

Strategies Of the Entrepreneurial Profile of Micro Entrepreneurs from The Perspective Of The Culture Of Leadership, Study Range Years 2017 – 2021

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Abstract

When talking about entrepreneurship in the processes of business strategies, profiles from the perspective of culture in leadership and social skills that account for this action; One could think of an aspect of relevance to the business sector, and it is where the indicators of organizational strategy present measurement alternatives from the results of strategic direction. So, this study allows in the first phase to carry out a documentary review analysis presented from a state of the art on the information collected presented in the years 2017 to 2021, from the studies and realities located in academic databases, allowing to exercise the appropriate documentary review to provide the purpose of the investigation. On the other hand, outlining the theoretical study factors of the authors Hofstede, Robbins, Morelos, GEM, David McClelland, and government entities. However, it is possible to rescue from the information obtained the characterization of strategies of skills, competencies, and challenges of the leadership culture to propose an outline of the entrepreneurial profile. The methodological design allows, from the qualities and the documentary study, to centralize the results obtained as a proposal for the second phase of research as a look at the transversal social relationship