

Evolution of Entrepreneur Women From Traditional Companies to E-Business

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ABSTRACT

The need to implement innovations for the growth of SMEs lies in the need to create favorable conditions and the conducive environment for women entrepreneurs to develop the potential of their businesses. The study will be presented from the opinion of the experts composed of founders and CEOs of exponential certified SMEs from developing countries in the artisanal sector. It will expose the tangible and intangible factors that influence decision-making from the perspective of neuroeconomy. The study sets out the opinions of experts, who are decision makers in companies. They were analyzed as they sought to analyze what factors they use to be businesses validated by international NGOs to give them their certification.

KEYWORDS

Behavioral Economics, Decision-Making, Neuroeconomics

1. INTRODUCTION

After agriculture, the artisan sector is the second largest employer in developing countries, made up for the most part by women who do traditional crafts to obtain economic resources. These countries have a competitive advantage due to their cultural traditions, artisan skills and specialized raw materials (Foote, 2015).

The artisan sector is a “global creative economy”, representing what can be exemplified as a country that would symbolize the fourth largest economy and workforce in the world according to the Inter-American Development Bank (IDB). It is a global industry that generates revenues of \$ 34 billion per year, and only developing countries provide 64% of global exports, despite this only growing at an annual rate of 4% (Fonart, 2009).

E-commerce has opened up a new way to directly connect businesses with customers globally by providing new international markets for merchants. In addition, digital technologies are helping businesses expand their sales scales while maintaining their local production, helping to promote the quality and reliability of handcrafted objects, and become part of the new global market trend that focuses on sustainable creation. and ethics through the use of ecological materials generating a high value artisan object (Brown, 2016). Proper management of electronic commerce decision-making will allow artisanal SMEs to increase their competitiveness (Aragon & Rubio, 2005).

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In the various researches that have been carried out in neuroeconomics so far, none of them at the moment has been carried out that analyzes the factors in the decision-making of certified SMEs of women entrepreneurs in the artisanal sector in their e-commerce, being the emptiness of literature to investigate.

2. BACKGROUND

In the statement of the problem, according to the International Telecommunication Union (2015), the internet is used by 43.3% of the world population, which corresponds to 3,200 million Internet users. The way in which the internet has increased its penetration in the online market has caused changes in the way how businesses interact with consumers, developing e-commerce, causing companies to increase the total number of sales and an increase in online retail interactions of consumers (VanderMeer, et al, 2001). The number of digital shoppers globally is rapidly expanding from 1.32 billion in 2014 to 1,66 billion in 2017 and is expected to increase to 2,14 billion in 2021 (Statista, 2018).

This translates into an increase in electronic sales of global retailers from 2014 by 1,336 billion dollars to 2,290 billion dollars in 2017 and an increase of 4,479 billion dollars is forecast for 2021 (Statistica, 2018). With a participation in the retail e-commerce of 2016 in the regions of Asia and the Pacific with 12.1%, Eastern Europe with 8.3%, North America with 8.1%, Central and Eastern Europe with 3.4% and Latin America with 1.9% (Statista, 2018).

The population that was analyzed in the research were certified exponential SMEs, being these companies that use and adapt new technologies for their development, modifying their development and distribution model to reduce their growth limitations, being their axis the digital transformation. Joining the new digital trends to sell their products (Ismail, et al, 2014).

These SMEs are found within the cottage industry that has a predominant role in economic development and the fight against poverty, since it is part of the global creative economy that produces the world's largest workforce and generates income of \$34 thousand million a year according to the Inter-American Development Bank (IDB).

They are run by women entrepreneurs in developing countries, since this industry is mostly made up of women who make traditional crafts to obtain economic resources that 70% are allocated to the community and family (González, 2016). As women are the key economic agents that produce prosperity, employment, innovation and increased economic development (UN Women, 2016).

These companies are certified by "Artisan Alliance", being one of the main NGOs recognized worldwide. In addition, they work with internationally recognized organizations. They focus on increasing the economic value and sustainable growth of the economically disadvantaged artisan sector to break down the barriers that businesses face to their integration into global trade. This certification being a formal guarantee that companies comply with the universal standards of the criteria by being actively involved in the artisan sector in accordance with the requirements established by UNESCO (United Nations Educational, Scientific, and Cultural Organizations) and ITC (Technological Institute of the Canary Islands) (Artisan Alliance Enterprise, 2016)- In the study their decision making in the digital business will be presented taking into account tangible and intangible factors.

The justification of this research is the need to implement innovations for the growth of SMEs lies in the need to create favorable conditions and the conducive environment for women entrepreneurs to develop the potential of their businesses.

E-commerce offers great potential for the expansion of SMEs to international markets by intensifying sales power by creating a new distribution channel to reach new customers, develop marketing strategies and produce new business opportunities (Colvee, 2013). In addition, e-commerce is a powerful tool that allows SMEs to advance more quickly in the development phases, positioning the company in the world market.

Therefore, women entrepreneurs must use information technologies for their exponential growth. For this reason, the decision-making by businesswomen on the online page and their e-commerce takes

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