

# The importance of marketing and operations research in the academy entrepreneurship

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## Abstract

The world economy dynamics are geared to promoting entrepreneurship in their operations. Nevertheless, to succeed that, you need to have marketing techniques and operations research to strengthen business. Focus directly in improvement the productivity, efficiency and profitability organizations.

**Keywords:** Academic entrepreneurship, marketing techniques, operations research

## ENTREPRENEURSHIP

It is the ability of a person to make an extra effort to reach a goal or objective and is also used to refer to the person who started a new business or project innovative or they added value to an existing product or process, undertake new challenges and want greater achievements. (Gerencie, 2010)

### Types of entrepreneurs according to the book "The Entrepreneurial Success" Alcaraz Rafael Rodriguez.

- Administrative Entrepreneur: It makes use of research and development to generate new and better ways of doing things.
- Opportunistic Entrepreneur: Look for opportunities and constantly remains alert to the possibilities around you.
- Purchasing Entrepreneur: is maintained in continuous innovation, which allows you to grow and improve what we do.
- Entrepreneur incubator: In their eagerness to grow and seek opportunities and prefer autonomy, created independent units that ultimately become new businesses, even from existing one.

The entrepreneur is someone with ability to innovate, willingness to experiment and desire to create. There are a number of qualities that make entrepreneurship according to the Directorate General of Policy for Small and Medium Enterprises (DGPYME): Creativity, autonomy, confidence, tenacity, responsibility. (Quintas, 2015)

## **Entrepreneurship in Latin America**

In Latin America and the Caribbean, according to the World Bank study is a region of entrepreneurs, as evidenced by the large number of entrepreneurs per capita compared to other countries. In addition, the large number of entrepreneurs is not, as often assumed, the mere reflection of a large informal sectors that do not stop being born and dying companies with low productivity, as the percentage of entrepreneurs whose businesses are formally registered is also relatively high in several economies in LAC.

Entrepreneurs play a crucial role in the transformation of low-income societies characterized by low productivity and often subsistence self-employment in dynamic economies characterized by innovation and increasing the number of well-paid workers. To the extent that there are causal relationships between entrepreneurship and growth in productivity, it should use the instruments of policies to accelerate the development process by improving incentives and institutional support to innovative entrepreneurs

Honduras is one of the less developed countries of the subregion, but with a good macroeconomic performance during this decade and most of the actions to promote entrepreneurship focuses on my SMB, without for it still exists strong leadership by the Honduran government. The efforts that have been identified in Honduras for the promotion of entrepreneurial culture are very few, and are characterized by being isolated, uncoordinated and developed by private initiatives, universities or NGOs, without any input from industry associations Weight private, such as the Honduran Council of Private Enterprise (COHEP), let alone institutions. The same is true for the other stages of the entrepreneurial process, where there are institutional actions, education, training and training and financing, but are concentrated in training for business management, addressed to me SMEs. Also highlights the lack of funding in addition to the little relative importance given to gender issues.

## **Some institutions supporting entrepreneurship in the population of Honduras.**

Despite the little support that exists in Honduras to entrepreneurial ideas there are institutions that focus largely on developing entrepreneurs that are linked to the field of business from secondary education, as in the case of the Technological Institute of Business Administration (INTAE ) as an institute dedicated to promoting young entrepreneurs, higher education institutions such as the National Autonomous University of Honduras (UNAH) and the Central American Technological University (UNITEC), and the Chamber of commerce and Industry of Tegucigalpa (CCIT).

## **Academic entrepreneurship**

It should be noted that higher education institutions have unique characteristics in each country or region. Above discussion between the national and regional, it is a task to see the Latin American university as an institutional network that issues that have to do with the general interest, however it affects higher education equally expanding generated social inclusion, income distribution, labor market participation, ownership of cultural property

and, in general, the development of individual and social skills. (Proposal training in leadership and entrepreneurship, 2003)

According to research that was conducted in Spain about the importance of entrepreneurship in university entrepreneurship it answered that this is the first approach of students to the company. In college, students determine their interests, made the first contacts, are encouraged and are the source of inspiration to boost their entrepreneurial spirit.

Fernando Martínez Gómez, managing director of the University-Enterprise Foundation defends entrepreneurial education as "the key to improving the employability of university". He considers that universities are "essential actors in the social, technological and economic development" and therefore bet because these centers are the architects of the necessary relationship between universities and businesses.

## **IMPORTANCE OF MARKETING IN THE ENTERPRISE**

Many small businesses do not really give value to marketing that is due to give, do business in the most traditional way without even realizing they are doing marketing in the most rustic way there. But every time they talk about a marketing strategy think this is uneconomic and cannot see it from the monetary level, but the wear of time this can make them.

The marketing in any small or large business Whether Will Arise from the Objectives, an analysis of their internal and external reality, delimit the market and how we want to be perceived and develop strategies With all this work to get everything we are charting.

Entrepreneurship is not only good but when no crisis but also in good times. In this regard, he stated that it is good that the Administration provide the legal framework to remove barriers to entrepreneurship and create a climate of investor confidence because in times of crisis that great ideas are generated. A project is more than an idea with an excellent team and a set of appropriate resources. Speaking recommended that all young people who wish to undertake in the initial investment plan are conservative, because the debt is not bad at first if done intelligently. (Fernando Moroy, director of Institutional Relations of La Caixa, Spain)

There are plenty of businesses that fail not for lack of a good product, but for lack of a good marketing strategy.

### **Marketing tactics it is recommended to implement in the enterprise according to Philip Kotler "Father of Marketing".**

- Segment is fundamental.
- Knowing very well the needs and preferences of the (current and potential)
- Know the competition, what it does and how it does it
- Choosing a partner is always a hard task for any entrepreneur
- Identify new opportunities and innovate
- Marketing is a powerful tool for the entrepreneur because it provides methodology and planning for marketing.
- It is necessary to control very well the scope of the portfolio of products and services

- If you do not communicate, you do not exist.
- Marketing is too important to be left to the marketing department
- The intensive use of technology can be a differentiator in the value proposition of a business

## **Important things every entrepreneur should take into account (Pacheco, 2010)**

- Self-confidence.
- Success orientation
- Assumption of Risk
- Expectation control
- Tolerance to frustration
- Market orientation.
- The entrepreneur does not act in isolation.

## **OPERATIONS RESEARCH**

The best way to start the correct identification of a need that has uncovered a group of consumers and, from it, builds the best value to target that niche market. From the correct understanding of what the market demands, what potential customers want and are willing to pay, then you can think of a new company. It is vital to do market research, whether by observation, reviewing data and industry trends.

Also, we analyze and understand the industry in which we will participate, we studied the potential direct competitors, indirect and highlighting their advantages and disadvantages compared to our value proposition.

A main element of operations research is the mathematical modeling, which provides a basis for making a decision; you should consider intangible or non-quantifiable factors such as human behavior in order to reach a final decision (Taha, 2004) It is also the application, interdisciplinary groups, the scientific method to problems related to the control of the organizations or systems (man-machine) so that solutions that best serve the objectives of the entire organization occur (Witenberg, 2004). Worth the time to make decisions on economic problems, to seek optimal results in investments, plan, design projects with minimal cost and time efficient enforcement (Pérez Torranzo & Carrasco Jiménez, 2013)

From the definition and operationalization of the ability to solve problems of business decision and the results obtained during the diagnostic stage it is determined that for a teaching strategy solution is prepared to contribute to its development. The teaching strategy is based from theoretical and methodological references, the strategy is structured on the basis of dialectical materialist conception of man's relationship with his environment and highlights the system of social relations which exist and develop, responds to the demands and peculiarities of the historical moment and the political and socio-economic conditions. It is in line with the changes that occur to a productive, efficient and organized business system. (Delgado Landa, Lozano, & Petersson Roldán, 2015)

## **METHODOLOGY**

### **SCOPE**

#### **Research Design**

The research that has been done descriptively starts since not been able to obtain many studies on this issue and finish with a range of correlation so that relationships between variables and concepts that allow us to have a bigger picture will be established on the study performed.

#### **Hypothesis**

**H1** Marketing is an essential factor in the venture because it helps create strategies to increase sales.

Analysis: the hypothesis is accepted since according to the questions it was determined that it is important to marketing when undertaking a business that allows us to meet new market segments and use the tools provided as advertising to publicize the product brand and reach new potential customers to increase sales.

**H2** Students undertaking within academia are aware of the terms and marketing tools needed to implement them in their projects and be able to build your business.

Analysis: According to the correlation obtained in this hypothesis it is observed that in most of its crosses are shown with negative signs so we see that not all students of the University City has knowledge of terms or marketing tools as it moves away 1. the only concepts that have knowledge of the 4P and the business plan must make when undertaking.

**H3** By marketing the entrepreneur best known for developing their products segment, needs and desires of its customers.

Analysis: It was accepted since people surveyed responded that in order to put a company on the market , it is necessary to know various elements such as: the name of the company, according to category which is directed must be maintained constantly innovating the importance of advertising in social networks like Facebook to publicize your business more accessible.

**H4** The entrepreneur needs capital programs and business knowledge to succeed in your industry.

Analysis: It was rejected because according to the data found entrepreneurs do not have a capital and funding requirements that are not consistent with the profiles of entrepreneurs to start a business.

## **Variables**

Independent: The Importance of Marketing

Dependent: Entrepreneurship

The following research data through a digital questionnaire and through interviews are collected.

The population that is intended for this research was all the City University (UNAH) in Tegucigalpa, in which 152 surveys and three interviews with faculty, staff and student personnel were applied.

## **Conclusions**

According to the results obtained in the investigation it was found that entrepreneurs have little knowledge on what it takes marketing as when framing and form a business not implement suitable to be released in a better way strategies the market because most of them start their business out of necessity or generate income to your home, so your business is born empirically.

Operations Research is the scientific process that consists of models and mathematical techniques used to design and operate the complex problems of management and administration of an organization in which decisions are very important and difficult choice, because the power of it leads to business success.

We note that people who want to start their own business at home are always barriers which prevent them from undertaking. We can mention that financial support, insecurity and the requirements needed to incorporate your business. For they are few who manage to engage properly and decide to keep a low profile to the market for lack of paperwork.

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