

**Female entrepreneur an approach to her entrepreneurial profile in Sucre, Bolivia**

CALDERÓN-COLLAZOS, Cristian\*† &amp; RONCAL-VATTUONE, Ximena

*Universidad Mayor, Real y Pontificia de San Francisco Xavier de Chuquisaca*

Received August 28, 2017; Accepted November 30, 2017

**Abstract**

The research presented below has as its central protagonists the women entrepreneurs and their views on entrepreneurship, which made it possible to approach the construction of a Profile of the Enterprising Woman of Sucre, Bolivia. The study is based on the phenomenological methodology, which supported interviews give an account of the meanings and meanings of women who decide to undertake and from their experiences and their concrete realities, provide an analytical, reflective and contrasts with theories, in a debate that allows theoretical contributions from them and their experiences as well as the fundamental feature that distinguishes them in terms of the decision they had to undertake. The Entrepreneurial Woman in Sucre is characterized by challenging her socio-economic living conditions and disadvantaged conditions in the business world. The permanent struggle of effort, tenacity, decision and search for economic autonomy are some of the features that build this approach of the Profile of Women Entrepreneurs in Sucre.

**Woman, Entrepreneurship, Economic autonomy**

**Citation:** CALDERÓN-COLLAZOS, Cristian\*† & RONCAL-VATTUONE, Ximena. Female entrepreneur an approach to her entrepreneurial profile in Sucre, Bolivia. ECORFAN Journal-Republic of Cameroon. 2017, 3-5: 1-13.

---

\* Correspondence to Author (email: ca.zos.cristian@gmail.com)

† Researcher contributing first author.

## Introduction

The objective of this article is to present a general overview of Women Entrepreneurs, considering the importance that women have in the face of such a complex choice as to count or start a company in patriarchal societies where gender differences still persist. Economic autonomy is constituted from the women in the fundamental element to take the decision to undertake, under economic and social characteristics that marked their lives, particularities in which they develop within a competitive market giving account of the main weaknesses and strengths as women entrepreneurs, the results will allow us to distinguish their main traits as entrepreneurs, contrasting even with the theory proposed by different authors in relation to the subject.

## Methodology

It is important in any study to understand human singularities, an aspect that enables the qualitative from a phenomenological methodology, studying the being that is punctuated in a set of interrelationships, constitutive particularities and descriptive qualities, thus understanding the experiences, expressions, important and relevant of women in general and of women entrepreneurs in particular. (Quiroz, 2013).

The phenomenological undoubtedly establishes the alternatives to work with methodologies that will allow the narrow work between the object and the researcher subject, for this purpose the information was revised both primary and secondary concerning the theories referring to entrepreneurship and economic autonomy, and the decision that women have to take as an alternative to generate their economic autonomy.

For the present work realizes the realization of ten interviews to women entrepreneurs who are owners of companies in the Municipality of Sucre.

## Analysis and conceptual description

Numerous have been women who from different social positions have claimed fair and legally fair treatment in various public movements to be heard demanding the equality of their rights. In the light of these movements, international organizations and bodies have emerged in favor of the struggle of women: in 1946, the "Commission on the Status of Women" was created<sup>1</sup> with the objective of promoting the advancement of women over their rights throughout the world. (UN, 2006).

In 1961, the "Development Assistance Committee" (CAD) and the "Consultative Body of the Committee on Equal Opportunities" were founded<sup>2</sup>; in 1975, the World Conference on the International Year of Women, held in Mexico City, recommended the creation of a research and training institute dedicated to the promotion of women. The following year, the Economic and Social Council of the United Nations (ECOSOC) founded the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW), whose mission is to promote and carry out, at the international level, Programs that contribute to the empowerment of women and gender equality.

<sup>1</sup>In support of this Commission, in the same year, the Division for the Advancement of Women (DAW) was established, which includes among its main purposes the promotion of equality and the incorporation of a gender perspective in policies and programs. - Information Center, 2000)

<sup>2</sup>Its main function is to review annually the activities carried out by the CAD. It also organizes seminars and meetings on specific topics that allow member countries to design activities to achieve common objectives.

CALDERÓN-COLLAZOS, Cristian & RONCALVATTUONE, Ximena. Female entrepreneur an approach to her entrepreneurial profile in Sucre, Bolivia. ECORFAN Journal- Republic of Cameroon. 2017

Likewise, the United Nations Development Fund for Women (UNIFEM) was established in 1985 to support the initiatives of both governmental organizations and civil society, aimed at improving the quality of life of women. In 1987, the Committee for the Elimination of Discrimination against Women (CEDAW), established by the United Nations, was established in accordance with article 17 of the Convention on the Elimination of All Forms of Discrimination against Women (UN, 2008).

The International Organizations have joined the struggles to demand the rights of women, generating spaces and instances to promote gender equity.

Equity understood as the right to fair distribution between men and women in relation to decision-making and participation in social, economic, political, cultural and family spheres, establishing and opening the way to promote the development of their potential to ensure their legitimacy and advances aimed at its fundamentally economic autonomy.

"The autonomy of women is a fundamental factor in guaranteeing the exercise of their human rights in a context of full equality. The control over his body (physical autonomy), the capacity to generate income and own resources (economic autonomy) and the full participation in the decision-making that affect his life and his community (autonomy in decision making) constitute three pillars for achieve greater gender equality" (ECLAC, 2010).

In this regard, ECLAC (2010) identifies three kinds of autonomy:

- a) Autonomy as a political concept, which considers as the ability of people to formulate their own projects as well as the actions to achieve them, that is to say; achieve the condition as subjects capable of defining wishes and interests and know how to choose the best actions to make those choices.
- b) Gender autonomy conceived as the "degree of freedom that a woman has to be able to act according to her choice and not with that of others". There is a close relationship of the autonomy of women both individually and collectively since the degree of autonomy of a single subject is inseparable from the degree of autonomy of the social group to which it belongs. That is, the degree of personal autonomy that a woman can deploy will also depend on the possible autonomy of her social group and on that which the women of the society to which she belongs have reached.
- c) Economic autonomy, for this organism is a fundamental factor to ensure the exercise of their human rights in a context of full equality, and control over their own bodies, the generation of income, own resources and full participation in the taking of decisions that affect your life and your community.

ECLAC emphasizes that economic autonomy is explained as the ability of women to generate income and own resources from access to paid work on equal terms with men; also considering the use of time and the contribution of women to the economy.

These three autonomies, from an integral perspective, constitute fundamental pillars for the achievement of greater gender equality in any country in Latin America and the Caribbean.

Having your own income is a basic and necessary condition for any adult in our societies to exercise their economic autonomy and not depend permanently on others to satisfy their needs and those of their family, as well as to make decisions about resources.

In the case of women, often having income constitutes a basis but does not necessarily mean exercising full autonomy from the economic point of view, since their income is so low that they do not allow them to overcome the poverty threshold, either individually or from their homes (ECLAC, 2016).

Despite this, "Economic autonomy is a fundamental pillar of women's autonomy and, by definition, requires women to earn income that allows them to overcome poverty and have free time to train, access the labor market, develop professionally and personally, participate actively in social and political life and dedicate themselves to their loved ones without it becoming a barrier to achieving their own aspirations "(ECLAC, 2016: 8).

Economic autonomy in women is established as a fundamental requirement for the achievement of gender equality, which is related to their possibilities of participating in the labor market, strengthening the generation of their own income, which contributes to their recognition as an individual subject and social, and advance in the rupture of a subordination and discrimination that eliminates the macho cultural mandate, supreme ideal to which the societies of the 21st century should reach.

The concept of women's autonomy is constituted in a measure that evaluates the achievement in the process of empowerment and overcoming social exclusion. Knowing the ability of women to autonomously decide their participation in the market, in politics, in public life, make it possible to analyze achievements in gender equity. Heller (2010) argues that women's economic autonomy and poverty reduction become the most important requirements to achieve gender equity.

Bravo (2012) points out that economic autonomy is understood as the ability of people to generate their own income that satisfies their subsistence needs. Thus, those who do not generate income are poor even when they have the possibility of accessing the income of others, placing themselves as economically dependent.

"Autonomy is a preponderant value that includes a dimension of solidarity and reciprocal recognition. From this perspective, on the one hand, protection against risks and vulnerabilities must be expanded, and skills and life options developed; and on the other hand, autonomy and solidarity must be combined "(Bravo, 2012).

With regard to Bolivia, the document Women Writing our Autonomy, promoted and managed by the UN and the Ministry of Autonomy in 2015; expresses that the struggle of women has been fundamentally in the search of their autonomy in their different meanings: in their bodies, in the political and in the economic, emphasizes that autonomy consists in taking and being responsible for decisions, developing all the capacities and necessary conditions to be able to participate in all areas of society, so that they can express themselves freely, make their decisions and participate politically in the activities of the community.

Women writing our Autonomy, poses four dimensions to advance the autonomy of women:

- a) The autonomy of the Body, which consists of the recovery of your body to be able to decide, to fully exercise the right to live without any violence in public, private spaces, freely exercise sexuality, care, enjoy and rest the body leaving back stereotypes of the feminine
- b) Economic autonomy, which is the generation of income in a labor market and even within their families, requires equal treatment and remuneration, employment insertion policies and promotion of production from women, even considering that Household work produces wealth and that wealth must be remunerated
- c) Political Autonomy, which is to respect their own visions, positions, proposals, ideologies, not necessarily coincide with the ideas or thoughts of men. Each look is included when deciding on the family, the community, the municipality, the department or the country. This autonomy does not only mean participating, but deciding and taking the women's voice to deliberation spaces
- d) Autonomy of Thought, which considers that women have their own ways of thinking in relation to ways of knowing and relating to the world, to be able to think and decide freely according to their ideas and proposals

Both Heller, ECLAC and the Ministry of Autonomies agree that economic autonomy in women is paid access in the labor market or the different ways in which they have to generate their own income.

The Ministry of Autonomies in its dimensions, while maintaining the essence of what was proposed by ECLAC, incorporates the autonomy of thought as well as making an effort of a view from the Bolivian society.

In the text, the Ministry of Autonomies places greater emphasis on paid work for household activities, mentioning that the State recognizes the economic value of work in the home as a source of wealth and that it should be quantified in public accounts, a major issue debate by its nature and social contribution considering that poverty in Bolivia continues to have the face of a woman.

Based on the perspective of economic autonomy, spaces are created to provide assistance in attention against violence, health, education and entrepreneurship, as spaces, whose fundamental objective is to support and promote public policies, corporate programs and projects in terms of gender equality and women's autonomy considering also the business aspect.

It is in this sense that entrepreneurship is approached from a gender perspective that entails valuing the contribution that women make to society in economic terms despite the conditions not always conducive to advance in the construction of favorable spaces for their development.

"This even requires to make visible all those human activities necessary for life, especially those that in our time make sense to socialize, many of which have also been traditionally in charge of women" (Correa, 2014), recognizing the role they play women in the business field.

At present, few studies have recognized the importance of considering the characteristics of women entrepreneurs, analyzing the values and motivations that led them to undertake, and those that have done so have not considered the dynamic nature of these values. and motivations that are decisive in the personal situation of joining the business field.

This requires emphasizing that in gender programs, there are female voices in all areas: leaders of the academic, corporate, social and economic sectors who have told their stories.

Those women who with perseverance and vision have managed to cross the barriers in a net patriarchal world.

These voices are the ones that then express their vision of undertaking and that in addition it is possible to contrast with diverse authors, conceptualizations that enrich with the business life practices the theoretical conceptions.

**Undertaking: a condition of autonomy**

Authors who talk about the importance of entrepreneurship, we can find many, theorists who classify the term according to their own ideologies, their times and according to conceptions such as politics, profession and the same human being. In the following chart, some examples:

<b>Richart Cantillón</b>	The entrepreneur is buying products at a certain price in the present, combining them correctly to obtain a new product and then selling it at uncertain prices in the future, it does not have a safe return and must take risks and the uncertainties present in it market (Sanz, 2013).
<b>Joseph Schumpeter</b>	The entrepreneur is the founder of a new company, is an innovator who breaks with the traditional way of doing things, with established routines, must have

	leadership skills, the entrepreneur has the ability to see things as nobody else sees them. (Carrasco, 2008).
<b>Jean Baptiste Say</b>	The entrepreneur is a "superior" worker, has the capacity of the superintendent and the administration. Risk taker that faces obstacles and uncertainties and that optimizes the use of resources, considering it as the foundation of value creation (Osorio, 2010).
<b>Kirzner</b>	The entrepreneur recognizes the opportunities and takes actions to take advantage of them. He is the one who has the skills to take advantage of market imperfections (Sanz, 2013).
<b>Baumol William</b>	It is identifying new ideas and putting them in motion. She is the person who leads and is a source of inspiration in the development of a new company (Herrera, 2013).
<b>John Stuart Mill</b>	It raises the importance of entrepreneurship for economic growth, points out that the development of entrepreneurship requires unusual skills (Herrera, 2013).
<b>Ferran</b>	Entrepreneur "is a person who creates his own business as an individual, that is, individually on his own", on the other hand it is noted that entrepreneurship is not only about becoming a business but facing new paths or new projects constantly without the need to create a company, an entrepreneur can also be an independent person who works independently on his own. (Ferran, P., Guillem, P., Albert t., 2015)
<b>Remolins</b>	"To be an entrepreneur you do not have to be young, you do not have to be rich, you do not have to inherit a company. It is true that you can be an entrepreneur when you are young, being rich, or starting from a family business, you can also start at a mature age, starting from scratch, even after ruining yourself "(Remolins, 2015)

**Table 1.** Undertaking from various Authors.  
 Source: Elaboration based on Carrasco, (2008), Osorio, (2010) and Herrera, (2013)

As can be seen in Table 1, the authors who talk about entrepreneurship respond to their own situations and experiences, Schumpeter in 1934, proposes a really rigid definition from our perspective, as if the requirement to undertake is necessarily a company, not It establishes that an entrepreneur may emerge at some stage of a person's cycle.

On the other hand, authors such as Jean Baptiste Say (1781) Baumol William (1990), Kirzner (1973) and John Stuart Mill (1948), propose concepts where the enterprising person is seen as someone supernatural who has to meet a series of requirements, unusual characteristics of people totally different from others so says Mill when he states that they are people of uncommon abilities.

Say argues that the entrepreneur is a superior worker; and is that no person can be equal to the other. Women and men, have their own skills if not equal, but remarkable in the activities they perform, we can not mention that X is superior to Y, due to being an entrepreneur and taking the risk, which is in any case is to seek gender equity based on respect for the differences that exist between human beings.

Ferran and Remolins the year 2015 pose a similar definition between the two, state that undertaking is not necessarily to have a company as pointed out by Schumpeter, in fact Ferrán mentions that you can undertake at various stages of our lives, and if you want to undertake and work Individually, it is valid.

Remolins shows a structured panorama with a more methodical approach when emphasizing that the brilliant idea must necessarily be accompanied by an adequate planning.

Ferran and Remolins in a dynamic of flexible times establish that at any moment and phase of a person's life it is possible to undertake and / or create a company or business, whether individual or collective, also considering that one can be rich, or leave the bank broken, can inherit a company or start one, can be old, young, there is no limitation to start undertaking, expressions that have greater similarities with the protagonists of this work.

In this sense, for the entrepreneurial women of Sucre, to undertake does not mean to be different from the others, or to have skills different from other people to carry out a business, to undertake for them, is fundamentally to advance in the achievement of their economic autonomy. as well as the decision that entails the destiny of your income, in front of the uncertainty and the risk that generates any project, means the work with determination, dedication, to decide and to go ahead.

The foregoing, makes it more relevant to raise the conceptualizations from them, their own views on entrepreneurship that can even exceed the already established theoretical concepts, even demanding some rethinking:

Miriam Serrudo (Owner of an Artisan company)	To undertake is to do something that one likes, to perform satisfactorily, is to have my own money
Salome Flores (Owner of a Upholstery Company)	It is to be independent (...) to have my own money, (...), is to generate my own income
Antonieta Sauza (Owner of a beauty center)	I believe that undertaking is risky, it is also an alternative, many are in the university, a career, but they are dependent, but when you start you are your own boss, you make your decisions, you manage your times, it is a risk because you never know if you are going Go well, but it is also a satisfactory lake because you have something of your own, it is to have the ability to create risk and have satisfaction.

María Jesús Cueto (Owner of the Nazarene Educational Unit)	It is, take giant steps, forward, without looking back, without falling, and if you fall you get up again, but always looking at a horizon, always looking at a future, always looking at the light and the possibility of having your own income.
Paola Álvarez (Co-owner of the Southern Beer Factory)	The word to undertake is always scary, because it is to throw oneself into the unknown, to start from scratch with something that one wants to do and in what is good, but it is also the biggest challenge, in the end is the word triumph, it is working with the heart, because when you work with the heart and give it all the effort, all the love for what you do, will get ahead.
Teresa Zárate (Owner of Garment Apparel Daniela)	It is to make a dream a wish, to carry on, sometimes it is easy but sometimes it is difficult, not always what one wants to do, then, to undertake for, my would be to carry out a dream that allows me to have my own money.
Lenny Slopes	Entrepreneurship is, starting a way of life, with commitment and good, in any aspect not only a business, if you put the desire and commitment can have their own money, putting in the head and saying what I will achieve cost what cost.
(Owner of Accounting Consultant)	Entrepreneurship is economically independent
Julia Cardozo	Entrepreneurship is to generate your own money, do not depend on any boss, because they impose their schedules, their rules, they do not let you go with children, in case I do not depend on anyone, it's like launching yourself to success, because sometimes you do well and other times it's not going well for you.

**Table 2.** Undertake from the women of Sucre.

Source: Elaboration based on interviews conducted with businesswomen of Sucre

The majority of women entrepreneurs coincide in their horizons when they point out that undertaking "... is to have economic autonomy", not asking permission or favor from other people, including the family, about the decision of the destination of their money.

Also point out that also, it implies helping at home with monetary income, in a joint work with the husband, with another person or simply alone, that of counting and achieving with the enterprise always their economic autonomy.

However, to guarantee their economic autonomy, according to ECLAC it is necessary that these women have sufficient income since we can not talk about it if the monetary income of their companies is low and only enough to survive and in some cases it causes more expenses due to costs and non-recovery of capital. That is to say; Economic autonomy is not synonymous with subsistence implies a challenging attitude towards risk consolidating sustainable dreams in the long term.

### Results: Profile of the Entrepreneur Woman in Sucre

In this system of continuous invisibilization of women, of domination of men that determines the role that they must assume in all areas of their lives has also been the scene of the emergence of women who made the decision to break the pre-established inequality of gender and start their business initiatives and consider the need to create your own company.

The enterprising woman of Sucre, comes from a large family, of a conventional structure; in his childhood he saw the need to work in different activities because family income did not supply. As a result of the interviews, there is evidence on the one hand of those women who manage to join the education and on the other those who come mainly from the rural area who do not manage to advance their academic formation, and very few finish their professional preparation, both groups nevertheless they sought with eagerness the self-taught formation.

The conventional structure, the result of the patriarchal society was manifested in the authority exercised by the father, in the division of labor where the activities of the household fall on women as their exclusive action and as an obligation to provide care and / or care including maintenance of the younger siblings, access to education and mainly to professionalization becomes a privilege for male children.

Taking into consideration the most outstanding aspects that characterize the entrepreneur, developed by the mentioned authors as well as the views of the women of Sucre, the following features are considered among the most outstanding characteristics in a general way that determine the Profile of the Entrepreneurial Woman from the city of Sucre:

- Persistence in search of better income, working from a young age to help their family, their children and their parents.
- The ambition to be better people and curiosity and goals to fulfill.
- Determination and courage to move forward, from the moment they decide to become independent, support their studies and financially help their families.
- Basic skills for the administrative business organization. Most do not have complex structures, they work alone.
- Optimistic and insecure women, they do not have confidence in themselves, because of the scarce resources they have.
- They are women who have not discovered their leadership skills.
- Companies (micro) weak administratively, economically and financially.
- Scarce communication skills, do not have negotiating skills, very few negotiate relationships with suppliers.
- Scarce global knowledge of the operation of a company, have a less technical vision more covered in dreams and desires, without a business strategy look.

- Empirical administrative management, based on experience, there are no strategic plans, action, established and measurable goals.
- They are women who have little experience in the management of Information and Communication Technologies, particularly internet management.
- Limited use of innovation tools that allow them to change their traditional vision of a sole proprietorship
- Generally they do not focus on developing innovative ideas but on solving immediate economic problems of survival.
- The size of women's businesses are mostly family or micro-enterprises, rarely owning medium-sized companies.
- The level of education is generally low, in addition their knowledge of administration are scarce in the majority empirical.
- Companies are focused on the services sector and serve market niches.
- Access to credit in women entrepreneurs is limited, their knowledge in finance is empirical, which limits business and economic growth.
- Fear of developing strategic alliances with public and academic institutions that strengthen their knowledge.
- Ignorance of public policies to support productive activities or services.

**Table 3.** Profile of Women Entrepreneurs in Sucre

*Source: Elaboration based on Life Stories and Interviews of Women Entrepreneurs*

### Final thoughts

As indicated in previous paragraphs, the "enterprising person"; is seen by some scholars as someone different from others, who develop skills that are not common to other people, but the Entrepreneur Woman of Sucre beyond having made the decision to undertake and take the risk by chance does so out of necessity and in many times as a moral obligation to family demands which is revealed in the weaknesses they present in those skills "essential" to carry out a company.

CALDERÓN-COLLAZOS, Cristian & RONCAL-VATTUONE, Ximena. Female entrepreneur an approach to her entrepreneurial profile in Sucre, Bolivia. ECORFAN Journal- Republic of Cameroon. 2017

Sucre women entrepreneurs continue to face the dilemma of combining their role as entrepreneurs with the role of wives or mothers, reconcile the family with the company becomes a first obstacle to progress and consolidate their economic autonomy in a business world dominated by the men.

Women who have broken paradigms and who must take on entrepreneurship as learning, change mentality and approach the scientific and technological world, assume the costs involved in advertising, the development of a marketing plan, profitability plan, plans oriented in the growth of their companies, the development of alliances, organizational strategies, but fundamentally the self-knowledge in their entrepreneurial skills as triggers of the personal discovery of their capacities as entrepreneurs that extend their security in societies that are accustomed to seeing men in front of the companies.

This requires leaving the anonymity where they are, opening paths in highly competitive markets for the supply of their products or services, meeting the demands of customers, generating opportunities for impact through creativity and innovation that enhance the scalability of their companies. .

In addition to the foregoing, there is a need for greater promotion of gender equity policies and the recognition in practice of the contribution that women in all spheres and from different trenches make to society in economic, academic, political and economic terms. social.

In the case of women entrepreneurs, it is essential that they have the same conditions as men to compete in the different spaces where the business world operates.

The work on public policies in favor of the entrepreneurial woman is relevant, although there are national and international organizations that provide support to these women, the work is isolated, often translated into training that does not have the corresponding impact because it is not considered the particular characteristics of each of them.

Therefore, it is also necessary to have governmental, academic and business bodies in a joint and proactive construction of these bodies in permanent support for women, to make a diagnosis of what has been worked on, the results and results that have been taken as support strictly to the enterprising woman.

Determine the main strengths and work on improving the weaknesses, where in the long term a model of institutional strengthening and generation of competitive advantages for women entrepreneurs at different levels is built.

In Bolivia, the large gaps in income between men and women persist, with monthly income in women being less than 50% compared to men (ECLAC, 2014).

This is evident in the so-called 2025 Patriotic Agenda of the Bolivian State.

In the area of gender policies, plans and programs aimed at the development of women have been developed, to mention some of the last decade are: the National Plan for Equal Opportunities "Women Building the New Bolivia to Live Well" Elaborated in 2008, where reference is made to the economic autonomy of women under the conceptions of employment and work.

Mentioning that the entry of women into the labor market not only gives them margins of freedom to negotiate and affirm their projects and Interests but also means a change in their own conceptions about their reality, their family and their environment, also argues about the difficulties women face when they join the work.

Since they also have to perform domestic tasks, making self-employment or informal work is an alternative chosen by them since it is a type of employment compatible with work domestic.

However, the Committee for the Elimination of Discrimination against Women (CEDAW), in 2014, pointed out that although this Plan proposed the recovery of the concept of gender and its decolonization, there were no great advances in implementation, arguing that this situation it was mainly due to the lack of allocated resources, a situation that has been little modified to date.

In particular, the Five-Year Plan for women 2006-2010, incorporated a productive economic component since it proposed granting capital to rural women in order to improve their assets and access to credit.

As part of the implementation, a Productive and Labor Development Management was created, focused on the economic empowerment of women for their participation in better conditions in the labor market as well as in the execution of productive economic initiatives for which advice was available integral through technical assistance for the improvement of production and business management with a gender focus (SELA, 2010).

It is important to emphasize that until 2015, in Bolivia there have been advances in 27 regulations in favor of women in accordance with the provisions of paragraph II of Article 14 of the Political Constitution of the State (CPE) which "prohibits and sanctions all forms discrimination based on sex, color, age, sexual orientation, gender identity, culture, nationality, citizenship, language, religious creed, ideology, political or philosophical affiliation, marital status, economic or social status, type of occupation, degree of instruction, disability, pregnancy, or others that have as objective or result annulling or diminishing the recognition, enjoyment or exercise, in conditions of equality, of the rights of every person".

Despite these advances, in 2015 the United Nations Population Fund (UNFPA) established that the fundamental challenge in Bolivia is not only to develop laws, regulations and plans, but that its implementation constitutes a challenge to achieve change the lives of Bolivian women.

With regard to the economic autonomy of women, at the National level according to the GEM in 2014, expressed that the largest number of women have more problems when it comes to entrepreneurship, in addition to having limited access to formal employment, to social security, although it can be an aspiration of many workers, in terms of reality there is a series of social restrictions associated with formality such as the provision of time and excessive bureaucracy, in addition to the payment of tax (Marco, 2016 )

Progress at the national level is not enough although there are rules in favor of women in various areas, there is no normative document of support particularly for women entrepreneurs.

However it is the responsibility of the municipal and departmental governments to create policies in this area case that goes in favor of the entrepreneurial woman considering that "Women entrepreneurs offer an enormous potential for growth and economic development but said potential requires the adequate institutional environment to be achieved" (SELA, 2010).

## References

- Bravo, R., (2012). "Avances y Desafíos en torno a la Autonomía Económica de las Mujeres". Ponencia presentada en el Panel "Avances y Desafíos en torno a la Autonomía económica de las Mujeres del Seminario Género en el Poder". En Chile de Michelle Bachelet. Organizado por el Observatorio Género y Equidad
- CEPAL, (2016) "Autonomía de las Mujeres e igualdad en la Agenda de desarrollo Sostenible". Santiago
- CEPAL, (2010) "Mujeres al Poder" en Boletín del Observatorio de Igualdad Género América Latina y el Caribe. N° 1 División de Asuntos de Género.
- Correa, E. (2014) "Sociedad patriarcal, las luchas por la equidad de género y el posneoliberalismo" en Alba Carosio (Dir.) *Feminismos Para Un Cambio Civilizatorio*. Fundación Centro de Estudios Latinoamericanos Rómulo Gallegos. Caracas: Fundación Imprenta de la Cultura.
- Carrasco I., (2008) "El Emprendedor Schumpeteriano y el contexto Social". Universidad de Castilla-La Mancha. ICE, número 845, pp.121-134
- División para el adelanto de la mujer de las Naciones Unidas, (2006) "Comisión de la Condición Jurídica y Social de la Mujer Sesenta años de trabajo por la igualdad, el desarrollo y la paz" (Folleto). Nueva York
- Ferran, P., Guillem, P. y T. Albert, (2015) *Escuela de Emprendedores*. España: Lexus.
- Herrera C., y L. Montoya, (2013) "El emprendedor: una aproximación a su definición y caracterización". Universidad Nacional de Colombia, núm. 7, pp. 7-30
- Heller, L. (2010) *Mujeres emprendedoras en América Latina y el Caribe: realidades, obstáculos y desafíos, Mujeres y Desarrollo*. Serie mujer y desarrollo 93. Chile: División de asuntos de género.
- Marco, F., (2016) "La nueva ola de reformas previsionales y la igualdad de género en América Latina", en revista *Asuntos de Género de la ONU y CEPAL*, serie 139. Santiago: Naciones Unidas.
- Ministerio de Justicia/ Vice ministerio de género y Asuntos Generacionales, (2008) *Plan Nacional para la Igualdad de Oportunidades "Mujeres Construyendo la Nueva Bolivia y Asuntos Generacionales*. Estado plurinacional de Bolivia: Ministerio de Justicia/ Vice ministerio de género y Asuntos Generacionales
- ONU y Ministerio de Autonomías, (2015) "Las Mujeres escribiendo nuestra Autonomía". Segunda Edición. La Paz
- ONU, (2008) "Financiamiento en favor de la igualdad entre los géneros y el empoderamiento de la mujer". 52 periodos de sesiones (25 de febrero a 7 y 13 de marzo de 2008). ONU mujeres.

ONU, (2014) "Contribuciones de la Coalición de Organizaciones de Derechos Humanos de las Mujeres de la Sociedad Civil para la elaboración de la lista de cuestiones sobre el quinto y sexto informe periódico estatal" Comité para la Eliminación de la discriminación Contra la Mujer (CEDAW)

Osorio F., (2010) "La estrategia y el emprendedor: diversas perspectivas para el análisis". Universidad del Valle Colombia, núm. 43, pp. 65-80

Querejazu, V. et al., (2015) Global Entrepreneurship Monitor - Reporte Nacional Bolivia 2014. Universidad Católica Boliviana "San Pablo". La Paz: Artes Gráficas Sagitario SRL.

Quiroz, M. (2013) La Investigación Cualitativa - Aplicación Metodológica. Primera Edición. La Paz: Artes Gráficas Flores.

Remolins E., (2015) Aventura de Emprendedores. España: Lexus.

Sanz A., (2013) "Políticas Públicas para emprendedores; Análisis del Proyecto de ley de apoyo al emprendedor" Universidad de Salamanca. Salamanca

SELA, (2010) "Desarrollando mujeres empresarias": La Necesidad de Replantear Políticas y Programas de Género en el Desarrollo de las pyme.