



Urban Happiness is a Key Factor for the Promotion of Quality, Lifestyle and Permanence of Young Entrepreneurs in the City of Barranquilla¹

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Abstract: The Covid-19 pandemic has changed the entire spectrum of health and economic issues around the world, and one of the aspects that has been most affected is that related to business creation and entrepreneurship. The objective of this document is to study the aspects related to the variables that affect the entrepreneurial process and how worldwide confinement has reduced the productivity and competitiveness of this process. The development of the topic was carried out by means of a qualitative methodology, using for the analysis of the data the software Atlas.ti. analysis that allowed to establish the variables that influence with more recurrence in the processes of entrepreneurship, being the urban happiness one of these.

Keywords: Urban happiness, entrepreneurship, self-realization, entrepreneur.

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1. Introduction

For decades it has been considered that youth entrepreneurship is a dynamic that results almost essentially from factors such as innovation, cultural promotion and development of public and economic policies. However, the evolution of recent studies points to the relevance of components associated or closely related to urban happiness (Mangialardo & Micelli, 2020). Throughout history, the role of young people as individual beings, belonging to a family, a society and therefore to a nation, has taken on various nuances. Properly, the concept has been dealt with since time immemorial from primitive societies to the first civilizations of antiquity, such as Greece and Rome (Souto, 2007).

Accordingly, it is worth noting that youth is conceived as a temporary state between one stage of life and another and is characterized by the influence of the bio-psychological events of the bodies and by the social traces (myths and rites) that initiate the path to adulthood or put an end to childhood (Urcola, 2003).

Hence, youth is established as a period of discovery and subjective growth in accordance with the surrounding world. An unveiling of one's own capabilities and the tools that the context provides to be able to create and recreate one's life together with the surrounding environment (Garaika, Margahana & Negara, 2019).

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However, in the face of a social reality in which youth, instead of being recognized as a savior, is observed as a survivor of changing and threatening environments for their personal and community achievement; new conceptions and training mechanisms arise, which seek to encourage and promote relevant competencies, in order to forge productive scenarios in accordance with the requirements of society and the current labor world where entrepreneurship is seen as a route for integral development (Hernández, Álvarez & Quirosa, 2020).

Thus, entrepreneurship, according to authors such as Del Cerro (2017), emerges as an engine of wealth and generator of jobs and is given an important place in stimulating the empowerment of young people in the current productive context. For the aforementioned, it should be considered that, according to Formichella (2004) being an entrepreneur translates into standing as an individual with the ability to create something new or to provide a different use to something that already exists, and thus cause an effect on his life and consequently, impact on the whole society. At the same time, an entrepreneur is a flexible being, with the capacity to adapt and the creativity necessary to modify a positive or negative situation.

In association with the above, authors such as Martínez and Carmona (2009), conceptualize an entrepreneur as an autonomous being in search of an objective and who is oriented in the generation of goods and services that cover a requirement of a given community.

2. Methodology

The methodological framework adopted in this project is oriented towards a qualitative approach, which facilitates the understanding and contextualisation of the research problem (Martínez et al., 2022). In this process, Atlas.ti software was used to carry out a detailed analysis of the data collected. This tool made it possible to identify and organise the variables that most frequently influence entrepreneurship processes. Among the factors highlighted, urban happiness emerged as a key element, given that its impact on the well-being of entrepreneurs seems to be directly related to the success and sustainability of their initiatives. The analysis allowed us to understand how this emotional and social dimension contributes significantly to the development of entrepreneurial projects in urban contexts.

The research results presented in this document are based on a qualitative approach, which consisted in observing in depth the established phenomenon; the interview was mainly used as a tool for the acquisition of information, which sought to inquire about aspects related to social life through accounts described by the actors involved (Macia, 2020). In this line, the main characteristics of this type of interview are flexibility and dynamism, it is neither structured nor standardized and it is usually open, which facilitates its execution to be carried out through a conversational type of narrative created between the interviewer and the person who provides the information (Taylor & Bogdan, 1987).

In this sense, since the phenomenon studied is abstract and directly involved with a social problem, unstructured open-ended interviews were chosen as an instrument, obeying the guidelines of the qualitative method. This was possible thanks to the collection of information on urban happiness entrepreneurship in the city of Barranquilla, through a questionnaire adapted by the researcher in his doctoral research work.

For the above, it was necessary to define the scales to be used, supported by experts, and following this definition of variables and scales, the final version of the questionnaire was designed. After generating this version, we proceeded to the field work, i.e., data collection through virtual questionnaires sent by e-mail, taking into account the emergency situation due to the Covid-19 pandemic. It should be noted that using this type of media facilitated the anonymity of the respondent and the completion of the questionnaire in the time and manner, according to the needs of each interviewee (Macia, 2020).

- ✓ The following are the open-ended questions that were asked to the interviewees:
- ✓ For you, what is a young entrepreneur?
- ✓ How is Barranquilla doing in terms of entrepreneurship?
- ✓ Do you consider that in Barranquilla there is a good entrepreneurial ecosystem?
- ✓ What do you think about the importance of entrepreneurship in the city of Barranquilla?

✓ What do you understand by these two words Urban Happiness and Entrepreneurship?

As for the interviews, the estimated time for each one did not exceed 60 minutes, and there was a protocol created for the research which authorized the use of the information provided only for the purpose for which it was collected. Additionally, the interviews were recorded and transcribed, these audios were digitized and stored in a database that was finally analyzed through the Atlas Ti software, version 9.0, yielding quotes and codes that allowed finding and comparing the information by which the results presented below were obtained.

3.Theoretical Basis

Entrepreneurial culture originates as a form of development and progress in the labor, social and environmental fields; but it is also born from the particular motivation of each individual, who identifies a business opportunity through mental, motivational and perception characteristics, recognizing the needs to add value to the products (Hémbuzm, Sánchez & Bermeo, 2020).

The entrepreneurial spirit that identifies the individual, defines as entrepreneur who acquires or possesses certain qualities for the achievement of a project or business idea. Such qualities are acquired in response to the lack that exists in the face of job opportunities (Huggins, Waite & Munday, 2018). The rise of emerging qualities, as a response to entrepreneurship processes, originates as a mechanism to face the crisis of young people to obtain a fair job, consistent with the expectations of the surrounding reality and that are part of the Latin American, South American context and countries such as Colombia, which have found in the promotion of micro, small and medium enterprises, an option to push the economy (Hémbuzm et al. 2020).

It should be noted that when talking about entrepreneurship with a focus on young people, reference is made in the collective imagination to the modern individual, particularly to those who are identified with qualities such as proactivity, initiative, innovation capacity, technological management and energy that make up their essence, among the most outstanding aspects (Garcés, Frías & Maca, 2020).

Entrepreneurship should be highlighted as an avant-garde process that results as a driver of innovative dynamics, and coincides with a beneficial period of human development (youth stage), where aspects such as momentum, the perception of vitality and illusion, are strong engines for the implementation of productive and commercial initiatives of all kinds (Gonzalez, 2012). It should also be noted that the aspects associated with technology as a protagonist in the field of entrepreneurship have a strong affinity with youth, which in many cases gives them a certain advantage when starting a project.

In short, it should be noted that technology provides opportunity scenarios for new business ideas, so that the trinomial entrepreneurship, youth and technology share characteristics such as: dynamism, the ability to adapt to changing realities, innovation and creativity, among others.

Similarly, it is important to mention according to contributions from researchers such as Mubabu (2017), which indicate that technology is an aspect that favors entrepreneurship since it provides many alternative solutions for the creation of businesses through innovation, from different sectors of the industry. Hence, for young people it is relevant to know and incorporate new technologies to promote and strengthen business models that are in line with the reality and needs of today's world.

In this way, through technology we can know the influence of the economic or social value produced by a company. This is how digital transformation makes possible the restructuring of an organization or a company, through the implementation of technologies for the benefit of the way it structures its operation, manages tasks, produces and distributes products or services to customers or society in general.

3.1. ENTREPRENEURSHIP IN COLOMBIA

For experts such as Hernández, Escandón, Mendoza & Izaguirre (2017), entrepreneurial activity and technology are strongly related today, due to the fact that technology supports most business operations, thus resulting relevant for the development of any company. Thus, it stimulates innovative scenarios and provides value to other existing ones in accordance with the entrepreneurial culture of companies.

Therefore, the technological training received by an entrepreneur should go beyond the simple use of isolated technologies, oriented to the satisfaction of specific needs that act synergistically to achieve business objectives. In accordance with the above and highlighting the relationship between entrepreneurship and technology, authors who have addressed assimilated research such as Avendaño, Luna & Quintero (2020), state that institutions in their intention to incorporate policies for entrepreneurship have been making reference to entrepreneurial and technological training processes.

In consideration of the above, it can be indicated that in the Colombian context, the National Government has enacted mechanisms that support entrepreneurship, such is the case of Article 12 of Law 1014, which emphasizes the specific objectives of entrepreneurship training. Therefore, higher education institutions with the entrepreneurship policy have reconstructed this function, and have focused on the implementation of multiple guidelines and directives, changing the role of teachers, the profile of students and the activities oriented in pedagogy, with the aim of responding to market demands (Hernández et al., 2020).

In this regard, Arboleda (2014) alludes to the importance of stimulating entrepreneurship since it has been a constant in the employment policy in Colombia, as it is perceived as a relevant resource in innovation, competitiveness and growth that uses technology as a mechanism to promote and stimulate the transformation from the informal to the formal economy. On the other hand, it should also be mentioned that the flexibility of time available to achieve their objectives is another aspect that favors young entrepreneurs.

According to Alcaraz (2006) this is in line with the qualities that identify him, so much so that the entrepreneur has the ability to focus on certain aspects of the environment that surrounds him and omit others, which allows him to apply his time and effort in the search and materialization of opportunities in a flexible manner. Indeed, among the aspects that identify the projects of entrepreneurs is the freedom they have in time planning, so that the essence of young entrepreneurs is reflected in focusing their efforts on the productive actions that motivate them.

Thus, entrepreneurship in young people, as mentioned above, responds not only to the exploitation of the potential of a young person, but also to a lack of surrounding opportunities in a country. It is in this way that young entrepreneurs are born from the capacity they have forged according to the difficulties they have had to face.

In this sense, it is important to mention that resilience is another factor that favors entrepreneurship. According to Castro & Cermeño (2020), resilience consists of the ability of human beings to develop a system of feeling, thinking and acting that allows them to overcome present adversities and be strengthened. Based on this, entrepreneurship processes need tools, without which its objective can end in a passing or frustrating event; these are in order: opportunity or need, desire, effort and perseverance. All entrepreneurship needs to overcome imaginary and real adversities, both individual, family and social, and tenacity to achieve an optimal result or for the effort to finally produce a habit or have a positive impact (Acevedo & Velasco 2017).

Added to this, adaptability is a factor also characteristic of today's youth and is an important aspect of resilience, with it people are inclined to adapt well over time to life-altering situations and stressful circumstances. Resilience can then be understood as the process of adapting well in the face of adversity (Fontaines, Palomo, & Velasquez, 2014). As well as the ability of a person or social group to face and overcome highly traumatic adverse situations of intense pain, failure, anguish, crisis and uncertainty (Acevedo & Velasco 2017).

Thus, the ability to get ahead in the face of any difficulty goes hand in hand with entrepreneurial motivation, which is an element of great importance to contribute to the development of a society. Indeed, it is relevant to provide mechanisms to channel the actions of potential entrepreneurs to achieve success (Sastre, 2013). Therefore, according to the motivations for entrepreneurship, research by Marulanda and Morales (2016) shows that intrinsic motivations are those that have a greater impact on entrepreneurs, highlighting among

them the desire for independence after the economic aspect.

By way of synthesis, it should be mentioned that training and development in the culture of entrepreneurship involves the incorporation of entrepreneurial skills and abilities that enable the active population to join in the processes of creation and innovation in the business field. In this way, it is confirmed that its exercise goes beyond working with figures and economic aspects, also contemplating the way to encourage creativity and other skills as resources to respond to a series of growing difficulties in the new labor contexts (Hernández et al., 2020).

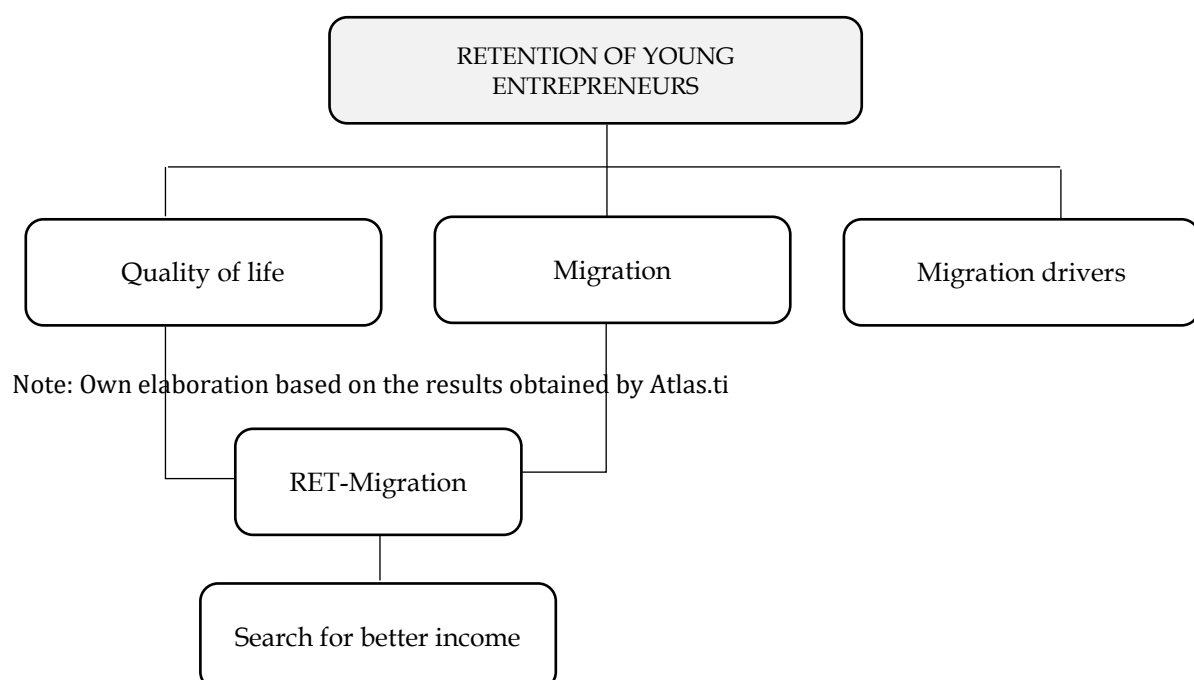
Thus, it is important to mention that a venture has the characteristic of being innovative. This means introducing a modification, which can occur in the social structure, in public management, in the development of a product or in the organization of a company, among others. Thus, linked to innovation, a positive person who is motivated not only for himself, but who generates a positive environment around him tends to achieve the goals or projects he proposes (Formichella, 2004). This is a point to highlight, because the entrepreneur does not think about his project or goal in a limited way, but always has a positive vision of the future.

4. Results

The variables presented below are related to urban happiness, self-realization and entrepreneurship in young people, which are analyzed qualitatively. However, they can be supported by the aspects studied by Jiménez (2020) who, by means of a quantitative relationship model, establishes that urban happiness has a positive effect on personal self-fulfillment.

Similarly, variations in urban happiness can lead to changes in the other aspects involved in entrepreneurship, i.e., urban happiness is an important element when it comes to entrepreneurship in the different territories. According to the respective analysis supported by the Atlas ti tool, we sought to determine the different scenarios and positions on the behavior of young entrepreneurs in the city of Barranquilla related to the variable of urban happiness. The following diagram (See Figure 1) describes how the categories of Quality of Life, Migration, Motivators of migration and Search for better income positively influence the category of Retention of Young Entrepreneurs, creating conceptual networks for the construction of these categories.

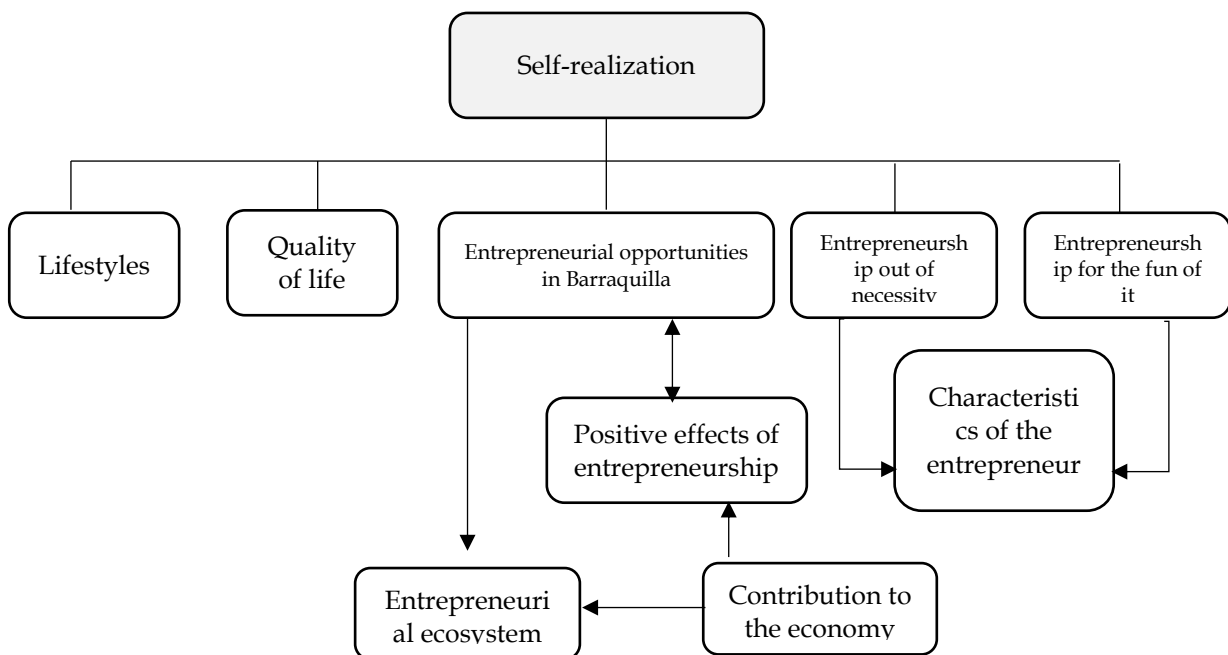
Figure 1. Factors influencing the retention of young entrepreneurs



According to the network shown in Figure 1, the factor that is positively influencing the retention of young people to stay in the city of Barranquilla is: Quality of life, supported by the conditions that it helps to create, from the capture of higher income for entrepreneurs, which is supported by the fact that the code Seeking better income has been cited more than 7 times by respondents.

The following figure shows the category Self-realization (see Figure 2), of which Lifestyles and Quality of life are part. Likewise, the characteristics of the entrepreneur include: Entrepreneurship by necessity and Entrepreneurship by taste, both of which increase the opportunities for business creation in the city. From here, it can be affirmed that the entrepreneur's self-realization related to his or her entrepreneurship is a factor that positively influences his or her decision not to leave his or her city.

Figure 2. Self-realization category

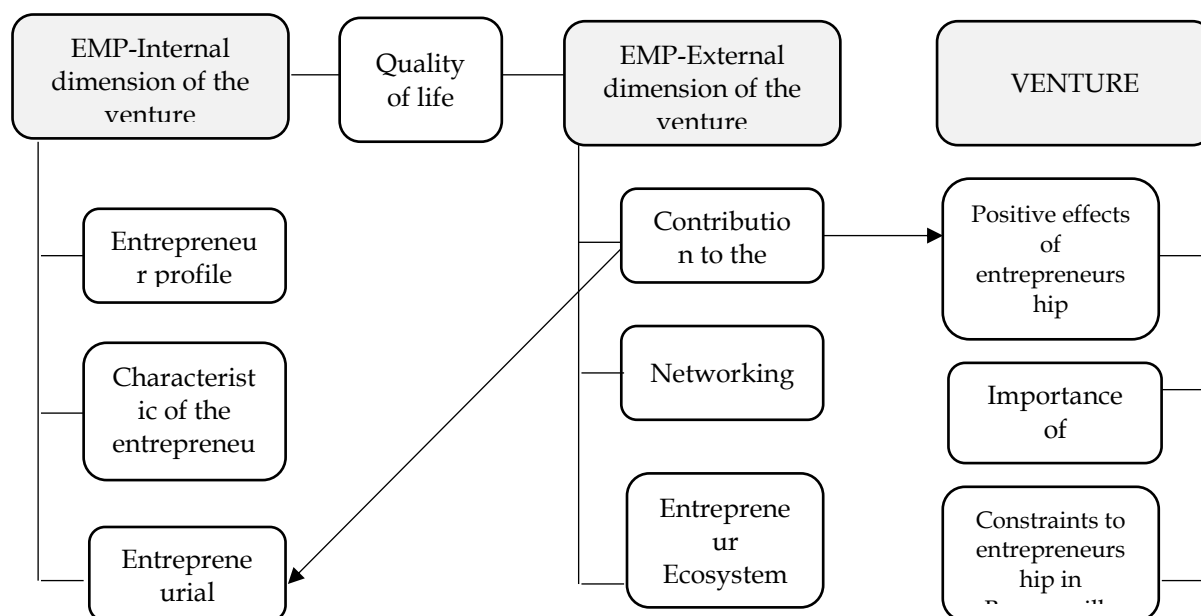


Note: Own elaboration based on the results obtained by Atlas.ti

Next, Atlas Ti shows the conceptual network of the categories EMP - Internal Dimension of Entrepreneurship and EMP - External Dimension of Entrepreneurship (see Figure 3), which are important for the decision-making of the young entrepreneur, and condition the vision for the future expectation of the entrepreneur, affected by the Quality of Life category, evidencing an impact on the Profile of the entrepreneur, its characteristics and its ecosystem, within the focus of the Internal Dimension of Entrepreneurship.

On the other hand, looked from the optical lens of the External Dimension of Entrepreneurship, the Contribution to the economy from the alliance of the Entrepreneur's Ecosystem with the positive effects of entrepreneurship is fundamental, where Networking influences, created from the code of ENTREPRENEURSHIP as a great relevance to know the Limitations of entrepreneurship in the city of Barranquilla.

Figure 3. Category: Internal Dimension and External Dimension of Entrepreneurship



Note: Own elaboration based on the results obtained by Atlas.ti

On the other hand, Urban Happiness is analyzed as a prospective variable of research and depth, observing in the networks (see Figure 4), how it positively influences the self-realization of young entrepreneurs in the city of Barranquilla validated by the traceability of the surveyors.

Likewise, how the decisions and needs of public policies determine the dependent variables of the motivation of migrants, the opportunities for entrepreneurship, the same entrepreneurial ecosystem as a contribution to the economy in the search for better income; therefore, the URBAN HAPPINESS code is described as a significant contribution in the incorporation of the variables of contribution to the economy, importance of entrepreneurship, opportunities for entrepreneurship and entrepreneurial ecosystem, which are significant in deciding to stay in the city of Barranquilla.

The quote that explains the code according to the respondent can be followed up:

"(...) if we talk about urban happiness, it is supposed to be the whole environment that can be around that venture, if we are in a good environment, even if we are in a nice environment, I think that they are closely linked, because the venture is happiness and the urban environment is what helps the venture to have strength and boom, I think that they go hand in hand a little bit, without forgetting that you are the owner of your enterprise, you are the one who makes everything work, that these enterprises are successful, but the environment is a lot... it is true, and that the two go hand in hand". (...) so happiness and entrepreneurship as long as they are related to the competencies and what you consider you are good at and you find the opportunity to develop it and if anything with economic prosperity and it is also a matter of feeling complete as a person".

In addition to the above, within Urban Happiness there are other dependent variables that are internal to the entrepreneur, which is a determining factor within the findings of this research, managing to identify how it positively influences the decision of the young entrepreneur not to leave his city, which is observed from the URBAN HAPPINESS Code (See Figure 4), and these are: entrepreneurship by taste, characteristics of the entrepreneur associated with the solution of the problem, entrepreneurship by necessity, interrelationships between people, problem solving; the latter having a greater influence on the variables of the internal dimension. The above analysis is explained in the following quote from an interviewee:

"(...) in terms of the entrepreneurship ecosystem we create the possibility for a person to make a conscious

decision to stop being inserted in the labor systems to start developing in an entrepreneurship scheme, one of the conditions is that in the environment where they have the possibility to develop is faster. Barranquilla is a city that has that capacity, connections and the opportunity to generate positive relationships to build things together are much faster and that makes people can find in that economic activity when undertaking mechanism or opportunities worth the redundancy, so they can achieve their dreams, when you fulfill your dreams at the end you are doing what you like you can make a quick relationship of you are happy and you are working on what you like, you do what you think makes you happy and that is important and here is seen in different nuances is seen from the public business sector hard in the level of transformation is seen from the cultural point of view, it is also seen from the social point of view and in different areas".

From the analysis carried out together with the theoretical support of authors such as Chen, Chang and Lin (2018); the concepts of entrepreneurship and urban happiness are united by including them within the new theories, understanding them as:

"elements that stimulate entrepreneurial activity from an entrepreneurial ecosystem that manages and improves urban welfare, reducing large-scale migrations of young population and increasing entrepreneurship as a bet on economic development competitiveness" (Jimenez, 2020: 166). It should be noted that the concept tested reinforces the entire entrepreneurial ecosystem from the new variable of Urban Happiness, immersed in the particular context, which is characterized by specific conditions such as life project, quality of life, self-realization, migration and the role of the entrepreneur from its approach to the existing profile in entrepreneurship, revealing the relationship between the entrepreneurial ecosystem and the regional and national context.

5. Discussion And Conclusions

This research addressed aspects related to urban happiness and its influence on the young entrepreneur's decision not to leave the city. In this case, the study was developed in Barranquilla (a city in economic boom) and which has characteristics of emerging cities such as: policies to promote entrepreneurship, insertion of the university in the entrepreneurial process and public investment as an engine of urban renewal.

Understanding the levels of quality of life in the city of Barranquilla based on the results and crosschecks of secondary information derived from the interview process conducted as field work, contributed to know comparative strategies regarding the observation of migration processes as main protagonists when facing the largest number of young entrepreneurs dissatisfied with government policies to empower their ventures.

Likewise, it was possible to know the managers of the entrepreneurial ecosystem in the city, identifying the efforts they make to integrate programs and projects of great impact, recognizing that the self-realization of entrepreneurs is found in the longings, dreams, and life projects built under their own benefit. Thus, this empirical research reveals the perspective of health and autonomy as universal needs, highlighting mental health and the responsibility of the state to guarantee it from its public policies, as well as the strategic alliance networks in entrepreneurship and articulated programs to influence efforts to mitigate the exodus of young entrepreneurs. All of the above affects or feeds the perception of urban happiness, which in turn promotes a satisfactory stay in the young entrepreneur in emerging cities.

HIGHLIGHTS:

- Young people in Colombia undertake entrepreneurship mainly because of economic difficulties or shortages, as well as the motivation to create businesses linked to their skills and personal tastes.
- Entrepreneurship is a variable that depends on many factors and urban happiness is one of the components, which is becoming increasingly important.
- Aspects such as quality of life, lifestyle and self-realization are key factors in ensuring that young entrepreneurs do not leave the city and, therefore, drive socio-economic growth with their initiatives.

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