Chapter 6

Critical Assessment of Socio-Intercultural Entrepreneurship:
A Case on a Postgraduate Program in Economics and International Business

José G. Vargas-Hernández

https://orcid.org/0000-0003-0938-4197

University Center for Economic and Managerial Sciences, University of Guadalajara, Mexico

ABSTRACT

This chapter aims to elaborate a critical assessment of socio-intercultural entrepreneurship based on the analysis of a case on a postgraduate program in economics and international business. The study is supported on the assumption that culture is a platform for the socio-cultural entrepreneurial. The research methodology employed is the exploratory and analytical instruments based on the literature review and the transference of findings to a specific case on a postgraduate program in economics and international business at Mexico´s Autonomous Indigenous University.

INTRODUCTION

In the economic globalization processes, these socio-intercultural entrepreneurial interactions become inevitable in any type of business transactions. The study of international entrepreneurship is current in emerging economies (Kiss, Danis and Cavusgil 2012). The international entrepreneur is a holistic organizational process that integrates the organization immersed in the culture that explores opportunities in the international market to generate value (Dimitratos and Plakoyiannaki, 2003, p. 189).

However, socio-interculturalism in international entrepreneurship is a neglected issue not even explored, as it has been social entrepreneurship and intercultural entrepreneurship when treated separately. In developing countries, the activities of social entrepreneurship are supported by those who promote social changes in politics and in the media to solve problems of social inequality, poverty and environmental sustainability (Dey, 2006; Dancin, Dancin & Tracey, 2011).

The countries with the greatest socio-intercultural entrepreneurial exchanges are those that have the tendency towards economic, trade and financial liberalization and integration policies. Various organizations and social networks support the contribution of social entrepreneurs to society (Bernard, 2012), although still the issue of social intercultural entrepreneurship is neglected.

This research questions the advances of socio-intercultural entrepreneurship based on specific practices in different cultures. Socio-intercultural entrepreneurship is in reality a complex issue to study and analyze and bring some contributions for its implementation and application for negotiation in global and international business, trade and commerce.

This analysis allows the transformation of the type of social and cultural entrepreneur to a new type of socio inter-cultural entrepreneur whose main difference is the purpose of their action. In the first place, the study begins under the assumption that culture is a platform for social-intercultural entrepreneurship to continue with the analysis of the relationship between social and cultural entrepreneurship to center on socio-culturalism entrepreneurship. From this point, it is proposed a creative socio-intercultural entrepreneurship integration policy model. Finally, the analysis presents some concluding remarks.

CULTURE AS THE PLATFORM FOR SOCIO-INTERCULTURAL ENTREPRENEURSHIP

Culture is the result of the interactions between society and nature, through social processes of material and spiritual production. Culture manifests itself in the behavior of human beings that belong to the same culture. In fact, the cultural, intracultural and intercultural processes are phenomena that the dynamics of societies cannot control; In other words, the cultural relationship between peoples as an equitable, congruent, responsible and tolerant act is a noble intention and an elusive purpose. Furthermore, interculturalism and multiculturalism are polysemic concepts that have acquired different meanings and connotations, depending on the context and policies of the welfare state (Vargas-Hernández, Guerra García, and Valdez Zepeda, 2017).

The socio-intercultural concept refers to processes that involve a multitude of variables in continuous interrelation between societies and that occur in many situations in violent opposition (Guerra García, 2005, 2004ª, 2004b). Socio-interculturalism is a process that notices the intimate relationship between nature, society and culture (Ochoa Zazueta, 2006) and that allows identifying the relationship of meanings as a fundamental component of other cultures, such as the indigenous worldview with understand-

Related Content

Innovation Proposal in the E-Commerce of Exponential Handcrafted SMEs of Enterpreneur Women With the Interfaces of the Creative Economy
Jovanna Nathalie Cervantes-Guzmán, Juan Mejía-Trejoand Guillermo Vázquez-Ávila (2021). *International Journal of E-Entrepreneurship and Innovation (pp. 55-70).*
www.irma-international.org/article/innovation-proposal-in-the-e-commerce-of-exponential-handcrafted-smes-of-enterpreneur-women-with-the-interfaces-of-the-creative-economy/269699

Secure Community Trust Stores for Peer-to-Peer e-Commerce Applications Using Cloud Services
Ahmad H. Fauziand Hamish Taylor (2013). *International Journal of E-Entrepreneurship and Innovation (pp. 1-15).*
www.irma-international.org/article/secure-community-trust-stores-for-peer-to-peer-e-commerce-applications-using-cloud-services/81260

Entrepreneurship in the European Union: Unified Is Not Uniform
Mark Pottsand George M. Puia (2011). *International Journal of E-Entrepreneurship and Innovation (pp. 11-22).*
www.irma-international.org/article/entrepreneurship-european-union/58353

The Impact of Labour Flexibility and HRM on Innovation
Haibo Zhou, Ronald Dekkerand Alfred Kleinknecht (2010). *Innovation in Business and Enterprise: Technologies and Frameworks (pp. 150-161).*
www.irma-international.org/chapter/impact-labour-flexibility-hrm-innovation/43092

Formal and Non-Formal Education: A Study on the Formation of Social Entrepreneurs
Lucimar da Silva Itelvinoand Priscila Rezende da Costa (2023). *Research Anthology on Approaches to Social and Sustainable Entrepreneurship (pp. 807-834).*
www.irma-international.org/chapter/formal-and-non-formal-education/316288