trade sector accounts for 47.2% (41,640) and occupies 29.7% (124,897), the services sector accounts for 40.9% (36,066) and occupies 32.2% (135,353) and the manufacturing sector 10% (8,852) and occupies 29.7% (125,011) of the workforce (INEGI, 2010).

Indeed, from the economic dynamics of MSMEs in San Luis Potosi, you may notice that has been brewing a venture based on the growth of services, but at the level of micro enterprises. This means that the coffee industry has greater marketing opportunities in a scenario where the commercial activity exceeds



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workforce size and industrial (Garcia et al., 2014).

In the commercial sector micro enterprises account for 96.8% (40,319) and employ 61.9% (77,284) of the workforce, small businesses accounted for 2.2% (928) and employ 12.7% (15,907) of the workforce and medium - sized enterprises account for 0.7% (298) and employ 12.8% (15,949) of the local workforce (INEGI, 2010).

If the local market in terms of marketing products and services associated with coffee is conditioned by social skills such as networking of trade, then the towns and communities are an ideal setting to set some differences in the perception of coffee sales opportunities and its derivatives (Garcia et al., 2015).

As for labor demand, MSMEs warn that mastering a second language is the most required skill ( $M = 3.6$ ), followed by

written communication ( $M = 2.64$ ) and easy to relate ( $M = 2.31$ ).

Attitudes are required by MSMEs; international vision ( $M = 2.99$ ), appreciation of culture ( $M = 2.98$ ) and respect for the environment ( $M = 2.38$ ).

The state of San Luis Potosi borders the states of Zacatecas, Nuevo Leon, Tamaulipas, Guanajuato. Queretaro, Hidalgo and Veracruz.

The state has 58 municipalities, coordinates what are north (24 degrees and 29 minutes), south (21 degrees and 10 minutes' north latitude), east (98 degrees and 20 minutes) and west (102 degrees and 18 minutes west longitude).

Cerro Grande is the highest elevation 3,180 meters, followed by fourteen 3,101 m and 2,810 m Close Coronado. A dry temperate climate predominates with 27.7% followed by a warm semi-dry





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climate with 20.1% and semi-dry temperate with 12.8%. The average temperature is 25.3 degrees Celsius and the annual average rainfall is 978.8 mm in a land area of 60 982.8 km<sup>2</sup> (3.1% of the country).

The state of San Luis Potosi ranks 19 with a total population of 2.586 million people with a growth rate of 1.4% and a density of 4.2 inhabitants per square kilometer.

Real de Catorce have a total population of 9716 inhabitants, of whom 4,932 are men and 4,784 are women. In Xilitla live 51,498 of which 25,484 are men and 26,014 are women. 30.4% of the population is under 15 years. 10.7% of the population is migrated to the state. 3.7% of its population not residing in state and 0.1% of the total migrant population.

10.7% of the population speak a local language, speak Nahuatl 137,682, 96,568 and 10,807 Huasteco speak the Pame.

The birth rate is 20.1 per thousand populations, women have on average 2.1 children born alive, of 639 dwellings per thousand inhabitants on average four people inhabit.

7.9% of the total population is illiterate, 90.6% of the population between 5 and 14 years attend school. Women represent 40% of the workforce,

Theories explaining the intervention of Social Work for Local Community Development in general and in particular are; the rational choice theory, human capital theory, the theory of the commons and the theory of social entrepreneurship.

*Broadly speaking*, the rational choice theory suggests that the development of a community is beginning in the selection of opportunities and capabilities, both aimed at achieving goals and objectives in the short, medium and long term (Garcia et al., 2014) .





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In that sense, there is a substantial difference between rationality and irrationality. This is the case of making unilateral or majority decisions by their degree of exclusion of migrants or local-minority - communities that have different values to utility and gain, as well as different views of private property (García et al., 2015 ).

Therefore, the theory of human capital, in general, try to reduce the gap between rulers and ruled, majorities and minorities, opportunities and capabilities from a system management and administration of public goods. That is, assuming as state property resources, local or federal government is obliged to distribute equitably the costs and benefits related to development (Carreon et al., 2014).

However, the human capital theory believes that those who are not willing to contribute, even if they receive benefits, are part of development.

Therefore, the rational choice theory and human capital theory warn that the problem of local development from the management and administration of the assets and resources considered public lies in 1) irrational and 2 decisions) noncooperation.

It is the theory of the commons which solves the dilemma of local development from a rationality that involves the abandonment of traditions and customs assumed as irrational -management and money management for festivities instead of drinkable water service or , the dilemma is to cooperate, even if some do not contribute to and benefit system (Garcia, 2014).

The theory of the commons warns that the development of the type of goods; 1) -the private security of property or resources are guaranteed by the laws that the state must enforce through programs, strategies and instruments, but excludes civilian



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sectors that do not have that kind of well; 2) public -the State guarantees the distribution of costs and benefits, but is susceptible to rot -; 3) -the common resources provide opportunities in terms of organizational capacities and social cooperation.

Thus, Local Development, which is determined by the logic of the commons requires management communities by promoting solidarity and cooperation (Garcia, 2015).

Indeed, the complexity of this socio - historical phase in which a community with biospheric values must assume an anthropocentric production dynamic is a promotion of relations of social entrepreneurship.

In the case of coffee growing, social entrepreneurship goes beyond being exceeded capacity regarding opportunities, involves the establishment

of a common agenda between civil, political and economic sectors oriented management sufficient knowledge for the responsible development.

Around the coffee enterprise, the data seem to confirm the assumptions of a theory of entrepreneurship (Vazquez et al., 2016). The - subsidies from federal and local governments to encourage agribusiness and marketing - -créditos and financial opportunities from prospective balances and marketing of products and services- economic opportunities determine the perceptions of opportunity - expectativas retail sales mínimos- higher profits to costs (and Acar Acar, 2014).

However, some studies highlight the importance of social entrepreneurship networks as factors enhancing solidarity sale of local products and services before the arrival of transnational corporations and their possible effects on the local



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economy (Cruz, Arroyo and Marmolejo, 2016).

The theory of entrepreneurship networks warns that cooperation and solidarity scenarios are developing in economic and financial vulnerability (Robles et al., 2016). This means that, under the onslaught of multinationals, traders are organized to make a common front in defense of the local market (Hernandez and Valencia, 2016). Thus, leadership and follower's information networks structured around selling prices, promotions and added value in terms of transnational competition (Omotayo and Adenike, 2013).

In this sense, entrepreneurship networks highlight the importance of cooperation and solidarity, linking their products and services to other traditional activities of the town (Escobar, 2014).

A new type of venture, derived from social networks is the environmental (Mendoza, Ramirez and Atriano, 2016). It is expectations of trade in goods and services based on knowledge of the local climate, spaces and customs of the community (Saansongu and Ngutor, 2012).

Environmental entrepreneurship theory explains the association between traders, diversification of its products and services, as well as their consumption in specific contexts and extreme environmental conditions (Anicijevic, 2013).

Thus, the coffee stands out as a product and adaptable service to the effects of climate change on community health where being active is a requirement for survival against drought, floods, landslides, frost or fire (Quintero et al., 2016).

Thus coffee is a cultural heritage that explains the economic dynamics, political,



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social and community of town with extreme climates, social composition migrant solidarity economy and marketing of traditional products and services (Sales, Quintero and Velázquez, 2016).

**Formulation:** The theoretical dimensions of perception of entrepreneurship conform to the dimensions weighted?

**Null hypothesis:** The theoretical dimensions of perception of entrepreneurship conform to the weighted empirical dimensions.

**Alternative Hypothesis:** The theoretical dimensions of perception of entrepreneurship are different with respect to the weighted empirical dimensions.

### **Method**

**Design.** A non-experimental, transversal and exploratory study was conducted.

**Sample.** A nonrandom selection of 300 microentrepreneurs was performed, considering its main activity oriented marketing of coffee and derivatives such as sweets, drinks and bread, as well as their access to microfinancing registered municipal census.

**Instrument.** Perception Scale Entrepreneurship Garcia et al was used (2016) which includes 20 items related to perceived **economic** opportunity (eg promoting the magical towns attract investment Xilitla.); perception of **social** opportunity (eg I receive support my family by selling sweet coffee); perception of **environmental** opportunity (eg coffee will be sold in winter cold of the town); **funding** opportunity perception (eg coffee sales will be financed by the local government) and the perception of **sales** opportunity (eg coffee is a priority need for tourists). Each item is answered



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with one of five options ranging from 0 = not at all likely to 5 = very likely.

**Procedure.** Delphi technique for homogenizing the meanings of the words included in the reactants used. Anonymity and confidentiality in writing where they were also informed about the results of the study would not affect their economic, political, social or community status was guaranteed. The surveys were conducted in establishments marketing of coffee and related products. The information was processed in the Statistical Package for Social Sciences (SPSS for its acronym in English) and Structural Analysis of

Moments (AMOS for its acronym in English). The mean, standard deviation, Cronbach's alpha, chi square, KMO, factor weights, betas, and residual goodness of fit were estimated.

### Results

The internal consistency of the overall scale (alpha 0.724) and specific subscales (economy alpha of 0.718, financing alpha 0.796; sales alpha 0.771; social alpha of 0.701, environmental with alpha 0.703) reached alpha values Cronbach higher than 0.700 (see Table 1).

**Table 1.** Descriptive, reliability and validity of the instrument

cogic	Item	M	FROM	Alpha	F1	F2	F3	F4	F5
	<b>Subscale perception of economic opportunity</b>			<b>0,718</b>					
poe1	Tourism promotion to attract investment Xilitla	4,21	1,03	0.793	0.401				
POE2	Tourists consume coffee for its low cost	4,14	1.25	0.704	0.524				
POE3	Investments in coffee increase their quality	4.93	1,47	0.771	0.621				



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<i>POE4</i>	Being local heritage will be coffee trade subsidies	4.31	1.25	0.771	0.501
	<b><i>Subscale of perceived funding opportunity</i></b>			<b>0, 794</b>	
<i>Pof1</i>	The sale of coffee will be funded by the local government	4.30	1,82	0.704	0.402
<i>POF2</i>	Credit to the coffee trade will be a priority	4.23	1,47	0.754	0.542
<i>POF3</i>	Being a product nonperishable coffee will be financeable	4.81	1,36	0.782	0.512
<i>POF4</i>	The variety of coffee products encourage loans	4.26	1,26	0.791	0.405
	<b><i>Perception subscale sales opportunity</i></b>			<b>0, 771</b>	
<i>POV1</i>	Coffee is a priority need for tourists	4.39	1,58	0.732	0,521
<i>POV2</i>	The variety of products will make the coffee sold fast	4.40	1,12	0.714	0.578
<i>POV3</i>	The sale of coffee is simple because it is not perishable	4,18	1,32	0.798	0.442
<i>POV4</i>	I will sell coffee that can be offered in many ways	4.27	1,46	0.713	0.642
	<b><i>Subscale perception of social opportunity</i></b>			<b>0, 701</b>	
<i>POS1</i>	I get support from my family by selling sweet coffee	1.02	1.05	0.724	0.406
<i>POS2</i>	My neighbors consume bread and coffee in my business	1.27	1,47	0.741	0.443
<i>POS3</i>	My companions buy coffee products	1,48	1.35	0.782	0.543
<i>POS4</i>	People know me for selling coffee	1,59	1,44	0,762	0.476



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<i>Subscale of perceived environmental opportunity</i>		0,703			
<i>POA1</i>	The coffee will be sold in the winter cold of the town	1,04	1,01	0,780	0,531
<i>POA2</i>	Rains increase coffee sales	1,92	1,03	0,732	0,543
<i>POA3</i>	Frost incentivize the sale of coffee	1,46	1,05	0,714	0,480
<i>POA4</i>	Droughts reduce coffee sales	1,22	1,06	0,746	0,421

Extraction method: principal components. Sphericity and adequacy [ $KMO = 0.796$ ;  $\chi^2 = 346.456$  (23gl)  $p = 0,000$ ]. F1 = Perception of Economic Opportunity (32% of the total variance explained), F2 = Perception Financial Opportunity (22% of the total variance explained), F3 = Perceived Opportunity Sales (16% of the total variance explained), F4 = Perceived Social Opportunity (10% of the total explained variance), F5 = Perception of Environmental Opportunity (3% of the total explained variance). Each item is answered with one of five options ranging from 0 = "not at all likely" to 5 = "very likely". Each alpha value corresponding to each item is excluding the weight of internal consistency.

Regarding the adequacy and sphericity of principal components with varimax rotation and establish the factors correlated with items from values above 0.300 necessary for exploratory factor analysis

**Table 2.** Dependency relationships between the factors and the construct

			<i>Estimate</i>	<i>HE</i>	<i>CR</i>	<i>P</i>
<i>Economy</i>	<---	Entrepreneurship	100			
<i>Financing</i>	<---	Entrepreneurship	-052	,051	-1.017	,309
<i>sales</i>	<---	Entrepreneurship	-091	,071	-1.289	,197
<i>Social</i>	<---	Entrepreneurship	,156	,122	1,277	,202





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<i>Environmental</i>	<---	Entrepreneurship	,053	,	,979	328
					054	

Five factors relating to economy (32% of the total variance explained), finance (22% of the total variance explained), sales (16% of the total variance explained), social (10% of the total variance explained) were established and environmental (3% of the total variance explained).

Therefore, the dependency relationships between established and emerging construct factors indicate that factor is the perception of social opportunity which reflects the construct of perception of entrepreneurship ( $\beta = 0.47$ ), followed by the perception of economic opportunity ( $\beta = 0.30$ ) and perceived environmental opportunity ( $\beta = 0.16$ ).

Finally, the values of goodness of fit and residual confirm the acceptance of the null hypothesis about the adjustment of the

theoretical dimensions with respect to the empirical dimensions of perception of entrepreneurship [ $\chi^2 = 1.335$  (5GL)  $p = 0.935$ ; GFI = 0.982; AGFI = 0.947; RMSEA = 0,000].

## Discussion

The contribution of this work to the state of knowledge lies in establishing the reliability and validity of an instrument that measures five factors related to the perception of entrepreneurship in a town in central Mexico.

Future research regarding other factors that the model did not include nor estimated could be carried out if it is considered that the marketing of products and services derived from coffee is an economic activity driven enterprise



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development policies and micro financing and part of social and community uses and customs of the area of study.

In addition, environmental conditions also play a decisive role in perceptions of entrepreneurship in general agricultural products and services and perceptions of opportunity around coffee.

In this sense, the ecological validity consisting of systematic observation of the habits and customs, as well as their correlation with scales measuring perceptions of opportunity would provide a comprehensive view of the phenomenon which is coffee, environment, management, marketing and consumption.

Therefore, the specification of a model and estimation of it around indicators that explain the peculiarities of entrepreneurial localities confined to coffee is necessary because, although the venture is a structure of perceptions, decisions and strategies,

the project success depends on local specificity.

This is the case of the sectors dedicated to the sale of coffee and marketing of its products and related services. The characteristics of each sector require a thorough analysis of the customs that make survival possible by selling coffee. In this sense, female heads of household are an example of groups dedicated to retail and entrepreneurship diversified products including coffee.

Exploring values, perceptions and beliefs of the household heads dedicated to coffee explain and anticipate scenarios allow environmental, economic, political and social crisis, but also of resilience and social entrepreneurship.

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