



## Women's participation in family businesses

### Participación de la mujer en negocios familiares

Erika Celeste Campoverde-Ochoa  
[erika.campoverde.68@est.ucacue.edu.ec](mailto:erika.campoverde.68@est.ucacue.edu.ec)

**Universidad Católica de Cuenca extensión Cañar, Cañar, Ecuador**  
<https://orcid.org/0009-0003-3101-0148>

Priscila Isabel Ruiz-Alvarado  
[priuza@ucacue.edu.ec](mailto:priuza@ucacue.edu.ec)

**Universidad Católica de Cuenca extensión Cañar, Cañar, Ecuador**  
<https://orcid.org/0000-0001-7286-7496>

#### ABSTRACT

The objective of this research is to analyze the participation of women in family businesses located in the city of Cañar in Ecuador. A descriptive non-experimental field study was carried out to analyze women's participation in family businesses. In terms of gender barriers, the encouraging 87% who do not perceive major difficulties in starting a business because they are women point to a positive change in the perception and gradual overcoming of gender barriers in the business environment. This result suggests an environment conducive to female entrepreneurial development, reflecting a positive evolution towards equal opportunities. Likewise, the 94% who do not face greater difficulties in obtaining financing due to their status as women underscores a gradual change towards equity in access to financial resources. These results offer an encouraging picture that supports the role and positive perception of women in business, marking a significant advance towards building a more inclusive and equitable environment.

Descriptors: women managers; women and development; womens participation. (Source: UNESCO Thesaurus).

#### RESUMEN

La investigación tiene como objetivo analizar la participación de la mujer en los negocios familiares ubicados en la ciudad del Cañar en el Ecuador. Se llevó a cabo un estudio descriptivo de campo no experimental para analizar la participación de las mujeres en negocios familiares. En cuanto a las barreras de género, el alentador 87% que no percibe mayores dificultades al iniciar un negocio por ser mujer señala un cambio positivo en la percepción y superación gradual de obstáculos de género en el ámbito empresarial. Este resultado sugiere un entorno propicio para el desarrollo empresarial femenino, reflejando una evolución positiva hacia la igualdad de oportunidades. Asimismo, el 94% que no enfrenta mayores dificultades para obtener financiamiento debido a su condición de mujer subraya un cambio gradual hacia una equidad en el acceso a recursos financieros. Estos resultados ofrecen un panorama alentador que respalda el papel y la percepción positiva de las mujeres en el ámbito empresarial, marcando un avance significativo hacia la construcción de un entorno más inclusivo y equitativo.

Descriptores: empresaria; mujer y desarrollo; participación de la mujer. (Fuente: Tesoro UNESCO).

Received: 09/20/2023. Revised: 09/10/2023. Approved: 18/11/2023. Published: 01/01/2024.

**Research articles section**



## INTRODUCTION

In the fascinating landscape of family businesses, where the roots of tradition intertwine with the relentless demands of modernity, women's participation emerges as a thread of innovation and resilience. This scientific article dives into the heart of this complex business web to decipher the essential role women play in the management and evolution of family businesses. In a world that embraces diversity and equality, women have moved from being mere observers in the business arena to become architects of their own destiny within the family. However, this path to equity is not without obstacles (Jiménez-Figueroa, & Hernández-Reveco, 2020).

Despite contemporary advances, entrenched barriers persist that limit the full flowering of female potential. From gender biases to cultural stereotypes, these invisible forces have woven a web that challenges women in their quest for development and recognition in the family business sphere (Vega-Jaramillo, et al. 2018), (Muhammad, & Ximei, 2022), (Handaragama, & Kusakabe, 2021).

In this context, our article dives into a detailed analysis of female participation in family businesses, unraveling not only the challenges they face, but also the latent opportunities that can transform entrepreneurial dynamics. From the warmth of tradition to the cutting edge of innovation, each woman in the family sphere brings a unique nuance, a skill set that can shape not only the fate of the business, but also the surrounding community (Ordoñez-Abril, et al. 2021).

This study, conducted in an environment as rich and diverse as Ecuador's, seeks not only to describe, but to understand in depth the female contribution in family businesses. Through a mixed approach, merging quantitative and qualitative data, we seek to draw a detailed map that sheds light on the complexity of this phenomenon. We aim not only to highlight the challenges, but also to identify practical strategies and innovative solutions that encourage women's full participation, not only as agents of change but also as fundamental pillars for the sustainable growth and resilience of family businesses. Ultimately, this article is not only a report, but an exciting exploration of how women, in the crucible of family businesses, shape the future with boldness, creativity and determination (García-Carranza, et al. 2018), (Reyes-Vargas, et al. 2022).

Therefore; in Ecuador's complex economic and social fabric, women face a remarkable challenge as they seek their place within family businesses. The ability to discover and develop unique skills, defying barriers imposed by entrenched gender biases, becomes a crucial undertaking for these entrepreneurs. According to research by (Flego & Ortega, 2020), despite contemporary advances, women in family businesses still confront entrenched obstacles, from gender discrimination to lack of educational opportunities and restrictive cultural stereotypes (de-Jesús-Delgado-Cih, et al. 2021).

These barriers not only limit women's contribution to business growth and the improvement of the quality of family life, but also hinder the vitality of the family businesses themselves. The underutilization of female talent and creativity prevents these businesses from competing effectively in an increasingly diverse and competitive business environment. Consequently, it highlights the urgent need to address these challenges and thoroughly understand the positive impact that female participation can have on innovation, economic growth and business resilience. This field study, located in the picturesque city of Cañar, Ecuador, emerges as a response to this pressing need. Through this study, we aim not only to understand the current reality, but also to lay the groundwork for promoting gender equality, economic equity and inclusive growth in Ecuador's vibrant family business community.

The research aims to analyze women's participation in family businesses located in the city of Cañar in Ecuador.

## METHOD

In the present research, a descriptive non-experimental field study was conducted to analyze women's participation in family businesses. Simple random sampling was used to select 178 women currently employed in these business settings.

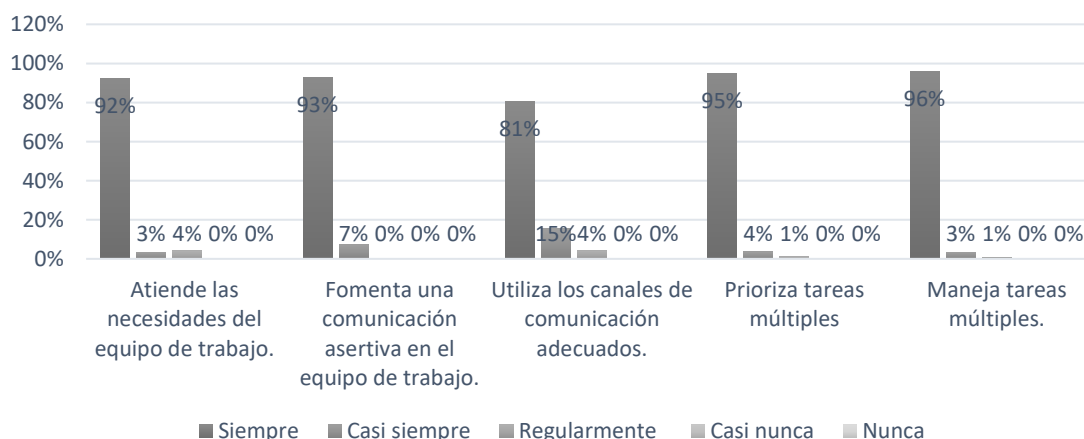
Data collection was carried out through the application of a structured survey, consisting of a questionnaire-type instrument with 45 items of response alternatives on a Likert scale of five alternatives from lowest to highest proportion. Several dimensions were explored, including leadership, decision-making, labor participation, organizational structure and the influence of family dynamics on the business.

To ensure the validity and reliability of the instrument, the questionnaire was subjected to a validation process using expert judgment. In addition, Cronbach's Alpha coefficient was calculated, obtaining a result of 0.91. This validation was supported by the application of a pilot test aimed at 20 women with similar characteristics to the study population, but who were not part of it, thus ensuring the robustness and effectiveness of the data collection instrument.

The data obtained were organized in a database and analyzed through the application of descriptive statistics with the support of the Microsoft Excel 365 program, being presented in frequencies and percentages in the results section.

## RESULTS

The results of the research are presented:



**Figure 1. Leadership.**

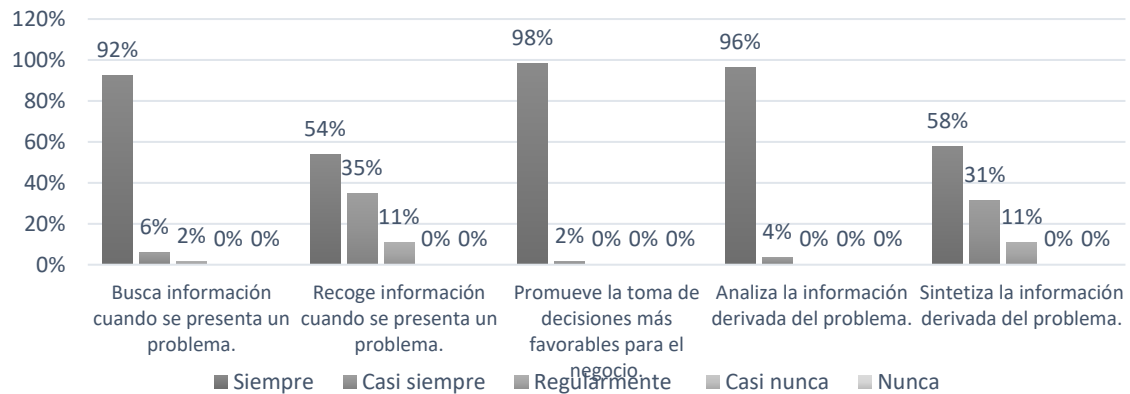
Source: Own elaboration.

In Figure 1, the results emerging from the surveys dedicated to assessing various aspects of leadership in the business environment reveal an encouraging picture. Ninety-six percent of the participants recognize and significantly value the contribution of women to the business, highlighting their essential role. The promotion of institutional values is perceived as essential, evidencing a deep understanding of the importance of ethics in the workplace.

The work dynamic is presented as a canvas of harmony and collaboration, where a positive coexistence among team members is highlighted. The attention dedicated to the needs of the personnel reflects an environment of consideration and care towards the collaborators, highlighting the value of interpersonal relationships in this business context.

In terms of communication, 81% of respondents perceive that adequate channels are used, indicating an effective flow of information within the organization. This finding underscores the importance of efficient communication to strengthen cohesion and understanding within the team.

In addition, it is notable that most participants prioritize and manage multiple tasks, suggesting an exceptional ability to manage a large workload. This aspect highlights versatility and the ability to face diverse challenges, pointing to an admirable balance in managing responsibilities. Taken together, these results reinforce the idea that female leadership is not only appreciated, but also contributes significantly to the positive and productive atmosphere in the business environment.



**Figure 2.** Decision making.

Source: Own elaboration.

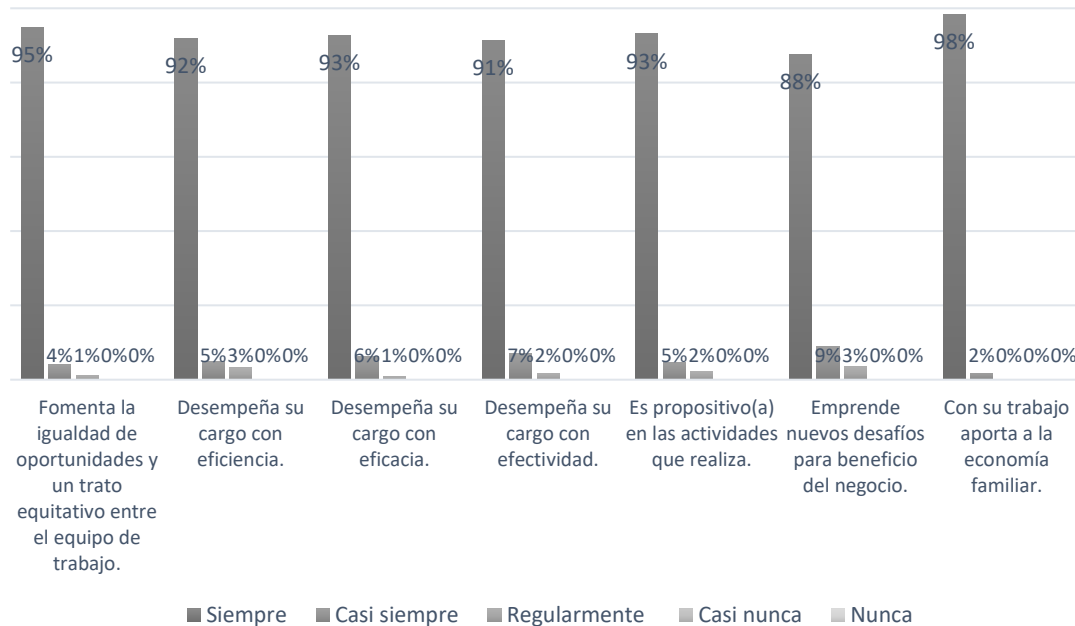
In Figure 2, close examination of various aspects reveals a number of notable practices within the business context. The search for information when facing a problem is a majority norm, although the majority collects more information than necessary. An impressive 98% advocate decisions that favor the business, denoting a constant commitment to continuous improvement. Although a large part of the participants analyze the information derived from the problems, not all of them always manage to synthesize it. This finding highlights the ability to analyze relevant data as a prior step to decision-making, indicating meticulous consideration before any strategic choice.

90% of those involved assess the potential impact of their decisions, suggesting a deep awareness of the possible consequences of their actions. This reflective approach is crucial for informed decision-making aimed at positive results.

The evaluation of causes and consequences of problems is a common practice, carried out by an outstanding 95% of the participants. This analytical approach contributes to the proposal of effective solutions for identified conflicts, marking a crucial step towards proactive problem resolution.

Continuous improvement in business management stands as a fundamental pillar, underlining the importance of adaptation and constant evolution. Ultimately, 95% support team collaboration in solving various problems, highlighting synergy and joint work as key elements in the efficient and effective management of the business. These results reveal not only sound decision-making

practices, but also a collective mindset aimed at growth and constant improvement.



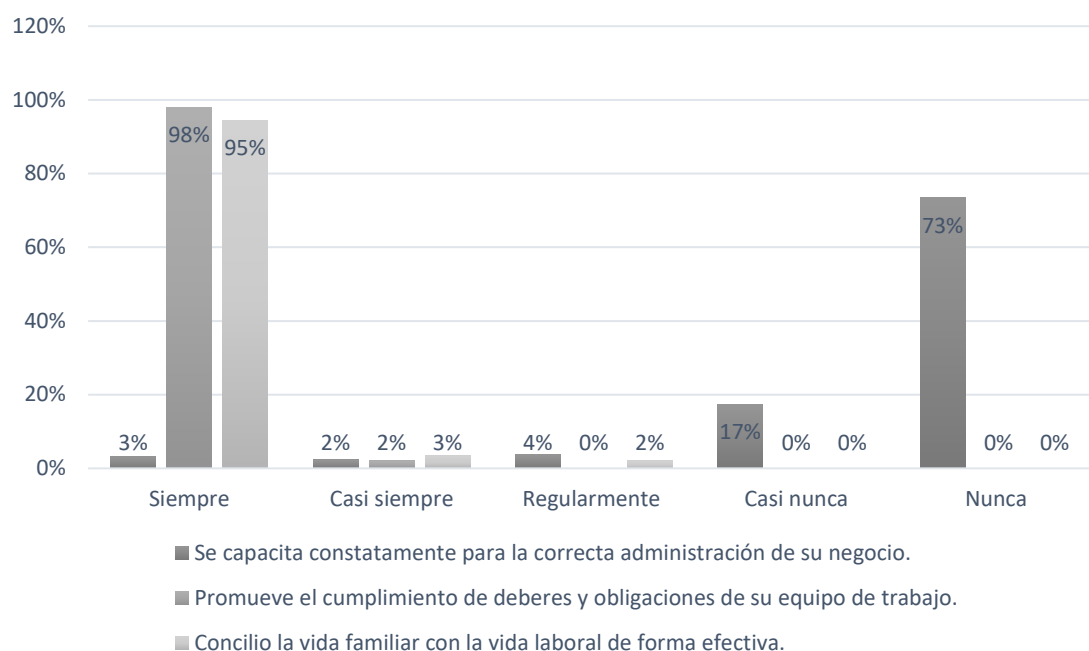
**Figure 3.** Labor participation.

Source: Own elaboration.

In graph 3, in the area of labor participation, it is clear that the majority advocates equal opportunities and equitable treatment, thus underlining the concern to forge a fair work environment, where each individual enjoys the same possibilities. In terms of job performance, a large proportion demonstrate efficiency, efficiency and effectiveness in successfully fulfilling their job responsibilities.

93% of the participants approach their tasks in a purposeful manner, revealing initiative and a constant willingness to implement measures that lead to improvements. Furthermore, a notable 88% take on new challenges for the benefit of the business, evidencing a willingness to face challenges and risks in pursuit of growth and development.

For the vast majority, 98%, the perception of their significant contribution to the family economy is undeniable. This result highlights the intrinsic connection between job performance and the positive impact on the economic well-being of the household, thus underscoring the importance and value of their work within family businesses. In summary, these findings reinforce the idea that labor participation not only translates into the fulfillment of duties, but also implies an active and purposeful contribution to the success and economic support of the family.



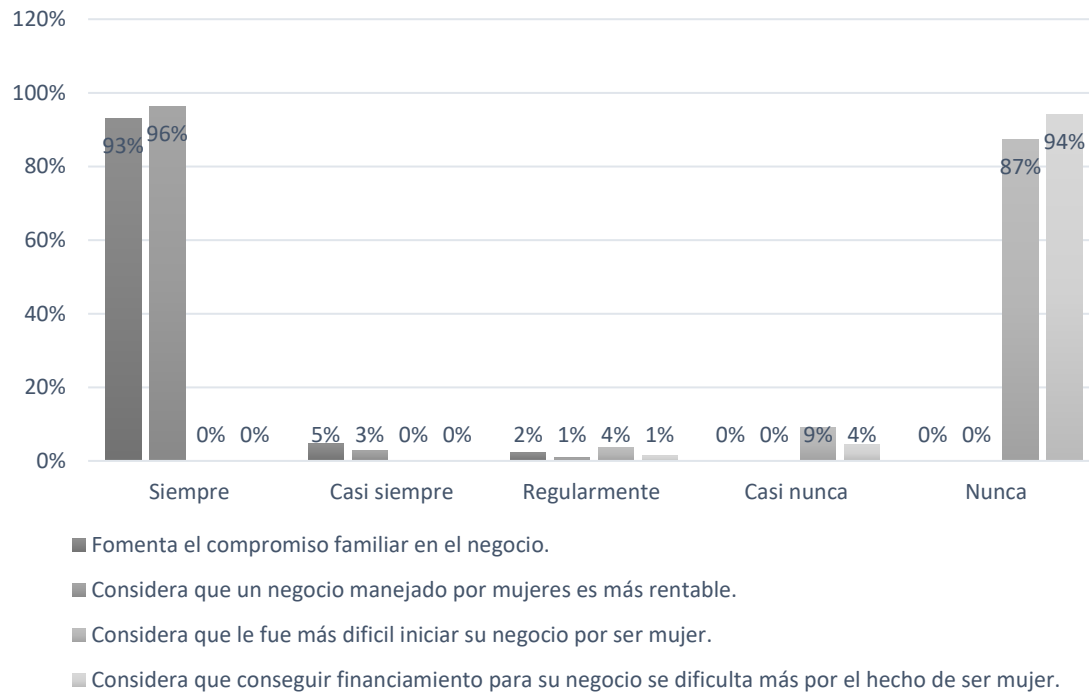
**Figure 4.** Organizational structure.

Source: Own elaboration.

In Figure 4, detailed observation reveals that a considerable 73% of the participants do not undergo constant training to improve the management of their businesses. This data suggests that, for the most part, the management of these entrepreneurs follows a traditional approach, revealing a vulnerability in updating and adopting more modern practices.

On the other hand, a substantial part of those surveyed actively encourage the fulfillment of duties and obligations by their work team. This aspect highlights commitment and responsibility towards the business, suggesting solid direction oriented towards optimal team performance.

Likewise, the majority manage to effectively balance family and work life, demonstrating an ability to successfully balance their personal and professional responsibilities. This achievement reflects not only efficient management, but also a deep understanding of the importance of harmonizing both spheres of life, which contributes to a healthier and more equitable environment in the workplace. In summary, these results highlight areas of opportunity in terms of continuous training, while highlighting significant strengths in work commitment and the effective harmonization of personal and professional life.



**Figure 5.** Influence of family dynamics on the business.

Source: Own elaboration.

In graph 5, based on the exhaustive data collection, it is revealed that a solid 93% of the participants advocate family commitment, indicating active involvement of the family in operations and decisions related to the business. This figure highlights the importance of family integration in business management, underscoring a collaborative approach and an environment where decisions are made considering the perspectives and contributions of family members. Furthermore, a significant proportion hold the belief that a business led by women is more profitable. This perception reflects confidence in the ability and potential of women to successfully lead a business, challenging stereotypes and highlighting the entrepreneurial vision of the women surveyed.

Regarding gender barriers in entrepreneurship, an encouraging 87% consider that they did not encounter major difficulties when starting their business because they were a woman. This data suggests a positive perception and a favorable environment for female business development, indicating the gradual overcoming of gender obstacles in the business field.

Likewise, 94% affirm that they do not face major difficulties in obtaining financing due to their status as women. This positive perception signals a gradual change in equal opportunities in access to financial resources, suggesting a positive evolution towards a more equitable environment for female entrepreneurs. In summary, these results offer an encouraging picture that supports the role and positive perception of women in business.

## DISCUSSION

The transformation of the labor landscape with the growing participation of women has marked a significant milestone in global economic development. This trend reveals a positive correlation between female integration in the workplace and various economic indicators, such as higher female participation rates, increased income, decreased poverty and inequality. This transition,



highlighted by (Castañeda-Abascal, & Díaz-Bernal, 2020), promotes a gender balance in the economically active population and promotes a structural change in the economy, generating positive impacts both at the individual level and for society as a whole. set.

However; (Diaz-Dumont, & Ledesma-Cuadros, 2022), warn that, despite this progress, Latin America and the Caribbean face political, economic, social and cultural challenges that hinder the achievement of gender equality. To overcome these barriers, (Goren, 2017) highlights the imperative need to propose regulations and policies that promote the equitable participation of women, simultaneously addressing critical areas such as health, education, social protection and access to the financial system.

In the Ecuadorian context, significant progress towards gender equality has been observed. Multiple studies support the notion that the increase in women's labor participation contributes positively to the country's economic development and growth. The initiatives and practices implemented by different organizations have been key to promoting equality, strengthening the institutionalization and mainstreaming of gender (Useche-Aguirre, et al. 2021), a concrete example of this impulse is the creation of the Regulations to the Organic Law of Entrepreneurship and Innovation by the Ecuadorian Government, a measure aimed at improving the panorama of entrepreneurship.

Leadership, essential for business success, has experienced a significant evolution (Chaman, et al. 2021), highlighting the growth in the training of new generations of entrepreneurial women, who now seek a greater presence in senior management positions, for Therefore, the crucial role of women entrepreneurs in economic and social growth, generating employment and promoting business innovation.

The study in Ecuador carried out by (Enderica-Armijos, et al., 2018), reveals that family businesses, being a pillar of progress, present differences in productivity between the smallest and the largest. However, its stability over time reflects adequate management of its activities. The municipality of Cañar, aware of the importance of strengthening the role of women, has implemented social projects in collaboration with UN Women. These projects focus on generating public policies, conserving natural resources and improving knowledge to guarantee economic and social sustainability. This comprehensive approach seeks to promote the full potential of women and girls in the canton.

The leadership section, essential for business development, highlights the importance of having leaders capable of positively influencing their teams, considering that leadership not only translates into obtaining profits, but also in the development of talent, personal qualities and experience. (Mandujano-Rubio, & Castañeda-Rayas, 2022). In historical retrospect, women have faced challenges in their recognition and participation in various fields. However, her contribution has been transcendental in the education of future leaders and in the transmission of fundamental values for business sustainability, the increasingly important role of women in the business field, evolving towards a more fair and equitable participation. . Women, by leading with an instinct for unity and emotional balance, play crucial roles in the company, transmitting values, training the next generation and being emotional leaders. Her contribution goes beyond business management, encompassing the very essence of society and the economy.

Therefore; Women's participation in business and family businesses has experienced progressive growth, generating positive impacts on economic and social development. Ecuador, as an example, has implemented measures and regulations to promote gender equality and strengthen the role of women in society. Female leadership, motivation and the contribution of women at different levels are determining factors for the success and sustainability of companies. Women, throughout history, have overcome barriers and contributed significantly to society, and their role in the business world continues to evolve towards a more fair and equitable participation.





## CONCLUSIONS

The results obtained from the surveys focused on evaluating the different aspects of leadership in the business context outline an encouraging and promising scenario. The notable appreciation of 96% of participants towards the contribution of women underlines the essential importance they play in the business, consolidating their role as key agents in the work dynamic. These results strengthen the premise that female leadership is not only valued, but also contributes substantially to the construction and maintenance of a positive and highly productive business environment. These data support the idea that the active inclusion of women in leadership roles is not only beneficial for gender equality, but also enriches work dynamics and contributes to the sustainable success of the company.

The deep awareness of the potential impact of decisions, supported by 90% of participants, reveals a reflective mindset essential for informed decision-making and oriented towards positive results. The common practice of evaluating causes and consequences of problems, carried out by an outstanding 95% of participants, highlights an analytical approach that contributes significantly to the proposal of effective solutions to conflicts, thus marking a crucial step towards proactive resolution. from problems. The importance of continuous improvement in business management stands out as a fundamental pillar, emphasizing the need for adaptation and constant evolution to stay at the forefront. Ultimately, the 95% support for team collaboration in problem solving highlights synergy and joint work as key elements in efficient and effective business management. These results not only reveal solid decision-making practices, but also a collective mindset oriented toward growth and constant improvement, thus consolidating a business approach rooted in excellence and continuous evolution.

The initiative and constant willingness to implement improvements are evident in 93% of the participants, highlighting a proactive attitude and a willingness to face challenges with the aim of promoting the growth and development of the business. Likewise, 88% demonstrate a willingness to take on new challenges, indicating a willingness to face challenges and risks in search of continuous progress. For the vast majority, a resounding 98%, the perception of their significant contribution to the family economy highlights the intrinsic connection between work performance and the positive impact on the household's economic well-being. These findings consolidate the idea that labor participation not only implies the fulfillment of duties, but also an active and purposeful contribution to the success and economic support of the family. In summary, the results reveal labor participation rooted in values of equity, efficiency and commitment, essential for the flourishing of family businesses.

The detailed analysis of the results reveals a mixed scenario in the field of business management. The notable 73% of participants who do not undergo ongoing training indicates a prevalence of traditional approaches in business management, revealing a pressing need to update and adopt more modern practices to strengthen business resilience. On the other hand, the substantial part of respondents who actively promote the fulfillment of duties and obligations by their team highlights a deep-rooted commitment and responsibility towards the business. This strong guidance suggests effective leadership and direction focused on optimal team performance, critical factors for long-term success. Likewise, the majority achieve an effective balance between family and work life, demonstrating an exceptional ability to successfully balance personal and professional responsibilities. This achievement not only reflects efficient management, but also a deep understanding of the importance of maintaining a balance, contributing to a healthier and more equitable work environment.

Detailed analysis of the data reveals an optimistic outlook in the business environment, highlighting the importance of family commitment in business management, with a solid 93% of participants advocating this perspective. This finding underscores a collaborative approach where the family plays an active role in business operations and decisions, creating an environment where diverse family perspectives and contributions are comprehensively considered. Furthermore, the significant proportion that holds a belief in the profitability of businesses led by women (88%) demonstrates solid confidence in the entrepreneurial capacity and potential of women, challenging prejudices and highlighting their business vision.



Regarding gender barriers, the encouraging 87% who do not perceive greater difficulties when starting a business because they are women points to a positive change in the perception and gradual overcoming of gender obstacles in the business environment. This result suggests an environment conducive to female business development, reflecting a positive evolution towards equal opportunities. Likewise, the 94% who do not face major difficulties in obtaining financing due to their status as women underline a gradual change towards equity in access to financial resources. These results offer an encouraging outlook that supports the role and positive perception of women in the business environment, marking significant progress towards building a more inclusive and equitable environment.

## AUTHORSHIP CONTRIBUTION

**Erika Celeste Campoverde-Ochoa** played a crucial role in leading the comprehensive conceptual development and conducting a comprehensive literature review. Her outstanding contribution encompassed the precise identification and definition of the research objectives, as well as the construction of a theoretical framework that solidly contextualized the study. In addition, she had an active role in the design of the quantitative methodology, collaborating in the creation of the sampling strategy, the development of the questionnaire for the survey, and the strategic planning of data collection. She masterfully supervised and executed the statistical analysis of the collected data, including interpretation of the results by preparing representative tables and graphs. On the other hand, **Priscila Isabel Ruiz-Alvarado** made significant contributions to the formulation of the problem and the justification of the study. She actively participated in defining the research objectives, highlighting the importance of the work in the scientific and practical context. Her approach focused on performing a critical analysis of the results obtained in relation to the existing literature. Furthermore, she contributed prominently to the development of arguments and the discussion of the practical and theoretical implications of the findings. Her key role was evident in the synthesis and writing of the final conclusions of the study. Both authors, **Erika Celeste Campoverde-Ochoa and Priscila Isabel Ruiz-Alvarado**, collaborated equally and complementary in the writing and critical revision of the entire manuscript. Their cooperation not only ensured the coherence and quality of the scientific article presented, but also demonstrated a shared commitment to academic excellence.

## FINANCING

Non-monetary

## INTEREST CONFLICT

There is no conflict of interest with people or institutions linked to the research.

## THANKS

To the women who undertake to improve themselves every day.

## REFERENCES

- Castañeda-Abascal, Ileana Elena, & Díaz-Bernal, Zoe. (2020). Desigualdad social y género [Social inequality and gender]. *Revista Cubana de Salud Pública*, 46(4), e1991.
- Chaman, Seemab, Zulfiqar, Sehar, Shaheen, Sadia, & Saleem, Sharjeel. (2021). Leadership styles and employee knowledge sharing: Exploring the mediating role of introjected motivation. *PloS one*, 16(9), e0257174. <https://doi.org/10.1371/journal.pone.0257174>
- de-Jesús-Delgado-Cih, Dulce, Delgado-Cih, Guadalupe, & Hernández-Arcos, Magali. (2021). El papel de la mujer en las empresas familiares de la localidad de Escárcega [The role of



- women in family businesses in the town of Escárcega]. *Ciencias Administrativas. Teoría y Praxis*, 16(2), 102–122. <https://doi.org/10.46443/catyp.v16i2.264>
- Díaz-Dumont, J. R., & Ledesma-Cuadros, M. J. (2022). Rol de la mujer en la historia de las naciones: Mitos y realidades [The role of women in the history of nations: Myths and realities]. *Revista Venezolana De Gerencia*, 27(97), 127-143. <https://doi.org/10.52080/rvgluz.27.97.9>
- Enderica-Armijos, Orlando, Almeida-Lojas, Kleber, Chamba-Ojeda, Silvia, & Tinoco-Pontón, Ericka. (2018). Implementación de un liderazgo empresarial que mejore la comunicación efectiva en las empresas de una ciudad ecuatoriana [Implementation of a business leadership that improves the effective communication in enterprises located in an Ecuadorian city]. *CIENCIA UNEMI*, 11(26), 96-105. <https://doi.org/10.29076/issn.2528-7737vol11iss26.2018pp96-105p>
- Flego, Lucila, & Ortega, Julián. (2020). Mujeres en el trabajo: persistencia de los condicionantes de género en el ámbito laboral [Women at work: persistence of gender conditioning factors in the workplace]. *CUHSO (Temuco)*, 30(2), 160-188. <https://dx.doi.org/10.7770/2452-610x.2020.cuhso.05.a05>
- García-Carranza, Y., Jiménez-Cercado, M., & Escamilla-Solano, S. (2018). Emprendimientos Femeninos en Ecuador [Women Entrepreneurship in Ecuador]. *Revista Publicando*, 5(14 (2), 57-66.
- Goren, Nora. (2017). Desigualdades sociolaborales. Una aproximación a sus marcos interpretativos desde la perspectiva feminista [Socio-labor inequalities. An approach to their interpretative frameworks from a feminist perspective]. *Revista Latinoamericana De Antropología Del Trabajo*, 1(2).
- Handaragama, Saman, & Kusakabe, Koyoko. (2021). Participation of women in business associations: A case of small-scale tourism enterprises in Sri Lanka. *Heliyon*, 7(11), e08303. <https://doi.org/10.1016/j.heliyon.2021.e08303>
- Jiménez-Figueroa, Andrés, & Hernández-Reveco, Agustina. (2020). Percepción de equidad de género y equilibrio trabajo-familia en trabajadores pertenecientes a empresas públicas y privadas de Chile [Percepção da igualdade de gênero e do equilíbrio entre trabalho e família em trabalhadores de empresas públicas e privadas no Chile]. *Ciencias Psicológicas*, 14(2), e2201. <https://doi.org/10.22235/cp.v14i2.2201>
- Mandujano-Rubio, Saúl, & Castañeda-Rayas, Nayelly Stephany. (2022). Liderazgo y participación de las mujeres en la política global [Women's Leadership and Participation in Global Politics]. *Anuario mexicano de derecho internacional*, 22, 611-646. <https://doi.org/10.22201/ij.24487872e.2022.22.16963>
- Muhammad, Said, & Ximei, Kong. (2022). Does It Matter Where You Live? Rural-Urban Context Among Women Entrepreneurs in Pakistan. *Frontiers in psychology*, 13, 827634. <https://doi.org/10.3389/fpsyg.2022.827634>
- Ordoñez-Abril, Daniel Yiwady, Castillo-López, Ana María, & Rodríguez-Bravo, Ivonne Maritza. (2021). Empoderamiento de la mujer en el emprendimiento y la innovación [Empowerment of women in entrepreneurship and innovation]. *Población y Desarrollo*, 27(52), 69-91. <https://doi.org/10.18004/pdfce/2076-054x/2021.027.52.069>
- Reyes-Vargas, M. V., Ortega Ocaña, Ángel F., & Vera Solórzano, L. D. (2022). Participación de la mujer en el ámbito laboral turístico y académico en la Amazonía Ecuatoriana [Women's participation in the tourism and academic labor force in the Ecuadorian Amazon]. *Revista Iberoamericana Ambiente & Sustentabilidad*, 5, e179. <https://doi.org/10.46380/rias.vol5.e179>
- Useche-Aguirre, María Cristina, Pereira-Burgos, Morela Josefina, & Barragán-Ramírez, Christian Andrés. (2021). Retos y desafíos del emprendimiento ecuatoriano, trascendiendo a la pospandemia [Challenges of Ecuadorian entrepreneurship, transcending to the post-



pandemic period]. *RETOS. Revista de Ciencias de la Administración y Economía*, 11(22), 271-286. <https://doi.org/10.17163/ret.n22.2021.05>

Vega-Jaramillo, Flor Yelena, Apolo-Vivanco, Nervo Jonpiere, & Sotomayor-Pereira, Jorge Guido. (2018). La participación de la mujer en las pequeñas y medianas empresas comerciales de la ciudad de Machala [The participation of women in small and medium-sized businesses commercials of the City of Machala]. *Revista Universidad y Sociedad*, 10(2), 251-256.

Copyright: 2024 By the authors. This article is open access and distributed under the terms and conditions of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International license (CC BY-NC-SA 4.0)

<https://creativecommons.org/licenses/by-nc-sa/4.0/>