

Business empowerment of women in the Mypes. Francisco I. Madero Case

Empoderamiento empresarial de la mujer en las Mypes. Caso Francisco I Madero

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Abstract

Objectives. The objective of this work is to focus on the presence of women in the Mypes of the Municipality of Francisco I Madero, their impact on the social, economic and family environment. **Methodology.** A quantitative instrument is used to evaluate and analyze the management of women as directors of the Mypes of the municipality and make a contrast with the operation of their male counterpart. **Contribution.** The contribution of this document is the exploration of the female gender in the management of companies, to investigate if there is inequality and inequality of gender and to inquire about the business empowerment of women and their entrepreneurial capacity to direct, control and achieve the profitability of Mypes.

Business empowerment, Mypes, Women

Resumen

Objetivos. El objetivo de este trabajo es centrarse en la presencia de las mujeres en las Mypes del Municipio de Francisco I Madero, su impacto en el ámbito social y económico y familiar. **Metodología.** Se utiliza un instrumento cuantitativo para evaluar y analizar la gestión de las mujeres como directores de las Mypes del municipio y efectuar un contraste con la operación de su contraparte masculino. **Contribución.** La aportación de este documento es la exploración del género femenino en la dirección de las empresas, investigar si existe desigualdad e inequidad de género e indagar sobre el empoderamiento empresarial de las mujeres y su capacidad empresarial para dirigir, controlar y conseguir la rentabilidad de la Mypes.

Empoderamiento empresarial, Mypes, Mujeres

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Introduction

The participation of women as economically active members of society is increasingly determining in the world. In some dimensions, significant advances have been made that have a preponderant impact on the development of regions and countries. Among them are the educational level, economic participation in different social contexts. However, although progress has been made on the issue of gender equality, the participation of women in the economy and its implications in society represent the great challenge of this decade, as an area of immense opportunity for the development of countries

At the end of the 20th century and the beginning of the 21st, entrepreneurship has been given a privileged place as an engine of economic growth in societies (Blenker et al., 2008); It has been the subject of reflection, closely related to gender inequalities, in different settings at the national and international level, and from various spheres: political, economic, social and cultural. Examples include: the International Labor Organization (ILO), which presented the document "Competences and entrepreneurship: reducing the technological gap and gender inequalities" to the community, and the Economic Commission for Latin America and the Caribbean, which highlights in its 2004 report the increasing labor participation of women, their educational achievements, the consequent changes in family relationships and their importance, although still insufficient, access to decision-making processes.

The entrepreneurship of women in the municipality of Francisco I. Madero, is based on the constitution of Micro and Small Companies MYPE (formed by a number of workers between 1 and 10 for Microenterprises and between 11 and 100 for Small Companies) and Independent Workers. In this sense, a significant part of the population seeks, through their participation in these business initiatives, either as entrepreneurs or as workers, to obtain an income level that allows them to leave the poverty lines and access the minimum means of employment subsistence. However, Mypes and Independent Work, far from solving the problem of poverty, accentuates it even more, since these initiatives hide abusive, illegal and unfair business practices, which ignore the most basic rights related to work.

Thus, these companies are characterized by generating very low average income levels, lower in most cases than the basic consumption basket, which is the one that guarantees a minimum level of income to access essential goods. In addition, more than 80% of the Mypes are not legally registered, forming part of informal networks of companies based on illegal practices and negative impacts on the population. In this socio-economic context, the legal reforms undertaken, far from recognizing reality and introducing improvements aimed at improving them, have further aggravated the situation, by establishing more liberalized and permissive rules than those that traditionally existed.

Methodology to be developed

The objective of this research was to understand the experiences of women regarding the issue of MSMEs, the way in which they have started from being employed, to even entrepreneurs and what this has meant in their environment, both culturally, socially, and In the home. The research has a quantitative analysis, based on surveys, which determine the number of women who have found work in an MSME and women who own them; The research is also of a qualitative type since it is based on direct observation, so it is discerned that this research is Mixed.

For the research, an information collection instrument was developed, prepared expressly and applied in the Mypes of the municipality of Francisco I. Madero Hgo. This questionnaire was applied to 105 women who was the determined sample of a universe of 15,570 women who live within the Municipality of Francisco I. Madero (INEGI); considering a confidence level of 90%, and a margin of error of 5%. (Survey Monkey).

Results

The ideosicrancia of the Mexican, hindered the academic training of women, arguing that their role was only reproductive and that men were given a greater opportunity for professional training; women within their reach chose careers that belonged to the female sphere.

However, the social, political and economic changes that have occurred in the last 50 years would turn around the predefined roles for men and women.

The results Based on the surveys carried out with women in the Municipality of Francisco I. Madero, the following data are obtained:

The training of people is a determining factor for both their personal and professional development. In the business environment, this knowledge should be considered as a factor that undoubtedly affects the competitiveness between business and business. With question number one in this case focusing on the subject of academic training.

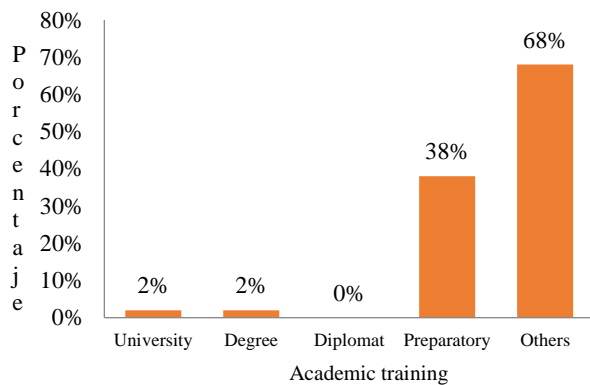


Figure 1 What degree of academic training do you have?
Source: Own Elaboration

While two out of every 100 people have a university degree, 38% own their own business. In other words, for reasons of academic preparation they are forced to undertake; Since getting a good job becomes more and more difficult as almost no companies employ people who do not have the relevant knowledge.

On the other hand, “Few companies change their businesses so drastically and only a minority last that long” (Geus, 2016). Undoubtedly today studies are a factor to survive to be able to find possible strategies; But on the other hand, there are businesses that survive for more years than they even expected to last, for this reason they were questioned how many years they have been with this activity in order to know if the idea of creating empowerment was with good satisfaction; The responses with the highest number were more than 10 years, the percentage is 47, which tells us that they are businesses that have paid off well, however less than one year and two years are at least 39%.

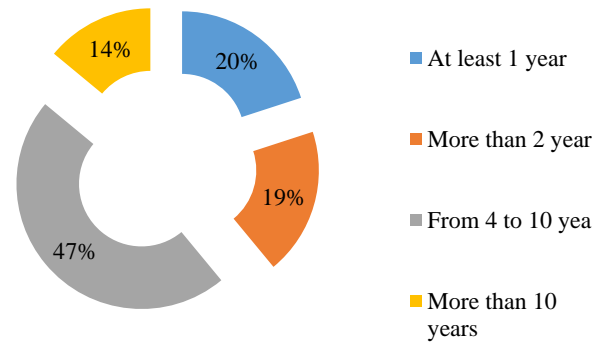


Figure 2 How long have you been developing your activity?
Source: Own Elaboration

Women who are self-employed or work on their own, either within their own projects or within family businesses, or who are organized with other women to produce goods or services and sell them, regardless of their scales of production. considers a global breakthrough on gender equality. It is an objective achieved, however, in the same way, knowing the scale of the size of the business is a very important factor to know which companies are led by women, or, where appropriate, to know if there are women working in slightly larger companies.

The following shows the percentage of women's empowerment according to the size of the company in Francisco I. Madero, although it can be said that most of the businesses in this municipality are microenterprises because it still has most of its communities as a rural region; The decisive option was they are Microenterprises with 93% which means that they are the only workers in this business and with 4% small companies that have women working.

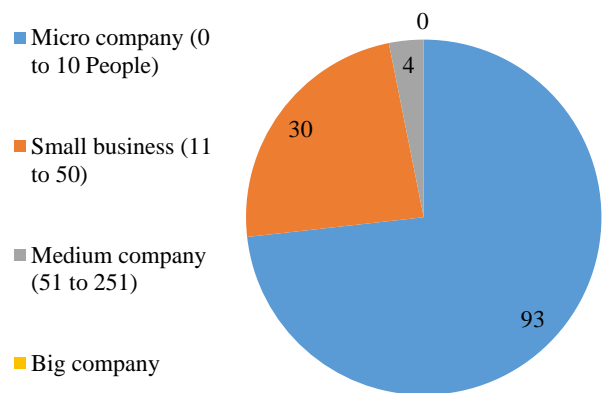


Figure 3 Type of Company
Source: Own Elaboration

In the data analysis, it was found that most of these MSEs are not registered with the Ministry of Finance and Public Credit (SHCP), that is, they do not have any type of association, which could lead to problems later on temporary closures or closure. In addition to the fact that they are evading laws, only 5% is registered as a professional service. On the other hand, companies registered in the Tax Incorporation Regime (RIF) are 15%; This is because it is one of the most widely used tax regimes due to the benefits and facilities that exist in this tax regime, for example:

You do not pay ISR for the first year of being enrolled, since you have a 100% reduction, which gradually decreases 10% each year. (Secretary of Finance and Public Credit, 2018). As an employer, business owner or independent worker, as well as your family, you will be able to access health services and various social benefits provided by the Mexican Institute of Social Security.

If your income in the previous year was up to 300,000 pesos, you do not pay VAT or IEPS for the operations you carry out exclusively with the general public. (Secretary of Finance and Public Credit, 2018). Options that they could use to avoid conflicts, in addition to contributing to Mexico's GDP.

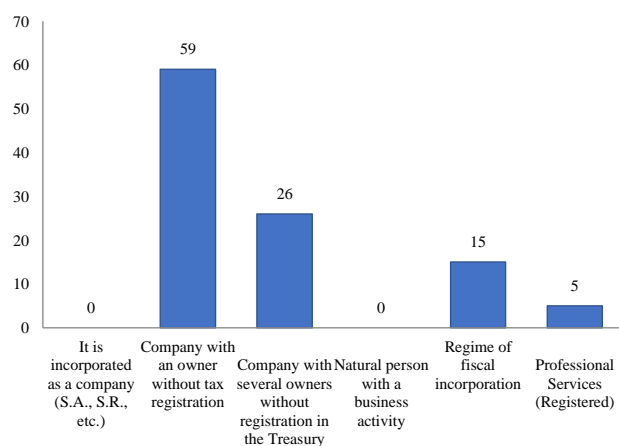


Figure 4 Type of association best describes your company
Source: Own Elaboration

The interviewees expressed the opinion that by not having a completed academic training, or at least high school, they are forced to work at home, without employment benefits and with longer working hours and with a minimum wage, which in most cases implies ; in addition to the labor abuse that this entails;

On the other hand, they mentioned that they are women who had never worked, which puts their company at risk due to lack of experience; However, each one of them took the step of undertaking, empowering themselves and making themselves seen; earn an income of your own. (Figure 5: Graph of the previous job in which I work).

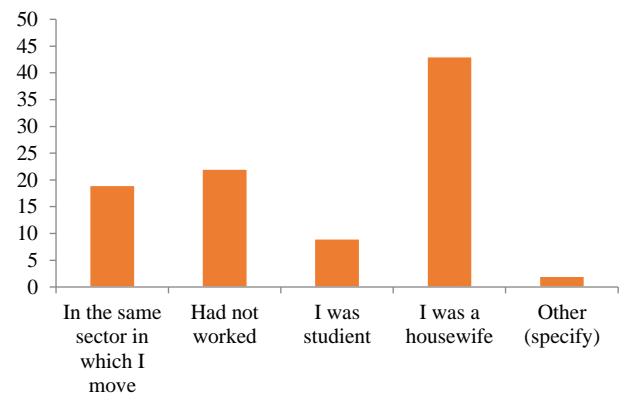


Figure 5 Previous job in which I work?
Source: Own Elaboration

The financial support is very important to know how it was obtained, since although the government offers support, it is also necessary to know if they themselves looked for a way to obtain it by other means, after obtaining the data the response was surprising, since they did not have not a single business that was supported by government; While on the other hand, getting the money by their own means has been number one with a percentage of 70% which leaves more than one thinking, because despite the fact that the government has many supporters, the information is not sent to them. to be able to request support in addition to the many complications involved in requesting it; 7% of those surveyed consider asking loan associations for support, which implies interest and the possibility of being deceived.

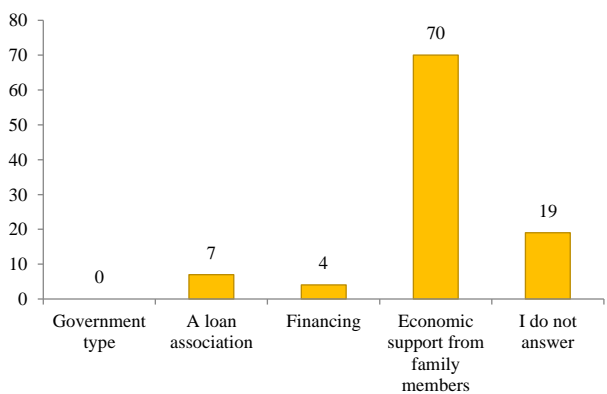


Figure 6 What kind of government support did you have for the creation of your business?
Source: Own Elaboration

On the other hand, and with the same weight of interest, they were asked what they thought about the relationship between becoming an entrepreneur, and at the same time, in some cases, being mothers; since having a child and running a business becomes a challenge for anyone being a man or a woman. To which it was obtained that they are incompatible with a percentage of 49%, as I said well, it is not an easy task, it requires sacrifices of time, and sometimes of attention, which many times the children do not understand; 30% consider that they are relatively compatible since they have not found themselves in big problems such as oversight; while only 18% consider that they are perfectly compatible; while 13% do not know / do not answer or do not have children.

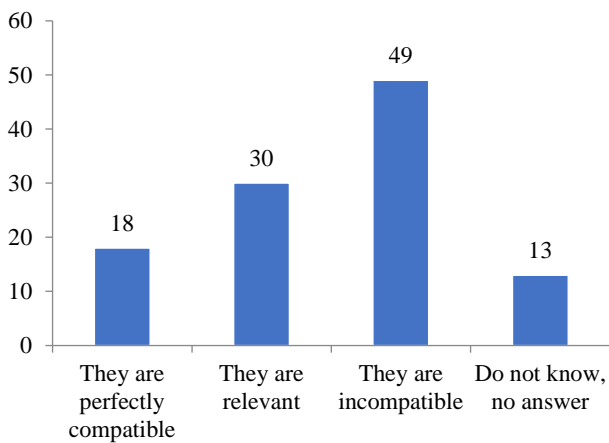


Figure 7 How is the Maternity / business relationship?
Source: Own Elaboration

To which I lead to think what role does the spouse play in the activities of the house, that is, what happens after work; know if husbands help since this is a way of knowing if they agree and if they support one hundred percent of their wives or romantic partners; However, the answer “it is reduced” was the option with the most choice, which makes us see that the majority of romantic partners do not support their partner in other tasks; While 13% say that they have increased what they say they are supporting in what they can since in the same way there is the probability that they have a job. While totally null has a 6% and the unanswered question in 15%.

The question with the greatest impact was: Do you consider that gender equality in the region where you live has become a significant change compared to previous years where it is remembered that inequality existed? It is a somewhat strong question, but that Likewise, it takes us to the reality of the place where you live.

In previous times, people lived in the spare part of men, it was very difficult to stand out and few women achieved it and became inspiration, but although 43% of women thought “it continues to exist relatively, but that it is less and less” which means that the path of this municipality is going along prosperous directions, without a doubt ending it is not easy, because it is a custom place and deeply rooted traditions, however, 11% of the surveyed sample concluded that “it is a place where the culture will hardly change”. And even more alarming is the number of people who say they do not know or even better do not answer with 36%.

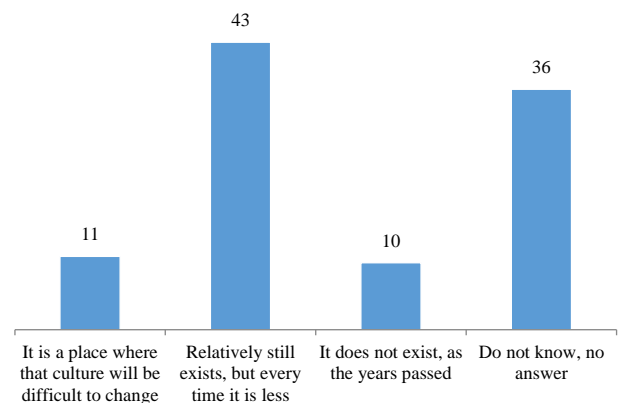


Figure 8 He considers that gender equality in the region where he lives has made the change significant, compared to previous years where inequality existed
Source: Own Elaboration

In figure 9 it is observed that the difficulty of starting a business is centered on money with 54% relevance; It is worrying that the second most important factor was the family; When the family should be there to support, however, many times the same family is the one that hinders its opening, the woman always carries a double burden in the family nucleus.

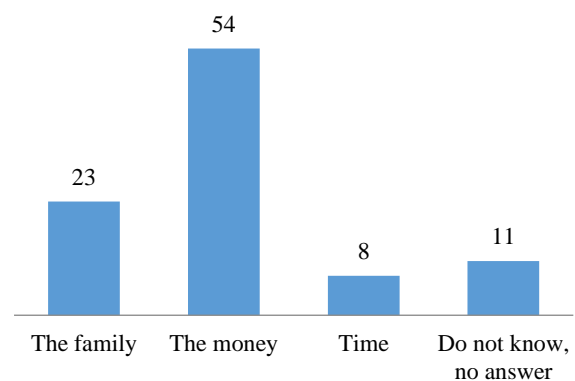


Figure 9 What do you consider to be the main difficulty in starting a business?
Source: Own Elaboration

Conclusions

In the municipality of Francisco I. Madero it was found that women are mostly working in micro-businesses, of course there are no large companies and that if there were, there would also be women employed in those businesses; However, 68 women out of 100 interviewed do not have previous studies, that is, not even finished high school, which makes it very difficult to get a job, and for this reason they are forced to start a small business of which they do not have experience for now. that her only experience was that of housewives; Another significant factor is the family that hinders the development and empowerment of women in MSEs and paradoxically 70% of the businesses were constituted by financing from relatives, and the economic support from the government is null, since when requesting it they find many Obstacles, the main one is being in the informal trade since one of the main requirements to access these financing is to have the Federal Taxpayers Registry;

Therefore, there is no financial support and the only entities that lend money charge a high interest rate, however when they open their businesses they find more problems, in the family they range from the separation of the spouse, even the rejection of the children, since they claim the hours of work that have to be worked in the company, on the other hand, not having the knowledge and experience that implies starting a business and not knowing about which business can be successful in the market in this municipality, as well as finding clients and making themselves known, in addition to what it entails from registration, payments to the Treasury, tax burden, preparation of a business plan, etc.

That not knowing implies serious consequences such as more hours of work, less earnings, a lot of investment and perhaps that money will not be recovered and even total bankruptcy; As a recommendation, it is suggested to detonate courses in each delegation that contribute to the country's economy through its development, as well as economic support for its implementation and a linkage of the government, universities and entrepreneurs.

The empowerment of women in the Mypes of the Municipality of Francisco I Madero, they are not very fortunate because there are several factors that prevent them from empowering themselves and it is necessary to develop virtuous circles between the university, government and entrepreneurs that dynamize this activity with clarity the results obtained and the possibilities for improvement.

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