



Initiatives Promoting Culture and Entrepreneurship to Hire Professionals in the Economy and Engage in the Foreign Exchange Market in a Region of Peru

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

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ABSTRACT

The objective of the study was to understand and determine the relationship between culture and entrepreneurship initiative towards investments in the foreign exchange market of the professionals of the College of Economists of La Libertad. Additionally, it was sought to establish the relationship between each dimension or cultural characteristic and the dimensions and characteristics that determine the entrepreneurship initiative towards investments in the foreign exchange market. The study is applied, quantitative, non-experimental, correlational, descriptive, explanatory, and comparative. The logical approach was employed. Using an inclusion and exclusion criterion, the survey was utilised as a data collection method, the questionnaire served as the instrument, and the Likert scale served as the measuring tool. The findings revealed a strong and direct association between the two variables as well as each of the characteristics assigned to each variable. Additionally, it is noted that a higher proportion of men than women are aware of the cultural and entrepreneurial components, and that a smaller proportion of people in both sexes think that the entrepreneurial initiative is influenced by variables outside of their control.

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1. INTRODUCTION

Throughout history society has changed, and has gone through periods of progress and depression and has been changing rapidly. Currently, phenomena such as unemployment, social gaps, inequality and exclusion are more relevant, especially in countries such as Peru and all of South America. These phenomena have become evident and have been more worrying in recent years where the pandemic has hit the world. Given these, self-employment is seen as a way to generate value and opportunity, that is why the concept of Entrepreneurship has become more relevant in our society [1-6].

As indicated, undertaking today is a key piece for personal development and very important for the development of a society or country, seeing it from a macroeconomic point of view. Entrepreneurship from the economic and business point of view can be seen not only in creating a company, which can be of different turns, they are different forms of entrepreneurship [7-12]. What in summary we can understand about entrepreneurship is the search for opportunities very independent of resources or the presence of them. Forex or foreign exchange market presents all the conditions to be considered an opportunity, an opportunity to undertake, and that offers conditions that many other types of entrepreneurs do not have. Entrepreneurship in the 60s from a strong recession in the United States, took great dynamism, it is during this stage where new economic activities were promoted, where those that are now large companies such as Microsoft, Walmart, Apple, among others, emerged [13-16].

As of 2004, more than 60% of university programs in the United States already had subjects related to entrepreneurship and business creation, which is a clear example that encouraging entrepreneurship is the engine that can boost and change the economic reality of a person or society [17-19]. At the international level, the study developed by Global Entrepreneurship Monitor and presented in the GEM Spain 2019 - 2020 report, on entrepreneurship in that country, thoroughly developed some points to take into account [20-24]. In this research work was separated into two groups, those people who are involved, that is, those who already have a consolidated business or who have already undertaken, and on the

other hand those who are not yet involved, that is, those who have the intention, spirit or initiative to undertake.

At the regional level, a study conducted in Colombia in 2012, analyzed the entrepreneurial trend observing the entrepreneurial profile both in the incipient phase, from the entrepreneurial spirit, as well as consolidated entrepreneurs using the total rate of Entrepreneurial Activity (TEA) by opportunity and by necessity and even in the study be separated by gender to have a better panorama [25-29]. In this study it was observed that in Colombia 26.9% of men have entrepreneurial characteristics while 16.3% of women have similar characteristics, observing a ratio of 1.65 men for every woman with equal entrepreneurial characteristics, In the case of Latin America and the Caribbean men with entrepreneurial characteristics is 20.7% and in the case of women it is 15.4%, finding a ratio of 1.33 men with entrepreneurial characteristics for every woman with similar characteristics [30-35].

In the case of Peru, a study was carried out through the Development Center of the ESAN university presented in 2020, addressing the entrepreneurship phenomenon in comparison with other countries in the region and the world. Through ASD which is a rate that measures entrepreneurial activity at an early stage, which is defined as the level of prevalence of individuals between 18 and 64 years actively involved in the creation of an entrepreneurial initiative [36-39]. In the case of Peru, it is 22.4%, compared to other countries it is one of the highest, ranking fifth globally, maintaining this rate relatively stable in recent years, which shows that, regardless of the economic situation of the country, its growth or slowdown, this does not impact on the predisposition to develop new entrepreneurship initiatives [40-45].

This research seeks to analyze the culture and entrepreneurship initiative focused on investments in the foreign exchange or Forex market, identifying elements that can be measured and explained, knowing why investments in this market are evidenced or not in our society or organization to analyze, and also that it is necessary so that the opportunity represented by this type of investments is a reference in the current reality. For which the following research problem was formulated: What is the relationship that exists between

culture and entrepreneurship initiative towards investments in the foreign exchange market in the professionals of the College of Economists of La Libertad?.

The justification of this research work starts from the observed reality, investments in the foreign exchange market or Forex is a great opportunity for entrepreneurship, which can achieve favorable results and financial freedom that many seek to find, a self-employment that today is glimpsed as the path that every entrepreneur expects to find. Based on this reality, on the one hand culture is observed as a trait that defines a person and that can according to the theory analyzed, determine in some way, the behavior that a person can have in a situation or context and on the other hand the entrepreneurship initiative as a characteristic, which has gained great importance today and represents the initiative or ability of a person to take an idea or an opportunity, to satisfy or solve an unmet need. In this way, the main objective of the research was to determine the relationship that exists between culture and entrepreneurship initiative towards foreign exchange market investments in the professionals of the College of Economists of La Libertad [46-50].

2. METHODOLOGY

2.1 Type and Design of Research

The research was applied, the deductive method was used, a quantitative approach. The research design was non-experimental, descriptive, correlational, explanatory and comparative, cross-sectional.

2.2 Variables and Operationalization

Culture and entrepreneurship as an initiative aimed at investments in the Forex Market or foreign exchange market were considered as variables.

The Culture variable is defined as the way of thinking, feeling and acting, whose essence is the ideas, traditions and especially the values that are acquired and transmitted and that distinguish a society and each member of a group from each other [51]. The other variable is the entrepreneurship initiative, which is understood by taking action creatively through the insistent search for opportunities that allow building something with practically nothing, having the vision, disposition, passion and commitment are requirements [52].

In the case of the Culture variable, the postulate proposed by Hofstede was considered, who determined in his theory 5 dimensions that would lead us to understand the type of culture, and for each of them the indicator that will allow us to understand the way in which we will measure it.

Power Distance Dimension, the degree of acceptance of power distance is used as an indicator; The greater the degree of power distance, the individual tends to be more dependent and obedient, and to have a more entrenched conception and acceptance of an inequitable distribution of power.

Uncertainty Control Dimension, the level of uncertainty control is used as an indicator, People with a low level of uncertainty control, are more open to changes and innovation.

Dimension Individualism Vs Collectivism, the degree of inclination to be integrated and accepted into a group is used as an indicator. People with a lower degree of inclination to be integrated and accepted in a group (individualistic), focus on their own interests, for them the existence is personal.

Dimension Masculinity Vs Femininity, the dimension refers to the emotional roles between the genders, the level of masculinity is used as an indicator, understanding this as the assertive and competitive pole, and an inclination to ego objectives. People with a higher level of masculinity place more importance on career, economic aspects, money and other achievements.

Dimension Long-Term Orientation Vs Short-Term Orientation, uses as an indicator the degree of long-term orientation, Long-term oriented people promote pragmatic virtues focused on future rewards.

For the entrepreneurship initiative variable, Bolaños proposed by him was used, who separated into two factors or dimensions the triggers of entrepreneurship, or what allows measuring and describing the intention to undertake. Internal and external factors. To establish the indicators, in addition to what Bolaños proposed, Schumpeter proposed on innovation, Andy Freire's entrepreneurship theory and the theory of human capital entrepreneurship were considered.

For the Internal Factors dimension, the following indicators were used: motivation, education, experience and innovation and creativity. These indicators measure the degree of inclination they are so motivated to undertake, the degree they feel they have of the knowledge to undertake in Forex, the degree of experience in investments in the Forex market, and the degree to which they feel they are creative and innovative.

For the External Factors dimension, the following were used as indicators: capital, information and tools and conditions. These indicators measure the degree to which they consider having the capital to invest in the foreign exchange market, the degree to which they feel that the necessary information exists to invest and finally the degree to which they consider that the tools, means and conditions to invest in the Forex market exist.

The 5-point Likert scale was used as a tool.

2.3 Population, Sample, Sampling

In the research, the population was considered to be the professionals registered in the College of Economists of La Libertad. According to the updated register on the institution's website, there are 2079 registered professionals. The sample size was defined by the technique used where the elements of the sample are chosen without any prior judgment. The sampling used is causal or accidental non-probabilistic sampling, arbitrarily choosing the elements of study, which are chosen through a criterion of inclusion and exclusion.

According to the inclusion criteria, the sample will be defined by those professionals registered in the CELL, who answer the virtual questionnaire sent by mobile messaging and through email to the members of the College of Economists of La Libertad.

According to the exclusion criterion, those registered professionals who have not answered the virtual questionnaire sent by telephone message or through email sent to the members of the College of Economists of La Libertad will not be part of the sample.

2.4 Data Collection Techniques and Instruments

The survey was used as a technique for data collection. The instrument used was oriented to respond to the variables under study, has been carefully drafted and analyzed in detail so that the instrument allows to measure the indicators in the best way.

2.5 Data Analysis Method

The SPSS v25 Statistical program was used for the most in-depth statistical analysis. For the presentation of the information, descriptive statistics were used, which allowed to summarize, organize and describe the data, as well as the Inferential statistics were used, for the contrast of Hypothesis.

3. RESULTS

The results of the Kolmogorov Smirnov normality test ($p \leq 0.05$) suggest that the sample does not conform to a normal distribution so it is recommended to use Spearman's nonparametric Rho test for the correlation hypothesis (Table 1).

The results of Table 2 show that there is a significant ($p \leq 0.05$) and direct ($Rho = 0.863$) relationship between the culture and initiative of entrepreneurship towards investments in the foreign exchange market.

Table 3 analyzed each of the dimensions that determine culture and its relationship with the dimensions that determine entrepreneurship initiative towards investments in the foreign exchange market. In the case of the Power Distance dimension and its relationship with the Internal Factors that influence the initiative of entrepreneurship towards investments in the foreign exchange market, the results suggest a significant ($p \leq 0.05$) and direct ($Rho = 0.920$) relationship between the dimension Power Distance and the internal factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. Likewise, a significant ($p \leq 0.05$) and direct ($Rho = 0.928$) relationship was evidenced between the dimension Power Distance and the external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market.

In Table 4, in the case of the Uncertainty Control dimension and its relationship with the Internal Factors that influence the initiative of entrepreneurship towards investments in the foreign exchange market, the results suggest a significant ($p \leq 0.05$) and direct ($Rho = 0.836$) relationship between the Uncertainty Control dimension and the internal factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. Likewise, a significant ($p \leq 0.05$) and direct ($Rho = 0.896$) relationship was evidenced

between the dimension Uncertainty Control and the external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market.

In Table 5, for the case of the dimension Individualism vs Collectivism and its relationship with the Internal and External Factors that influence the entrepreneurship initiative towards investments in the foreign exchange market, the results suggest a significant ($p \leq 0.05$) and direct

($Rho=0.912$) relationship between the dimension Individualism vs. Collectivism and the internal factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. Likewise, a significant ($p \leq 0.05$) and direct ($Rho=0.940$) relationship was evidenced between the dimension Individualism vs. Collectivism and the external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market.

Table 1. Proof of normality for culture and entrepreneurship initiative

Variable	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistical	gl	Sig.	Statistical	gl	Sig.
Culture	,221	61	,000	,857	61	,000
Entrepreneurship Initiative	,198	61	,000	,876	61	,000

Source: Survey on Culture and Entrepreneurship Initiative towards investments in the foreign exchange market of CELL professionals.

Table 2. Correlation between culture and entrepreneurship towards investments in the foreign exchange market

Variable	Entrepreneurship Initiative	
Culture	Spearman's Rho	,863**
	P value	,000
	N	61

Source: Survey on Culture and Entrepreneurship Initiative towards investments in the foreign exchange market of CELL professionals.

Table 3. Correlation between the dimension Power Distance and the internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market

Dimension	Power Distance	
Internal Factors	Spearman's Rho	,920**
	P value	,000
External Factors	Rho de Spearman	,928**
	P value	,000

Table 4. Correlation between the dimension Uncertainty Control and the internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market

Dimension	Uncertainty Control	
Internal Factors	Spearman's Rho	,836**
	P value	,000
External Factors	Rho de Spearman	,896**
	P value	,000

Table 5. Correlation between the dimension Individualism vs Collectivism and the dimension internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market

Dimension	Individualism vs Collectivism	
Internal Factors	Spearman's Rho	,912**
	P value	,000
External Factors	Rho de Spearman	,940**
	P value	,000

In Table 6, for the case of the dimension Masculinity vs Femininity and its relationship with the Internal and external Factors that influence the entrepreneurship initiative towards investments in the foreign exchange market, the results suggest a significant ($p \leq 0.05$) and direct ($Rho = 0.929$) relationship between the dimension Masculinity vs. Femininity and the internal factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. Likewise, a significant ($p \leq 0.05$) and direct ($Rho = 0.844$) relationship was evidenced between the dimension Masculinity vs. Femininity and the external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market.

In Table 7, for the case of the Long-term Orientation dimension and its relationship with the Internal and External Factors that influence the entrepreneurship initiative towards investments in the foreign exchange market, the results suggest a significant ($p \leq 0.05$) and direct ($Rho = 0.794$) relationship between the dimension Masculinity vs. Femininity and the internal factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. Likewise, a significant ($p \leq 0.05$) and direct ($Rho = 0.763$) relationship was evidenced between the Long-term Orientation dimension

and the external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market.

In Fig. 1, when performing a comparative analysis by gender with respect to the dimensions of the cultural variable, the average for each dimension shows us that the dimension Masculinity vs Femininity has the highest average with a 3.87 followed by the dimension Long-term vs Short-term orientation with 3.72, followed by the dimension Individualism vs Collectivist with an average of 3.62, followed by the dimension Power Distance with a 3.52 and finally the dimension Control of Uncertainty with an average 3.36, in all the cases described the averages point to the male gender. With respect to the female gender, we can observe that in all cultural characteristics or dimensions the average is lower than that evidenced in the case of the male gender, being the highest average the dimension of Masculinity vs Femininity with a 3.49, followed by the dimension of Long-term vs. Short-term Orientation with a 3.12, followed by the dimension of Individualism vs Collectivism with a 2.85, followed by the dimension of Power Distance with an average of 2.84, and finally the dimension of Uncertainty Control with an average of 2.67.

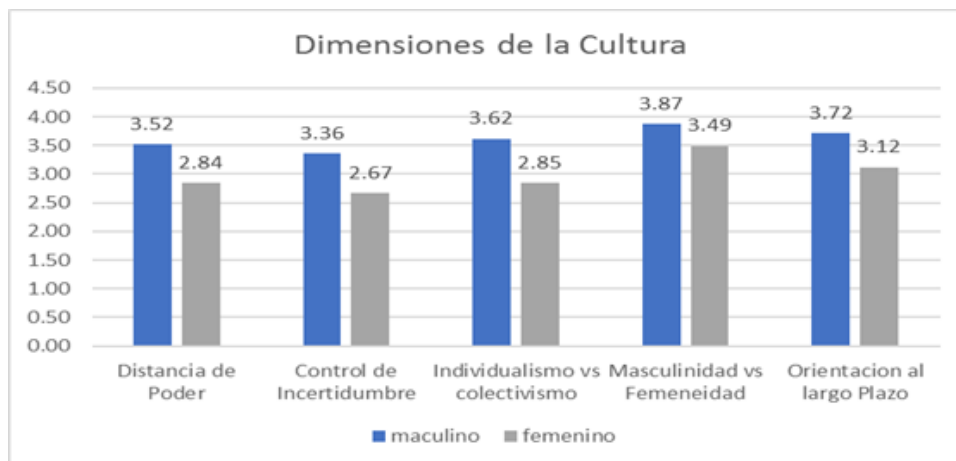


Fig. 1. Average by dimensions of the variable Culture separated by gender

Table 6. Correlation between the dimension Masculinity vs Femininity and the variable Internal Factors and external that determine the entrepreneurship initiative towards investments in the foreign exchange market

Dimension		Masculinity vs Femininity
Internal Factors	Spearman's Rho	,929**
	P value	,000
External Factors	Rho de Spearman	,844**
	P value	,000

Table 7. Correlation between the dimension Long-term vs Short-Term Orientation and the dimension Internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market

Dimension		Long-Term vs Short-Term Orientation
Internal Factors	Spearman's Rho	,794
	P value	,000
External Factors	Rho de Spearman	,763
	P value	,000

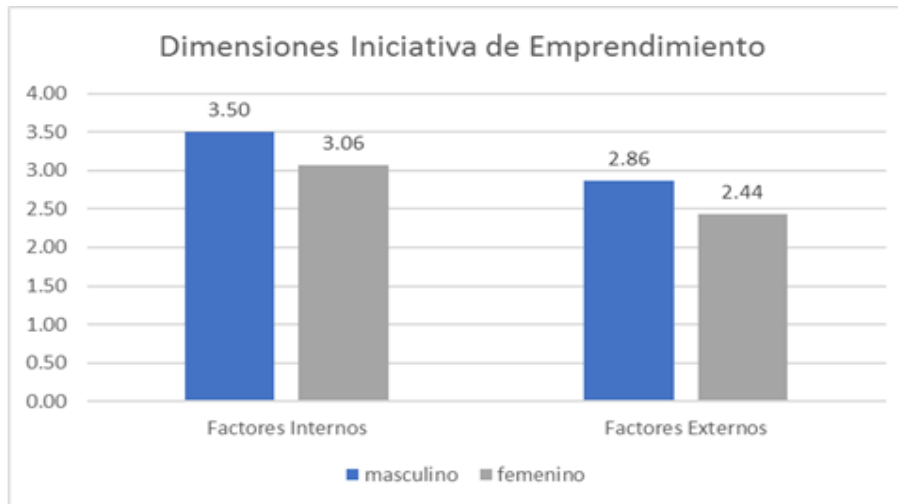


Fig. 2. Average by dimensions of the variable Entrepreneurship Initiative towards investments in the foreign exchange market separated by gender

In Fig. 2, with respect to the dimensions that characterize the Entrepreneurship Initiative focused on investments in the foreign exchange market we can see that on average the Internal Factors are more determinant than the External Factors, being on average 3.5 and 2.86 respectively in the case of the male gender, also in the case of the female gender, Internal Factors are more important with respect to External Factors, being on average 3.06 and 2.44 respectively.

In Fig. 3, with respect to the dimension Power Distance, we observe that those who have responded by agreeing and totally agreeing with the items related to this dimension are mostly male, 73% of men, and 48.1% of female. Likewise, it has been shown that 12 participants of the female gender, 44.4% of the female population analyzed, have been inclined to disagree or totally disagree with the items related to the Power Distance Dimension.

In Fig. 4, the analysis by gender with respect to the dimension Uncertainty Control shows that of those who have responded by agreeing and

totally agreeing with the items related to this dimension, most are male, 76.4% of the male population and 55.5% of the female population. With respect to those who have responded in disagreement and totally disagree in the items related to the dimension of uncertainty control, 12 of the participants are female and represent 44.4% of the female population.

In Fig. 5, the analysis by gender of the dimension Individualism vs collectivism shows that 58.8% of the male population, that is, 20 participants, have responded in agreement and totally agree on the items related to the dimension Individualism vs. Collectivism, in the case of the female gender only 22.2% of the total female population have agreed and totally agreed with the items related to this dimension. A relevant fact is the number of female participants who have disagreed and totally disagreed on the items related to this dimension, these being 44.4% of the total female population.

In Fig. 6, with respect to the dimension Masculinity vs Femininity, we observe that 28 participants, representing 82.3% of the total of

men, have responded in agreement and totally agree with the items related to the dimension Masculinity vs Femininity, compared to the female gender in which also in a higher percentage, 55.5% of women of the total female population have responded in agreement and total agreement with respect to the items related to the dimension Masculinity vs Femininity.

In Fig. 7, the dimension that determines the culture Long-Term vs. Short-term orientation showed a percentage difference with respect to

each gender, being in the case of the male gender the one that in greater percentage inclined to agree and totally agree with respect to the items that determine this dimension, being 61.7% of the total male population. On the other hand, in the case of the female gender, a total of 19 participants, representing a higher percentage, 70.3% of the total female gender, were inclined to disagree and totally disagree on the items related to the Long-Term vs. Short-term orientation dimension.

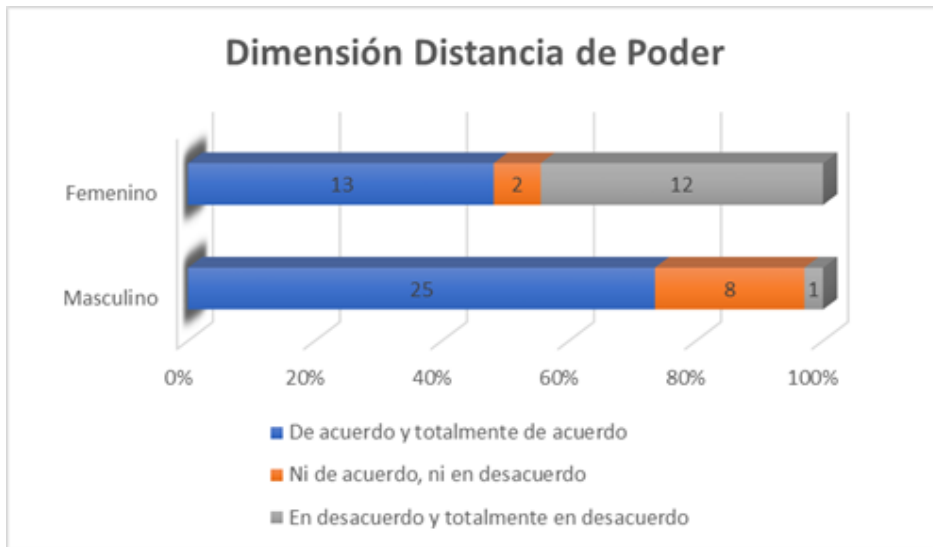


Fig. 3. Percentage of the population by gender according to the registered items related to the dimension Power Distance

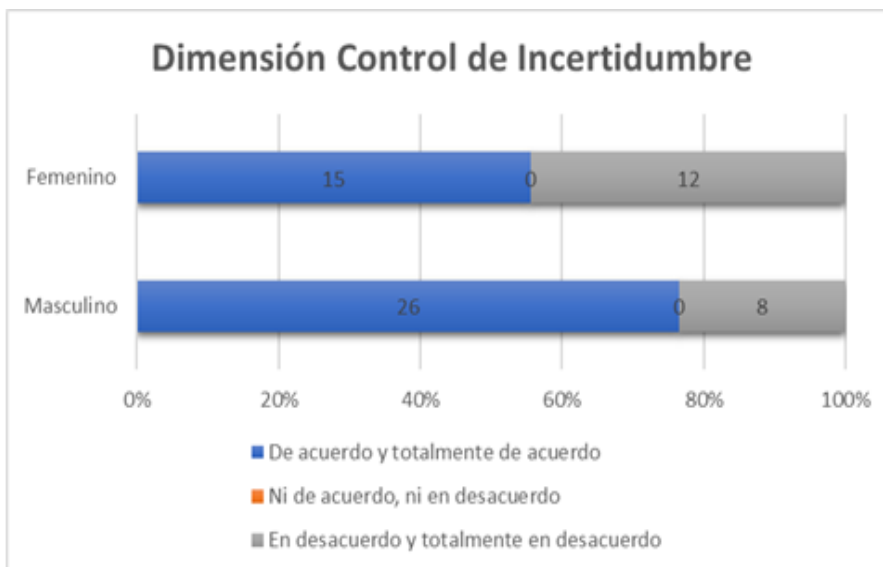


Fig. 4. Percentage of the population by gender according to the registered items related to the dimension Uncertainty Control

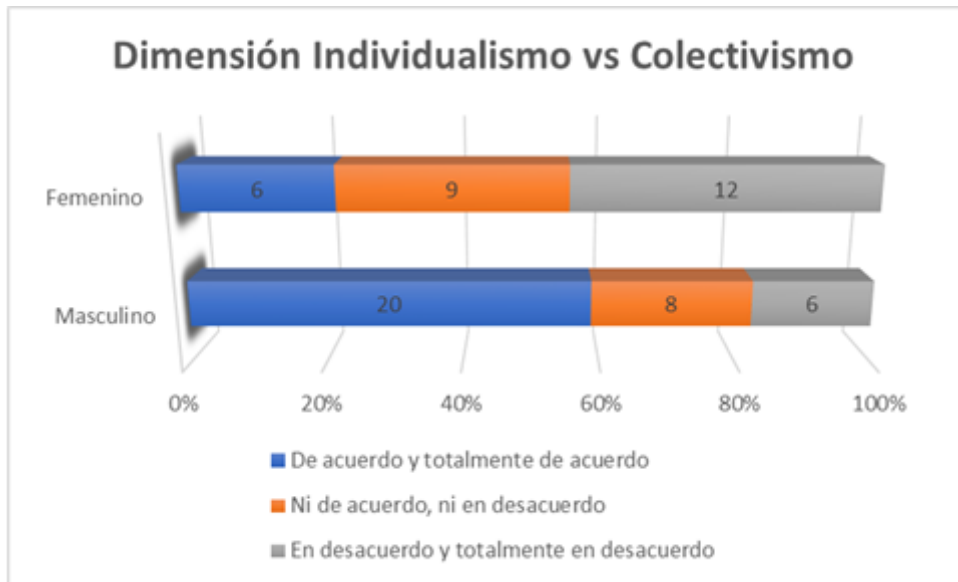


Fig. 5. Percentage of the population by gender according to the registered items related to the dimension Individualism vs Collectivism

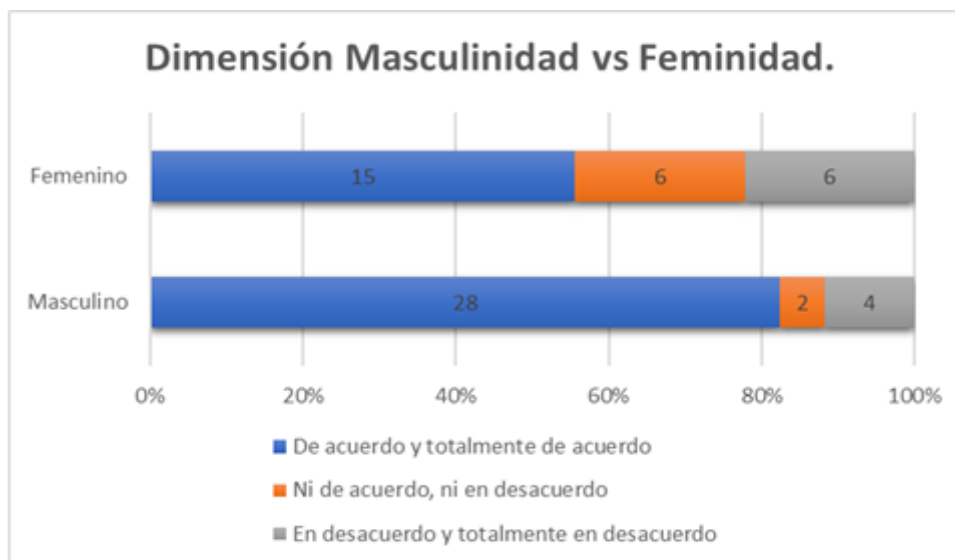


Fig. 6. Percentage of the population by gender according to the registered items related to the dimension Masculinity vs Femininity

In Fig. 8, in relation to the dimensions that determine the entrepreneurship initiative towards investments in the foreign exchange market, we observe that in the case of the male gender, 73.5% of men were inclined to agree and totally agree on the items related to the internal factors that determine the entrepreneurship initiative. In comparison with the female gender where the highest percentage, 51.8% of the total of women were inclined to disagree or totally disagree on the items related to the internal factors that

determine the entrepreneurship initiative towards investments in the foreign exchange market.

In Fig. 9, in the case of the Dimension External Factors that determine the initiative of entrepreneurship towards investments in the foreign exchange market, we can see that in both genders the highest percentage was inclined to disagree and totally disagree with respect to the items related to the External Factors that determine the entrepreneurship initiative. In the

case of the male gender, 44.1% of all men disagreed and totally disagreed and in the case of the female gender, 77.7% of women disagreed and totally disagreed in relation to the items that determine the entrepreneurship initiative towards investments in the foreign exchange market.

4. DISCUSSION

The research work was developed seeking to know and explain how the entrepreneurship initiative towards investments in the foreign exchange market of the professionals of the

College of Economists of La Libertad is influenced or determined by the type of culture that each individual has. Undoubtedly, Culture as such is part of each of the people and largely determines the way a person faces each situation that arises. Culture is usually associated with groups, and indeed culture is also defined for a certain group, and this because culture is defined not only as what is part of you, the way of being, personality is part of that which makes you act, but also the environment makes the values of each person, which is one of the terms most related to culture, take a certain course.

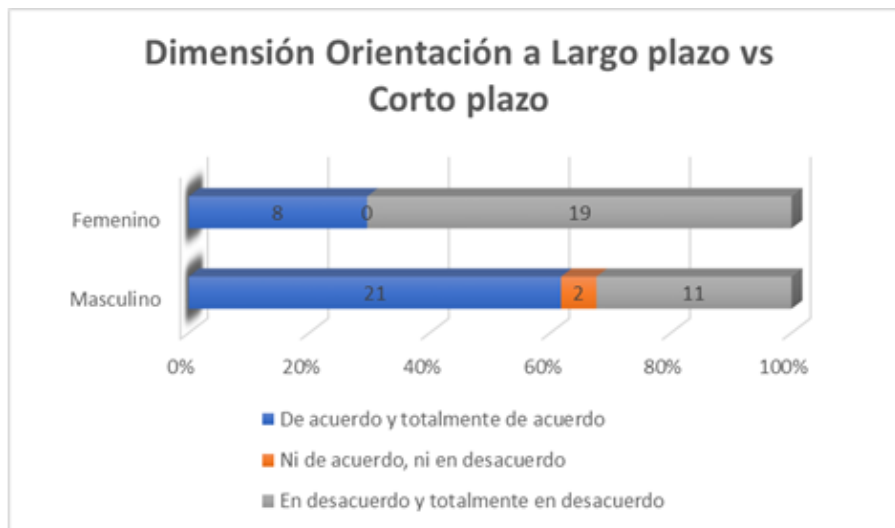


Fig. 7. Percentage of the population by gender according to the registered items related to the dimension Long-term vs Short-term orientation

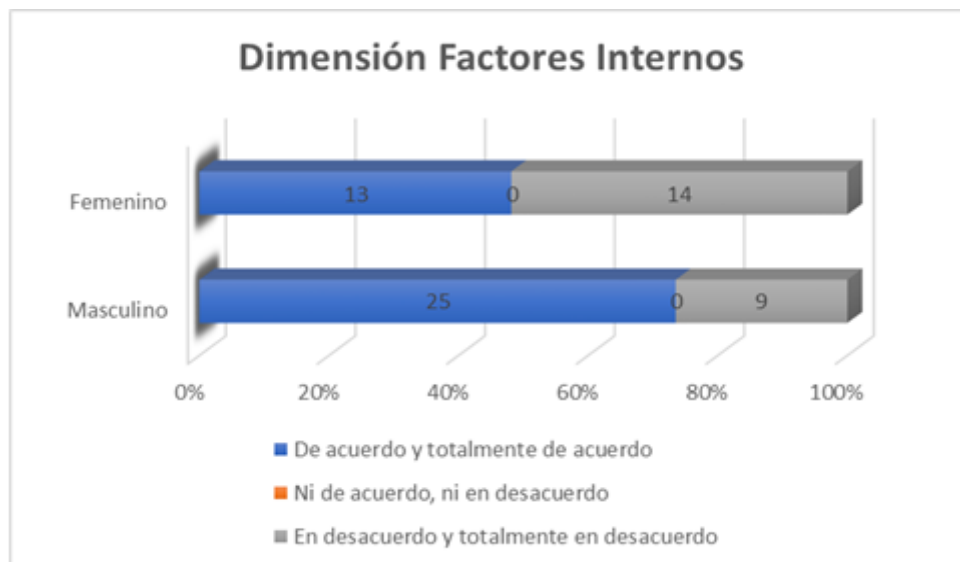


Fig. 8. Percentage of the population by gender according to the registered items related to the dimension Internal Factors

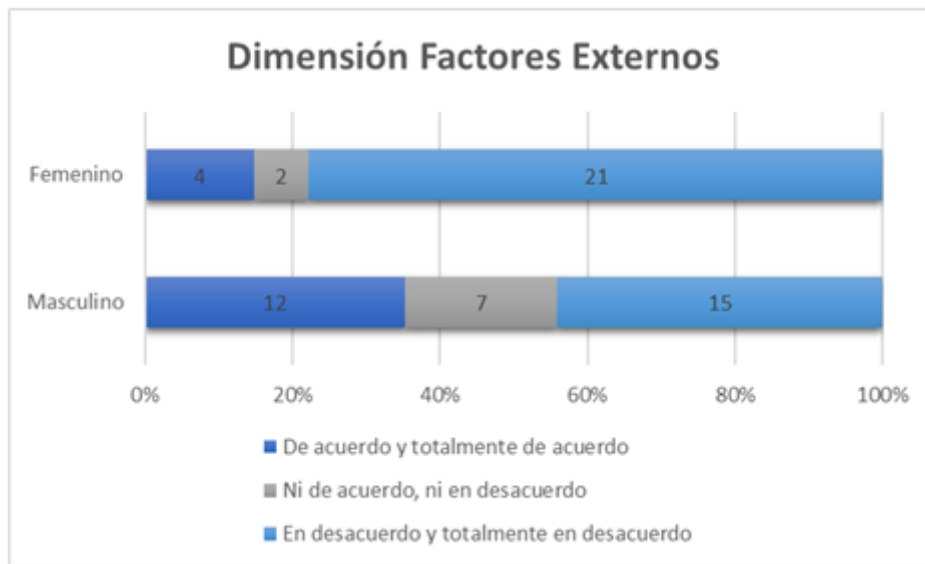


Fig. 9. Percentage of the population by gender according to the registered items related to the dimension External Factors

That is, each person's culture is different not only based on your most individual personal characteristics, but influenced by the family environment, and social group to which you belong. However, in order to understand culture, we must understand that there are several edges that determine it, and seeing it from different points of view are different ways in which we can try to measure it. Starting from our objective and what has motivated the study we are clear about the point of view in which we try to understand and measure culture is from the business economic aspect, this because entrepreneurship focused on investments, as such, is an aspect that changes or influences the economic aspect of each person.

Entrepreneurship is undoubtedly something decisive in the economic present of society today, entrepreneurship as such, is a process that can occur in two weakly marked circumstances, at the beginning when it is still a process that is going to begin, the entrepreneurship initiative or entrepreneurship of who is going to start something for the first time, and those who have already undertaken, or those who are already involved in some process.

In the study we have taken Hofstede's theory to try to measure the culture of each person from a business economic point of view, taking as axes 5 dimensions that seek to consolidate all those individual characteristics and influences of the family environment and social group to which

each person belongs and that determines the type of culture that each person has and therefore their way of acting in conditions and circumstances that can favor to entrepreneurship.

The main result to be able to carry out the research work was to determine if there was a relationship between the entrepreneurship initiative and culture, which until before carrying out the present work we assumed existed. Performing the respective tests statistically shows us the existence of a relationship between both variables, and this is a very high and positive relationship.

This means that those people who are more inclined to the cultural characteristics described in the theory are more inclined to undertake.

Likewise, part of the methodology used also allows us to indicate that the data are reliable, according to the reliability test performed, as well as the normality test, which allows us to use the appropriate statistic for the distribution of our data.

In detail, each of the characteristics or dimensions that define and allow us to measure the type of culture of each person was analyzed, and at the same time it was related to the characteristics that influence the entrepreneurship initiative towards investments in the foreign exchange market. To determine the

characteristics that influence the entrepreneurship initiative, Bolaños proposed, who preferentially separates this entrepreneurship initiative into internal and external factors as detailed in the theory.

In the case of the dimension Distance of power, which is understood as the perception that people have about the existence of a marked inequality, and this is accepted by the individual, that is, the idea that an individual has that there should be a boss or a leader, although the term is different, the idea is that someone is at the top, and a follower or employee, who is the one who should be down. Its relationship with the internal and external factors that determine the entrepreneurship initiative was analyzed and, in both cases, the statistical results showed a high relationship between both variables. This allows us to ensure that this perception of inequality influences the perception they have about entrepreneurship, both of what is in their hands, internal factors, and that perception of what is not in their hands.

This cultural characteristic is often related to training at home and in the closest society, the influence of the family is very important, education or the idea that you should be an employee, get a job and stay there working hard to support yourself and be named, is the influence of working for someone and following orders despite the circumstances, And this does not allow you to see the opportunities, or not be motivated to do something else, or not feel capable or with the knowledge of doing other things, as well as the perception that there are conditions to do something different.

The dimension of uncertainty control shows us on the other hand a cultural characteristic where the individual has a greater or lesser tolerance to the unknown. This is how in the research work a direct and very high relationship between both variables was evidenced. That is to say that the greater the individual tries to have control of his environment and not to have external aspects that can change his current situation, the individual feels comfortable, therefore it can be understood that these people usually do not seek changes and prefer to stay in their comfort zone, on the other hand those people who accept that in life there may be situations that cannot be controlled and are aware That you have to be prepared and accept as such any unforeseen change that may occur and that in many cases they feel comfortable and know how to handle

unknown situations, they are individuals who can control changes or can cause them and are willing to change their environment, we could say that they are people more open to change to innovate, to transform their current situation.

Another of the cultural characteristics that determine a person defined by Hofstede is the dimension Individualism vs. collectivism, which in the research work evidenced a high and direct relationship between this variable and the factors or dimensions that characterize the entrepreneurship initiative towards investments in the foreign exchange market. This dimension focuses more on the appreciation that the individual has about what is more important me or us, we could say that this characteristic is born of the personality of an individual and sometimes influenced by the closest environment. Those people who think of themselves first than the rest, will always seek their well-being first, seek to differentiate themselves from the rest or will not care if they are different from the rest, and make decisions no matter what the rest think, therefore, are people capable of being able to make changes if they want without taking into account what others think, these changes come out of what they are usually used to just for the sake of wanting them themselves. And on the other hand, those people who are more inclined to the group, are influenced by other people, therefore, their decisions do not depend on themselves but on their group, the collective to which they belong and that often limits people to do something different or make some changes, people more inclined to collectivism do not make decisions for themselves thus limiting the possibility of some change that could favor the person individually.

Another characteristic or dimension marked and defined by Hofstede as Masculinity vs Femininity, showed a very high and direct relationship with the entrepreneurship initiative in its two factors. And to understand this cultural characteristic Masculinity vs femininity, we must understand that it does not refer to the masculine and feminine gender, but to emotional roles, those characteristics or qualities in which they focus on being more assertive, firm, strong, people focused on material success are people related to roles that characterize masculinity, And those people more modest, flexible, delicate and more concerned about the quality of life are related to roles that characterize femininity. Therefore, people who are more inclined to roles related to masculinity will be willing to make decisions more

securely, and will seek material or professional success that leads to something more like money, and generate changes that cause this success and those who are more related to femininity are less risky people, Something simple, not so changing, will seek comfort in their lives prioritizing their relationships, even if there are opportunities that represent economic changes would put on a more important plane aspects related to the sentimental or character of interpersonal well-being.

The last characteristic or cultural dimension defined by Hofstede, long-term vs. short-term orientation showed in our study a direct relationship with internal and external aspects or factors that influence the entrepreneurship initiative, although in this case the relationship is not strong as in the other dimensions, it would be necessary to understand this cultural characteristic, On the one hand, the long-term orientation indicates that there is a predisposition to think about the future, to dedicate time and effort to future rewards, to set goals, objectives that involve some sacrifice in the present thinking about achieving something more advanced, and on the other hand the short-term orientation indicates that it is more inclined to make decisions at the moment without thinking many times about the consequences or future results. Their decisions result merely in results for today.

That is, people who are more oriented to the long term are those who will be willing to drive their present decisions in seeking changes that cause a result set as an objective or goals, are more inclined to plan, to save, to invest to achieve something in the future and people who are inclined to a short term usually do not plan, They make decisions without knowing if many times this causes a negative or positive result in their life, the short-term regret makes the individual make decisions without a goal set.

In this cultural characteristic we can highlight that there are many individuals who make decisions to undertake without a clear vision of what is sought, without planning, without a clear goal or objective, and this often translates into what is observed, ventures that do not prosper or that end up succumbing to monotony, stagnation and its end. There is a clear difference between undertaking and being successful and simply undertaking and not being, and this cultural characteristic is often decisive for the outcome of an enterprise.

A clear example is what is shown in the studies presented in the research work, where Peru is the one with one of the highest indices of entrepreneurship or entrepreneurship worldwide, and despite them Peru is still a country with a per capita well below many Latin American countries. in addition to being a country that remains and does not go beyond economic stagnation.

The methodology used in the collection and treatment of information has focused on measuring a relationship between entrepreneurship initiative and cultural characteristics, therefore, each question of the instrument used has been designed in the best management so that it is understandable and obtain an answer that reflects the perception of the respondent. Thus, it is important to highlight that the questions have been designed for better understanding and some of them for their understanding have been formulated inversely, in particular from item 3 to item 8, so when emptying the information in the database and obtaining the results presented, these items have been inverted to obtain the cultural characteristics we are looking for. That is, the treatment of the results of the instrument to measure the dimension Power Distance will show us the people who are less inclined to inequality or less inclined to perceive a power distance, in the case of Uncertainty Control, the treatment of the information collected in the questions for this dimension, will seek to measure the inclination of individuals not to control their environment, to be less inclined to the control of uncertainty. In the case of the dimension Individualism vs Collectivism, the treatment of the questions of the questionnaire will be focused on measuring those people who are more inclined to individualism. In the case of the treatment of information that measures the dimension Masculinity vs. Femininity, each item will be focused on measuring the inclination to male roles. And finally, in the case of the dimension Long-Term and Short-term orientation, the treatment of the information will seek that the items are inclined to qualities related to the Long Term.

En el caso del tratamiento de información para la variable iniciativa de emprendimiento hacia las inversiones en el mercado de divisas todos los ítems han sido enfocados hacia medir el grado de iniciativa de emprendimiento y la percepción de cada uno de los indicadores que buscan medirlo.

The comparative analysis between gender showed a very relevant information, but at the same time expected in our research work, its inclination towards cultural characteristics that predispose to the entrepreneurship initiative is greater in the case of the male gender, in all characteristics or dimensions the difference is remarkable, more in the case of the dimension Masculinity vs Femininity, where the average is highest for both men and women.

That is, on the one hand, men usually tend to perceive less inequality and therefore they will believe that they can be something more and have greater power, mostly men are more inclined to accept changing circumstances and manage them, in the same way we see that men are more independent, they usually seek to be the head and have resources, They seek a existence that allows them to respond to the demands of a society, and we see that for the most part men, linked to that success that is sought, is the orientation they have to set goals and objectives to achieve that success, to plan a future for themselves and their own. Something very relevant is what is seen in the cultural characteristic or dimension Masculinity vs Femininity where the average in women is the highest of all the other dimensions that are considered, that shows us the process in which empowerment has taken greater relevance in the case of women, where today's training is to empower women to seek material or professional success, the awareness that is available to everyone very much apart from gender, the ability of women to achieve the same of what they can achieve in a man or more.

The most detailed comparative statistical analysis by gender has allowed us to demonstrate and infer a present reality, in the case of the dimension Power Distance, Uncertainty Control and Masculinity vs Femininity the results showed that in a greater percentage both men and women are inclined towards the acceptance of an equality of power, a greater inclination towards being prepared and accepting a changing situation and being inclined to seek professional success or personal, to be stronger and firmer, that is, characteristics that somehow favor the entrepreneurship initiative.

In the case of the dimension Individualism vs collectivism the result has shown that the majority of men, more than 50% of men, tend to be more individualistic, and in the case of the

female gender more than 40% of them tend to lean towards collectivism.

In the case of Long-Term vs. Short-term orientation, the differences are more relevant, in the case of the male gender, more than 60% of men have a long-term orientation and in the case of the female gender, more than 70% of women are oriented to the short term.

Compared by gender in terms of entrepreneurship initiative towards investments in the foreign exchange market we see at first that internal factors compared to external factors are more determinant in both genders, showing that the individuals analyzed have greater internal factors that favor the initiative to undertake however we see that external factors have an average lower than the average, What we could understand that in most of the people analyzed have external factors that do not favor the entrepreneurship initiative towards investments in the foreign exchange market.

In addition, we can note that in both dimensions or characteristics that favor the entrepreneurship initiative, men are the ones with the highest average compared to the female gender.

This allows us to assert that in fact men tend to have characteristics that encourage entrepreneurship, which allows us to contrast the studies carried out at the international and national level where in effect, it is shown that in the case of men the initiative or entrepreneurial spirit are more marked.

The more detailed comparative results allowed us to corroborate the initial information, showing that men have in a higher percentage, more than 70%, internal characteristics that promote the entrepreneurship initiative towards investments in the foreign exchange market, and in the case of the female gender, slightly more than 50% of them have a greater entrepreneurship initiative towards investments in the foreign exchange market caused by internal factors.

In the case of external factors, the detailed comparative analysis allows us to infer that both men and women in a greater percentage do not have characteristics or do not perceive external characteristics that favor or promote the entrepreneurship initiative towards investments in the foreign exchange market, we can deduce that more than 40% of men do not believe they have the external factors to start a venture towards investments in the foreign exchange

market and In the case of women, 80% of them do not believe they have external characteristics or factors to start a venture in investments in the foreign exchange market.

It has been considered in the study to the collegiate in the college of economists of La Libertad with the clear objective of knowing their entrepreneurship initiative towards investments in the foreign exchange market, considering that in the case of them, it has in part the instruction and knowledge in economic and business aspects that could favor the initiative of entrepreneurship towards this type of investments, However, the results have shown what until now was an assumption on the part of the researcher. Undoubtedly, investments in this market are a great opportunity and that mainly the lack of information and ignorance makes it still not being used.

Although the ideal would have been to work with the entire population that integrates this organization, the limitation of being able to reach everyone has led us to collect information in a non-probabilistic way, using a criterion of exclusion and inclusion, which although not ideal is valid in every way.

The results are extremely important to show a present reality and that allows us to analyze what can promote entrepreneurship towards investments in these markets, as well as to know what are those qualities that characterize a person who wants and is willing to undertake and that in a current context is decisive for a society and its progress.

5. CONCLUSIONS

It was determined the existence of a high and direct relationship between the culture of a person and his entrepreneurial initiative towards investments in the foreign exchange market. A direct and very high relationship has been found between the dimension Power Distance and the internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. In the case of the cultural dimension or characteristic proposed by Hofstede Control of uncertainty, a high and direct relationship has been found with the internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. Another result obtained in the research is with respect to the resignation Individualism vs collectivism and its

relationship with the internal factors and external factors that determine the entrepreneurship initiative towards investment in the foreign exchange market, finding a very high and direct relationship between these dimensions or characteristics. The dimension Masculinity vs femininity showed a very high and direct relationship with the internal factors that determine the entrepreneurship initiative towards investments in the foreign exchange market and in the case of its relationship with the external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market, a high and direct relationship was found. In the case of the dimension Long-term vs. short-term orientation, the results showed the existence of a direct relationship with the internal and external factors that determine the entrepreneurship initiative towards investments in the foreign exchange market. In comparative analysis with respect to the dimensions or characteristics of the culture of each person by gender has shown us that there is an important difference to highlight, where the male gender has in all the dimensions of the variable culture, characteristics or cultural qualities more marked than the female gender, being the one of a higher average for both men and women, Dimension of masculinity vs femininity. In all dimensions of culture observed most men, more than 50% are inclined to characteristics that favor entrepreneurship. However, in the case of the female gender we see that in the dimension Individualism vs. Collectivism and in the dimension Long-term vs. Short-term orientation a higher percentage of women do not have the cultural characteristics that favor entrepreneurship. In the case of the characteristics or factors that determine the entrepreneurship initiative towards investments in the foreign exchange market, which have been separated into internal factors and external factors, we see that the male gender presents qualities that lead to better conditions to start entrepreneurship towards investments in the foreign exchange market, both internal and external factors. Likewise, there are very relevant results to take into account and decisive for our research, a higher percentage of men and women, more than 50%, being more notable in the case of men, have qualities or internal characteristics that lead to the entrepreneurship initiative towards investments in the foreign exchange market. However, the study has also shown us in the case of external factors, both in most men and most women do not have the characteristics or are not perceived as someone

who can start a venture in investments in the currency markets.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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