

# Chapter 10

## Entrepreneurship Development in the Urban Metropolitan Guadalajara: Growth Startups and Precursor of Innovation and Economic Development

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### ABSTRACT

*This chapter analyzes startups from the perspective of the theory of entrepreneurship. Based on a literature review, the historical context of entrepreneurship in the metropolitan area of Guadalajara (MAG) is explored, evaluating the variables that are important to successful entrepreneurship. The authors conclude that Mexico from their national policies and the state of Jalisco from its development plan created the conditions to promote the entrepreneurial ecosystem; however, there are key indicators that slow the growth of startups based on technology and innovation.*

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## **INTRODUCTION**

Entrepreneurship is an activity that has developed over hundreds of years. However, the treatment study of entrepreneurship has had different approaches over time and has sometimes been confused and mixed definitions. Entrepreneurship awarded the creation of new businesses. However, how such a concept has several implications across different studies and related disciplines, sometimes often confused with theories of administration and management.

Over the years and due to the dynamism of markets, globalization and other external factors is that the characteristics of the firms have modified and adapted. It is no exception in the stage of starting a business. For them is that new models have emerged some models of companies because of its specific features is that do not fall into the traditional categories of the firm. Therefore, the study of these is very vague. However, in recent years these enterprises, which later will call as start-ups is starting to become more important in the economic and business context. It is likely to start and consider them as the birth of a new type of firm. Perhaps it is ambitious, granting this category to these new emerging firms. However, the international context starts showing that the start-ups are a model of companies that begin to take a strong role in the global context.

Following this new trend in business dynamics that also involves issues such as technological development, innovation, scalability, internationalization among other transcendental concepts, it is necessary to understand the position assumed by the country and the region to this phenomenon. This in order to avoid business and economic backwardness, which sometimes translate into knowledge and intellectual backwardness and detonate in slowing economic development.

## **BACKGROUND OF THE PROBLEM**

Entrepreneurship is an activity that has taken place for hundreds of years. However, the treatment study of entrepreneurship has had different approaches over time and has sometimes been confused and mixed definitions. In the text, the authors Griesa & Naude cite David Hart entrepreneurship defined as the process if begin, and continue the expansion of new businesses (Hart, 2003, p 5). Because of this, entrepreneurship credited as the creation of new businesses. However, as such the concept of entrepreneurship has several implications across different studies and related disciplines.

One could understand the theoretical historical development of entrepreneurship as follows, based on the theoretical review in the book “Entrepreneurship in Theory

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