

Lic. Lisandra Josefina Ceballos.

INCES. Venezuela

Email: agricolasilva53@gmail.com

ORCID code: <https://orcid.org/0009-0006-3661-9953>

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Training Of Entrepreneurs as A Contribution to Local Development. Manuel Manrique Neighborhood. Cojedes State..

ABSTRACT

The ventures stand out for their innovation and adaptability to market fluctuations. Typically, they arise from unique ideas or novel approaches to existing problems. Entrepreneurs, for their part, are motivated people and willing to take risks. Entrepreneurship is crucial for Local Development. Entrepreneurs can meet the needs of the local market, offer essential services and contribute to economic diversity. Additionally, they can drive a culture of innovation and resilience that is beneficial to the community. The objective of this research was to provide tools for the training of entrepreneurs in the Manuel Manrique community of Cojedes State, in this sense, it was necessary to make a theoretical review of the concept of Local Development and how entrepreneurship contributes to improving the living conditions of the community. society. The methodology used is part of Participatory Action Research with a population sample that involved 280 people from the community. The data collection tools were interviews, surveys and participant observation, these were processed into category tables, graphs and triangulation of information. The results showed the need to strengthen the training of entrepreneurs in 5 categories: community processes, project planning, organization, evaluation and control. The resulting proposal was framed in the entrepreneur training model of the Autonomous University of Tamaulipas, specifically in the area of Business Development, from there, it offers to accompany entrepreneurs with a set of hard and soft tools that allow them to enhance and continue on the path to business maturity.

Descriptors: Entrepreneurship, Local Development, Strategic Planning, Community Processes, Innovation, Organizations.

Biographical Review: (Fernando Jose Solórzano Martinez) Post-doctorate in Educational Research – Doctor of Educational Sciences (El Macaro “Luis Fermín” Rural Pedagogical Institute – IPRMLF), professor in the Instructor Category at the Libertador Experimental Pedagogical University - UPEL MACARO APURE.