

Chapter 10

Factors for the Effective Training of Young Entrepreneurs: An Experience in Southeastern Mexico

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ABSTRACT

This paper aims to verify whether there is a relationship between creative thinking and the entrepreneurial skills of young entrepreneurs to determine the factors that should be included in effective programs to train them as entrepreneurs. For this, a creative thinking test was designed that includes mathematical reasoning, inference and logical-deductive thinking, with software specially designed for this purpose. For entrepreneurial competencies, a validated questionnaire was used, which also served to detect the factors in the training of young entrepreneurs, design and implement

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a course based on these factors, so that it is confirmed if they are decisive or not. Undergraduate students from a private university in the city of Mérida, Yucatán, in southeastern Mexico, participated in this course, both for the diagnostic study (phase 1) and for the course (phase 2), but it is expected to replicate the study in other groups and companies in the future.

INTRODUCTION

Given the current unemployment rate of 2.6% of the economically active population (EAP) (Rodríguez, 2024), which is about half the rate in 2013 (El Economista, 2013), but with a growth of only 2% of the gross domestic product (GDP), which is insufficient compared to the expected goal of 4.5% per year, symptoms of economic stagnation are felt (Mexico, How are we doing?, 2024). If the effects of the new reforms due to the changes in the Federal Government are considered, the future for companies, especially the new ones, is uncertain and difficult.

Mexico is in second place, as a member of the OECD (Organization for Economic Co-operation and Development), in terms of levels of income inequality, with 57% of the country's wealth in the hands of just 10% of the population (El Economista, 2023). For this reason, it is not possible to continue depending on the possibility that only large companies or the Government generate more jobs. Access to financing sources, the procedure for starting a business and business education must improve (Meza-Rodríguez, 2023). Therefore, it is necessary to encourage the creation of new companies able to adapt fast and effectively to their respective environments, creating jobs and improving the quality of life of people and communities.

Mexicans are known for their high entrepreneurial spirit, but the education system for entrepreneurs is deficient (Domínguez-Sagols, 2024). The main strengths for innovation in Mexico are centered in infrastructure, market sophistication, institutions and human capital (Estudio Global, 2023). However, although the country is ranked 44 among the countries with the best entrepreneurship ecosystems (it was 30th in 2021), 64% of Mexican entrepreneurs do not receive governmental support, and 57% do not know about public support programs for business (Meza-Rodríguez, 2023). Unfortunately, 76% of entrepreneurs go out of business in the first three years of operation due to lack of financing and delays in paying suppliers (Asociación de Emprendedores de México, 2023). According to Meza-Rodríguez (2023), 13% of adults are starting a business, but most of them are informal.

On the other hand, it is neither possible nor desirable for higher education institutions (HEIs) to educate students just with an employee mentality, who will passively wait to find someone to hire them at the end of their university studies. Entrepreneurship must go beyond the simple idea of starting a business, since it

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