

## **Linkage of the Universidad Técnica de Babahoyo in the social entrepreneurship in the rural sector of the canton Baba of Ecuador**

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Received December 9, 2016; Accepted June 25, 2017

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### **Abstract**

One of the greatest challenges for the Ecuadorian University is to know how it is linked to or related to the Society; as agent of transfer and diffusion of knowledge and technologies in collaboration of those who integrate it, to go the most vulnerable social capital. It is important that the university contributes to the economic development of urban and rural sectors, with the support of teachers and students promoting social entrepreneurship, which contribute to the social development of communities

### **College, Linkage – society, Entrepreneurship, rural development**

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**Citation:** VERA-MÁRQUEZ, Carlota, NIVELA-ICAZA, José María, GAMBOA-POVEDA, Jinsop Elías and ONOFRE-ZAPATA, Ronny Fernando. Linkage of the Universidad Técnica de Babahoyo in the social entrepreneurship in the rural sector of the canton Baba of Ecuador. ECORFAN Journal-Mexico 2017, 8-18: 32-35

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## Introduction

In the 21st century, universities worldwide have undergone a series of changes, facing new challenges and challenges that must contribute to the development of society. For UNESCO, the Regional Conference on Policies and Strategies for the Transformation of Higher Education in Latin America and the Caribbean, referring to the pertinence of the university, points out "the role it plays and the place of higher education in Function of the needs and demands of the various social sectors. The actions that are formulated will have no real social meaning if they are not anticipatory of future scenarios and do not manifest their intention to modify the actual reality "(UNESCO 1995).

Since the enactment of the Organic Law on Higher Education, (National Assembly of Ecuador, 2010), higher education institutions have been subjected to a series of structural changes in their habitual behavior and have gone from being institutions that maintained their own objectives Respond to a coherent institutional framework with the State.

The relationship with the community has been clearly debated from the Mission Project of the Ecuadorian University for the XXI Century promoted by CONUEP - National Council of Universities and Polytechnic Schools.

The link between the university and the social sectors is considered as the transversal axis of the university's functioning in the world, together with teaching and research, are conceptual and ideological transforming pillars that are at the most important moment, committed to Through University Social Responsibility with different projects, programs focused on the entrepreneurship of different communities and vulnerable groups.

The Universidad Técnica de Babahoyo, through the department of social partnership, brings a group of teachers from the different careers (agronomy, health, administration, accounting, education) and students to the social enterprise in the rural sector of the Baba canton. The objective of diagnosing the environment in which rural communities develop to establish the strengths and weaknesses of individuals and contribute to social entrepreneurship.

So the question arises how the linkage of the Universidad Técnica de Babahoyo contributes to the social entrepreneurship of the rural sector of the canton Baba - Ecuador?

## Development

For a relevant approach to research, it is necessary to make explicit the meaning, scope and incidence of the terms: university; Link and social enterprise that are assumed for this work. According to Gómez (2000), each society requires that its educational system that is oriented to respond to the demands and needs that society demands today.

For (Bernal, 2010) any society that wishes to play a leading role in this knowledge-dominated environment and that tries to solve its contradictions, must consider its educational system as the engine and dynamism factor. Therefore, academic institutions need to be sensitized in order to:

- Orient the events that will guide the course of society.
- Get ahead of your time.
- Managing change to build a fair society and sensitive to problems, and thus improve the quality of life of its citizens

(Toron, 2012) Reference to (Murcia Peña, 2009: 244). And it defines that the university is a social, cultural, political, ethical-aesthetic and cognitive scenario, where ideas, feelings and projects are constantly confronted, but above all where they live and share experiences, theories and sensibilities that are intended to help maintain, And develop the individual, society and culture.

The university is a social institution framed by a historically determined social formation. The interaction of this institution with the society in which it is inserted is given in a different way and with a different structure, both within the university and in the social environment.

(Malagon, 2006) It maintains that the relevance or link between university and society is assimilated to the university - productive sector relationship. University - region linkage is not a mechanical process, but the university must build the region, that is, it must conceptually delimit the region. This process must be carried out collectively with the different social, political, economic and cultural sectors, which together with higher education constitute the region of learning.

According to (DelCerro, 2015) defines social entrepreneurship "Social entrepreneurship is the process by which citizens construct or transform institutions or systems to solve social problems. It implies the creation of new equipment and resources that improve the capacity of society to address problems and thus maximize social impact through sustainability and sustainability."

In other words, social entrepreneurship is the initial act of a program or project with social impact.

As the research scenario is considered. The Universidad Técnica de Babahoyo located in the Babahoyo canton of the province of Los Ríos, offering its service since 1970, with the career of Education, Agronomy, Health, Administration and Engineering in system, The link between the University and society is carried out With teachers and students who carry out the field work through programs or projects such as social entrepreneurship in urban and rural sectors in the province through agreements signed with communities, parish boards, companies The objective of university - Society is to improve the quality of life of its inhabitants and contribute to the economic development of the productive sectors.

According to population census (INEC 2010) The population of Baba canton is 39,691 inhabitants of which 31,292 live in the rural sector, the rural sector of Baba canton contributes to the economy of the province with 6% according to data of the central bank (2015 ) So that the need to contribute to rural development arises, the survey was considered a survey of the inhabitants of the rural parishes of Bejucal, Guare and Baba to diagnose the economic, social and cultural situation, surveys Which sets out questions that help identify the need of the sector and be able to associate it among families or neighbors of the sector. Among the questions that were asked are: Do you own rented housing? Income you receive? State of access to the community? If the parish government socializes the strategic plan?, among other.

A SWOT analysis of each community was carried out with the participation of the inhabitants, to know their strengths, weaknesses, opportunities and threats, after which a matrix of stakeholders was elaborated; which is socialized for commissioning.

With the application of the statistical method, an analysis of the survey was carried out, which results in the need to train the inhabitants of the rural communities of the canton Baba in diverse subjects between what is considered: agriculture, veterinary, pisciculture, Is in charge of the Faculty of Agricultural Sciences, entrepreneurship training in charge of the Faculty of Finance and IT, preventive health training by the Faculty of Health.

### Conclusion

The Universidad Técnica de Babahoyo since 2010 has been making the connection with society, with the participation of teachers and students of different faculties; In the Baba canton has been carried out relevant training in communities has seen the change in the quality of life of its inhabitants.

### Recommendations

The linking of the university - society should be followed to the communities of the enterprises so that these arise and contribute to the development of communities.

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