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Emprendimiento y Trabajo Social: una comparativa entre estudiantes y egresados de Trabajo Social

Entrepreneurship and Social Work: a comparison between Social Work students and graduates

Pablo Barranco Acosta
pablo_barranco_acosta@hotmail.com
Pablo de Olavide University

Macarena Lozano-Oyola
mlozoyo@upo.es
Pablo de Olavide University

José Luis Sarasola Sánchez-Serrano
jlsarsan@upo.es
Pablo de Olavide University

RESUMEN.
El Trabajo Social es una profesión enfocada a ayudar a personas que tienen una situación problemática a resolverla, ya sea con los recursos y habilidades que tiene el propio trabajador social o con aquellas de que dispone el usuario. Por ello, el ámbito de estos profesionales puede ser muy variado: ámbito público, privado o movimiento asociativo. En este contexto nos planteamos analizar el papel que desempeñan los emprendedores. En este trabajo hemos recabado información que nos permite poder extraer conclusiones acerca del emprendimiento social y la visión que los trabajadores sociales tienen acerca de este movimiento. Para ello, hemos enviado un cuestionario, validado previamente por expertos en la materia, dirigido a estudiantes y egresados de Trabajo Social. El tratamiento de esta información nos ha permitido conocer su opinión acerca del emprendimiento, las diferencias que hay de pensamiento entre ambos colectivos sobre la creación o no de empresas y si creen que ellos podrían emprender en un futuro. Podemos decir que hemos detectado un escaso espíritu emprendedor entre los trabajadores sociales, en parte debido a la falta de esta cultura emprendedora no solo en la sociedad sino en los planes de estudios de las titulaciones de Trabajo Social.

ABSTRACT.
Social Work is a profession dedicated to help people who have a problematic situation to be solved. Social Workers have abilities and resources to resolve problems and they use the abilities of the person who needs that help to empower them. The ambit of those professionals is very varied: public administration, private companies or NGOs. In this context, we analyze the role played by entrepreneurs. In this work we have collected information that allows us to draw conclusions about social entrepreneurship and the vision that social workers have about that movement. To do so, we have sent a questionnaire, previously validated by experts in the field, aimed at Social Work students and graduates. The treatment of this information has enabled us to find out their opinion about

entrepreneurship, the differences in the way of thinking between both groups concerning the creation or not of companies and if they believe that they might be entrepreneurs in the future. We have detected little entrepreneurial spirit among social workers, partly due to the lack of this entrepreneurial culture not only in society but also in the curriculum of Social Work degrees.

PALABRAS CLAVE.
Emprendimiento, Trabajo Social, servicios sociales, estudiantes, egresados, creación de empresas.

KEY WORDS.
Entrepreneurship, Social Work, social services, students, graduates, business creation.

1. Introduction.
Social Work is a profession that is characterized by having numerous resources and outputs. It is known that social workers must possess a series of skills that make them unique: empathy, understanding, dynamism, responsibility and enterprising. That is why social workers can work in several areas and can be useful in all of them: they can work in a hospital helping people without resources who need to have a place to go when their convalescence ends; they can work in youth centers as a link between the minor's family and the minors themselves; in residences for the elderly, where they can help the residents and their families to make their stay as pleasant as possible and a long etcetera.
Because of the wide space covered by Social Work, we have carried out research on social entrepreneurship in our profession. Few dare to undertake new projects and, above all, few feel capable of creating Social Work entities. We must distinguish in this sense between the risk run when creating a new project and that when working for a project that is already underway.
In our opinion there is a negative view about private companies and about the free exercise of the profession in Social Work, and we wanted to demonstrate this perception that we have been noticing for some years with a rigorous investigation into the matter. In this study we will show different information that we have discovered about the opinion that both social workers and students who have completed a Degree in Social Work have about entrepreneurship in their profession.
This study is divided into six sections. The theoretical justification of this paper is explained in Section 2. In the next section, we describe the methodology used in this research. In the fourth section, we present a case study in the matter. The results and discussion are gathered in the following section. The last section of the article presents the main conclusions drawn from the study.

2. Theoretical justification.
In this section we want to show what entrepreneurship is and what the difference is with social entrepreneurship. In the first place, we will define entrepreneurship, commenting on the contribution made by Wennekers and Thurik (1999), in which they perfectly define entrepreneurship as:

"The manifest ability and desire of individuals, either by themselves or through teams, inside or outside existing organizations, to create new economic opportunities, that is, new products, new forms of organization, new production methods, etc., and introduce their ideas in the markets, dealing with uncertainty and other obstacles, adopting decisions on the location and in the form and use of resources and institutions" (Lupiañez et al., 2014, p.57).

This means that the entrepreneur is not only a person who creates a private entity, but also one who, within an existing organization, does everything necessary to create new forms of financing and thus be able to grow.

We continue citing Baumol (1990), according to which the entrepreneur must have a main quality, which is the creativity and sharpness for that entity which it means to be created can be successful and so uncheck the possible competition that may have.

Continuing with Carton et al. (1998), these authors contribute the idea that the entrepreneur detects a market opportunity which needs the creation of an entity in order to be met.

Uribe and Pablo (2011) more recently point out what are the characteristics that an entrepreneur must have in order to be successful:

- Ambition: They must have a competitive spirit, be better than their rivals, but not aim to defeat them, rather there is healthy competition; being the best in your field so that there is competition and thus generate a competitive market (Larrea & Ayerbe, 1995).
- Positive aptitude: Having a heavy workload is inherent to entrepreneurship, but this burden must not affect the entrepreneur's spirit, since being always motivated and positive will make the enterprise successful (Timmons, 1994).
- Creativity: As we have pointed out before, being creative and ingenious is essential for the creation of an entity. Through being original we can reach a market and a larger public (Hawkins & Turla, 1987).
- Effort: This goes together with a positive attitude. Entrepreneurship requires a lot of work, many activities and small missions that will have to be solved day by day. Entrepreneurship has an intrinsic difficulty that is perhaps greater than other activities, so this has to be resolved satisfactorily in order for the entity to be successful and have a good future (Irizar, 2003).
- Initiative: The first to strike has a very good chance of winning, so getting ahead and creating new business opportunities can be very helpful (Gibb, 1993).
- Tenacity: They are constant, they believe in their ideas and that is why they develop them. They do not fade, they insist and they do not surrender (Rock, 1987).
- Vision of the future: They must be ahead of the vicissitudes and difficulties as to do so will save them from having to solve those problems in the future. This capacity will cause the entity to suffer a constant metamorphosis, as it will be modified and adapted to the events that are coming (Filella, 1997; Maqueda et al., 2003).
- Negotiating and commercial attitude: In order for the entity to be successful and the entrepreneur's objectives to be achieved, the service or product that is being created with the enterprise must be sold (Douglas and Judge, 2001).
- Decision: This is the characteristic that identifies the entrepreneur with a capacity for the management of the entity (Arents, 2004).

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- Leadership: Entrepreneurs express their ideas in a clear, forceful and, above all, convincing manner. This way of explaining their projects means that the members that make up that entity identify with those objectives, adopting them as their own. This leadership is extremely important because members know that if the entrepreneur is also a leader and assumes this role as such, the company will go with a favorable wind (Anzola, 2005; Bueno, 2007).
- Planning: Key point in the enterprise. A person who has a dream, an idea, must be supported by a project or a plan, and cannot be disorganized. This plan will help the results to be positive (Dolabela, 2003). In the same way, Steward and Roth (2001) point out that in order to achieve the objectives, a prior preparation of strategies and approaches is necessary that will mark the path to success.
- Social skills: Last, but not least, social skills are essential for an entrepreneur. This ability to relate to people in the world in which you wish to introduce your entity must serve to gain renown and impact. These social skills make entrepreneurs have a superior capacity in the search for information (Baron, 2000).

Having defined what entrepreneurship is, we will go on to define what social entrepreneurship is and to do so we will build on the article by J. Gregory Dees "The Meaning of Social Entrepreneurship" (Dees, 1998). Here he defines what social entrepreneurship is and what its origin is. Dees believes and considers that social entrepreneurs are agents of change and that they do it in the following way:

- They appreciate social value, so they create and maintain it (not only private value). To do this, they identify and follow opportunities that can fulfill that objective.
- A social entrepreneur innovates, adapts to the environment and is constantly learning.
- As a general rule, social entrepreneurs begin their journey without many resources, so they ingeniously use those that they have available until, in one way or another, this fact limits the growth of their project.
- Social entrepreneurs act within a specific community so they try to take responsibility for it in order for its members to be able to participate in the results obtained.

Dees tells us that if people reach or are close to achieving these skills, they can join the social entrepreneur model. Dees also distinguishes that innovation is a fundamental part of social entrepreneurship, since social improvements depend on the way in which entrepreneurs make their entity a novel and unique place.

There are several movements within an enterprise. Following Dees and Anderson (2006), we distinguish between philanthropic ventures, commercial ventures and social entrepreneurship:

1. Philanthropic ventures. Their main objective is to create social value. The user uses the services free of charge and the income from these projects comes from donations. The human capital is made up of volunteers and the materials are obtained from suppliers that offer them without any kind of compensation.

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2. Commercial ventures. Their aim is different from philanthropic ventures and their main task is the creation of economic value. They have clients to sell their products or services to, as well as workers whom they hire. Finally, they buy their raw material from suppliers that sell according to supply and demand.

3. Social entrepreneurship. This is situated in an intermediate situation, between philanthropic and commercial ventures. Its objective is social creation, but at the same time that of creating economic value, since this is needed to survive. Its users are differentiated between those who pay the price that the service costs, those who have a subsidized price and those who do not pay to use the product / service that is sold. The income comes from private contributions in the form of donations or simply sales in the market. Finally, suppliers can make special discounts, donate materials and even sell their products at an unreduced price.

To conclude this section, we want to highlight the important role that the University has or should have in the training of entrepreneurs. In the case of Social Work, we have no evidence that there is a specific training for students who study Social Work. This lack of training is a burden for the students or social workers who want to be entrepreneurs in the future, since they feel lost in a world that they believe is not theirs.

According to Sánchez-Cañizares and Rodríguez-Gutiérrez (2015), and quoting Nabi and Holden (2008), entrepreneurship in graduates is the interrelation between the training received in their years of study, and the purpose of creating a private entity related to their university education and a disposition to self-employment.

Sánchez-Cañizares and Rodríguez-Gutiérrez affirm in their study that universities are a perfect environment for the creation of companies, but not only for the training that is in a subject's specific content, it also has an additional motivation component that is specific to business activity.

In this environment, these students can receive help in entrepreneurial concerns, guidance and advice about their entrepreneurship, fostering their carrying out internships in companies so that they learn how they work. These authors state that the University should have a leading role in promoting a concern for business innovation among students. Universities have played a proactive role in student demands.

Finally, these authors remind us that entrepreneurship is not based exclusively on the creation of companies but rather as a way of life. Entrepreneurship training should equip students with a series of skills, behaviors and qualities to add value to the world. As a general rule, Spanish universities have programs that guide students in the search for work, but hardly ever is employment (either in the private or the public sector) enough for the demand for work that exists.

The University has to be involved in the motivation and promotion of entrepreneurship among university students, not giving guidance only to people who want to find work but also to those who have entrepreneurial concerns.

Having specified the study's theoretical foundation, in the next section we describe the methodology used in the research on social entrepreneurship that we have carried out.

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3. Methodology.

In order to verify our starting hypothesis, as has already been mentioned we decided to find out the vision of entrepreneurship in social work of both students in this field and graduates who have already completed their studies.

That is why in this research we propose a general objective to find out the reality of entrepreneurship in Social Work. As specific aims that would allow us to achieve this, we consider the design of a questionnaire relevant to social entrepreneurship, the compilation of information about it and the analysis of the data obtained from the questionnaires.

Regarding the research methodology, we have made a brief summary of the characteristics of the method used (Sarasola et al., 2010). The first thing to highlight is that it has been a participatory methodology. During the realization of this research, all of us have contributed with ideas, proposals and intentions. We have been guided by the following participation guidelines:

- Realistic: It must be linked to the reality that it is intended to transform or investigate.
- Inductive: It starts from what is concrete, from day to day, from reality itself.
- Flexible: It can always be changed.
- Useful: It has to be practical
- Criticism: Always analyze the validity of what is proposed.

All this has led us in our research to use the following techniques (Barrera, 2005, p. 180-1):

- Documentation techniques: systematic collection of information.
- Data collection technique: observation, surveys and documentation (bibliographic sources and statistical data).
- Technique of analysis and interpretation of data: categorization, coding, tabulation and statistical calculations.
- Relationship techniques: interview, group work techniques (brainstorming).

Regarding the databases used, we highlight Abi Inform, ISOC, Proquest and Google Academics, as well as the generation of the information provided by the completed questionnaires.

4. Case study.

With the case study presented in this section, we wanted to see in practice the reason why social enterprises do not occupy the leading role they should have in today's society. We consider that the failure of entrepreneurial experiences may be due, among other reasons, to a lack of training in the subject when doing university studies, a lack of experience in volunteering activities, ignorance of existing business grants, and so on.

To check whether these and other issues were generalized, we consider it interesting to carry out a study that includes not only Social Work students but also graduates in the subject, who are currently practicing a profession in this field or not.

In this section we will highlight a series of data that we have collected in our research. In total we have worked with a sample of 297 people (78 students and 219 graduates), surveyed in 2016. We must thank the Official College of Social Work of Seville, the

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Andalusian Platform for the defense of Social Work and the State Platform for Social Work defense for their participation in this study.

We consider that there are differences between the vision of entrepreneurship in the case of Social Work students and those who are already graduates. For that reason, we decided to send a questionnaire with some different questions in each of them, although most of the questions were common. To do so, we sent two types of surveys: one for students in Social Work (with 15 closed questions) and another one for graduates in Social Work (composed of 14 items).
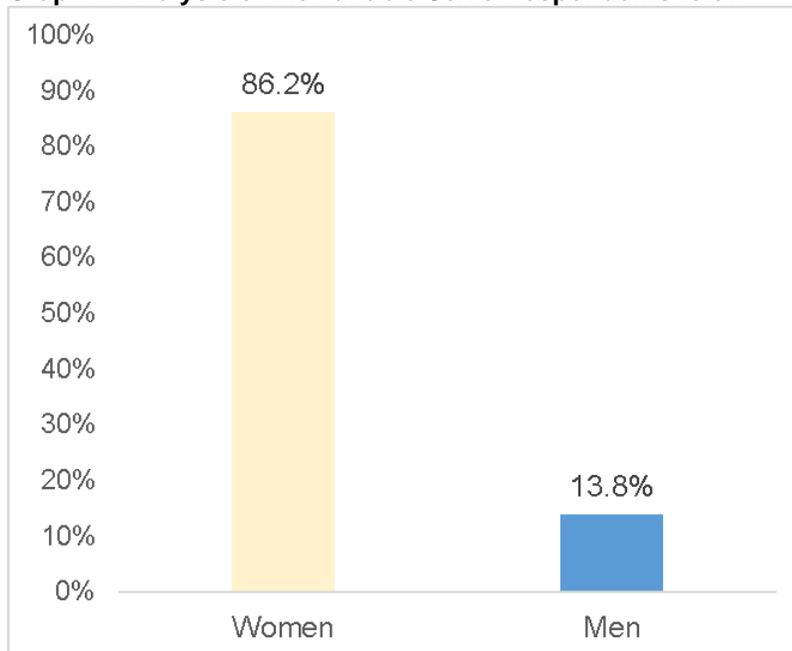
For the validation of the questionnaires, we have the opinion of national (from the universities of Zaragoza, Murcia, Cádiz, Granada, Jaén, Huelva, Pablo de Olavide, National University of Distance Education and the Junta de Andalucía) and international experts (Ministry of Social Development of Argentina, National Council of Scientific and Technical Investigations of Argentina and the Autonomous University of Tamaulipas of Mexico).

5. Results and discussion.

In this section, we discuss some of the questions raised, common to the two questionnaires, distinguishing between the answers formulated by students and those offered by the graduates.

Regarding the sex variable, in the following graph we show the total number of respondents who participated in the study. We can clearly observe the great difference that exists between the number of women and men.

Graph 1. Analysis of the variable Sex of respondents total.

Source: Own elaboration.

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It is also interesting to see this information disaggregated according to the group surveyed that makes up the sample. We can see in Table 1 how women predominate in the four groups to which we sent the surveys, highlighting the case of the Andalusian Social Work Platform.

Table 1. Gender according to the group surveyed.

	Gender		
	Men	Women	Total
Students	4.7%	21.5%	26.3%
Official College of Social Work	6.4%	38.4%	44.8%
State Platform for Social Work	2.4%	17.5%	19.9%
Andalusian Social Work Platform	0.3%	8.8%	9.1%
Total	13.8%	86.2%	100%

Source: Own elaboration.

In order to carry out a more exhaustive analysis of the data obtained, we can see in the following graph the high percentage of women who study and are Social Work graduates.

Graph 2. Analysis of the variable Sex of Students and Graduates in Social Work as a whole.
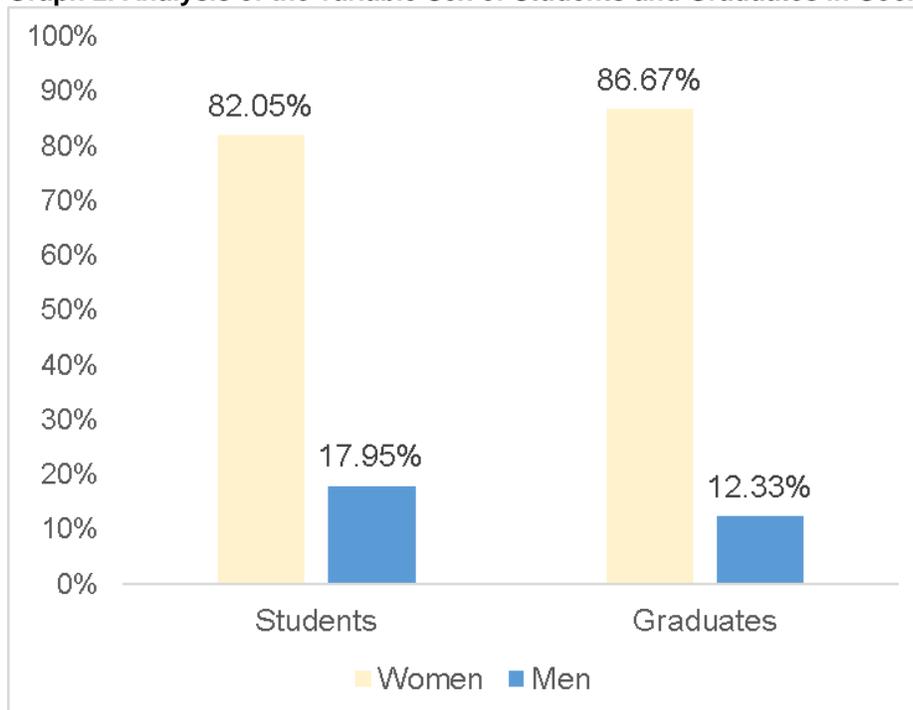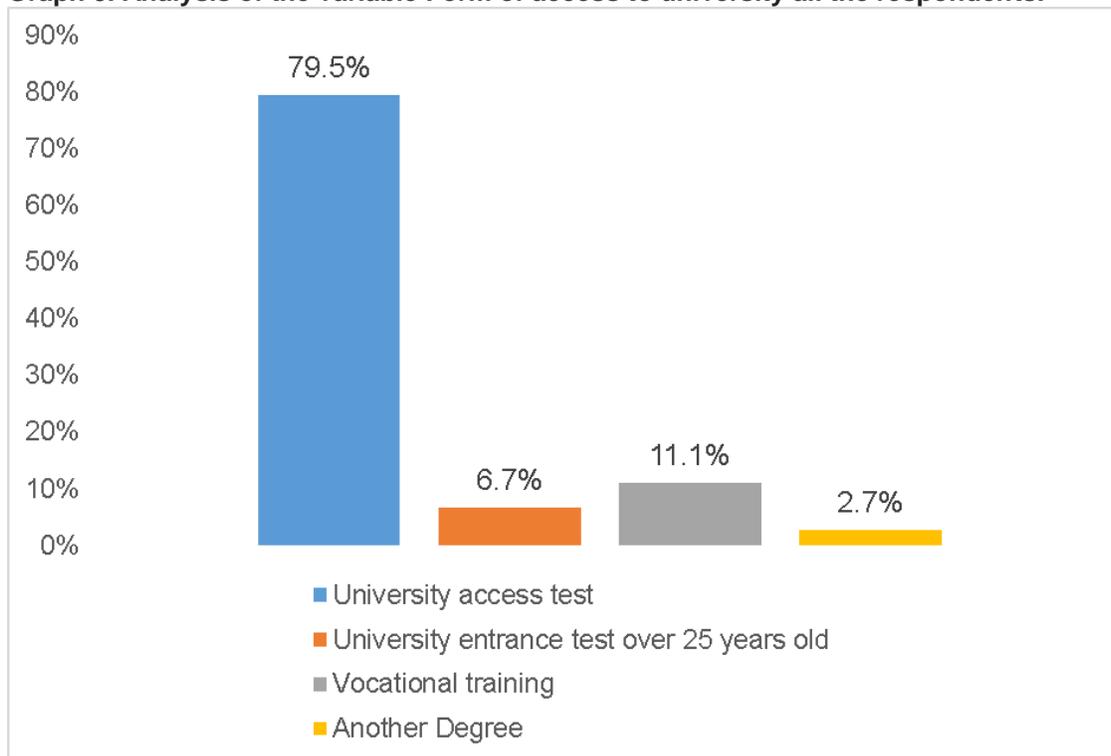

Source: Own elaboration.

Even so, this does not surprise us: 82.05% of Social Work students are women. Social Work is a profession where a fairly large majority are women and this fact is reflected in the results of this survey.

If we study the sex variable distinguishing between students and graduates, we see that the results of both groups surveyed are quite similar and show the strong weight of women in this profession: both comfortably surpass 80%, while men do not reach 18%. We have to add that there is a slight increase in the number of male students compared to male graduates, which may lead us to believe that in the future the number of male graduates will increase.

Next, we analyze the way in which the respondents accessed university when carrying out Social Work studies (Graph 3). First of all, we see in the following graph the information relative to the total number of respondents.

Graph 3. Analysis of the variable Form of access to university all the respondents.

Source: Own elaboration.

We can verify that the University access test is the one most chosen (79.5%), while a very small percentage (2.70%) had completed another degree before accessing Social Work studies.

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If we analyze this issue distinguishing between students and graduates (Graph 4), we observe that the answers are very similar. Again, the form of preferential access by the two sectors is baccalaureate degree with 80.80% in the graduates and 75.60% in the students. It also emphasizes that in the participation in the university entrance exam for those over 25 years old it is the graduates who have a higher rate than the students, the former being 10.30%, the latter 5.50%.

Finally, vocational training increases in students (12.80%) with respect to graduates (10.50%). That is, it is currently an option that is contemplated and is growing for today's students.

Graph 4. Analysis of the variable Form of access to university of Social Work Students and Graduates.
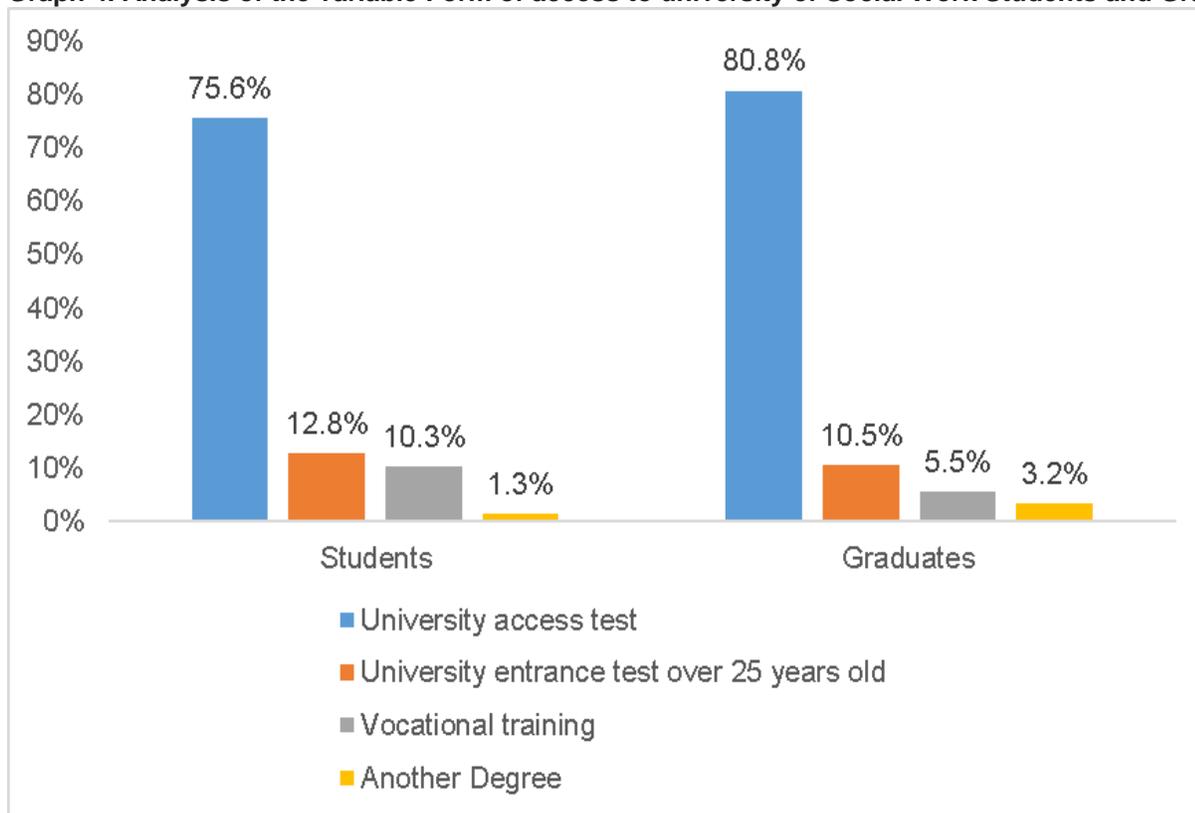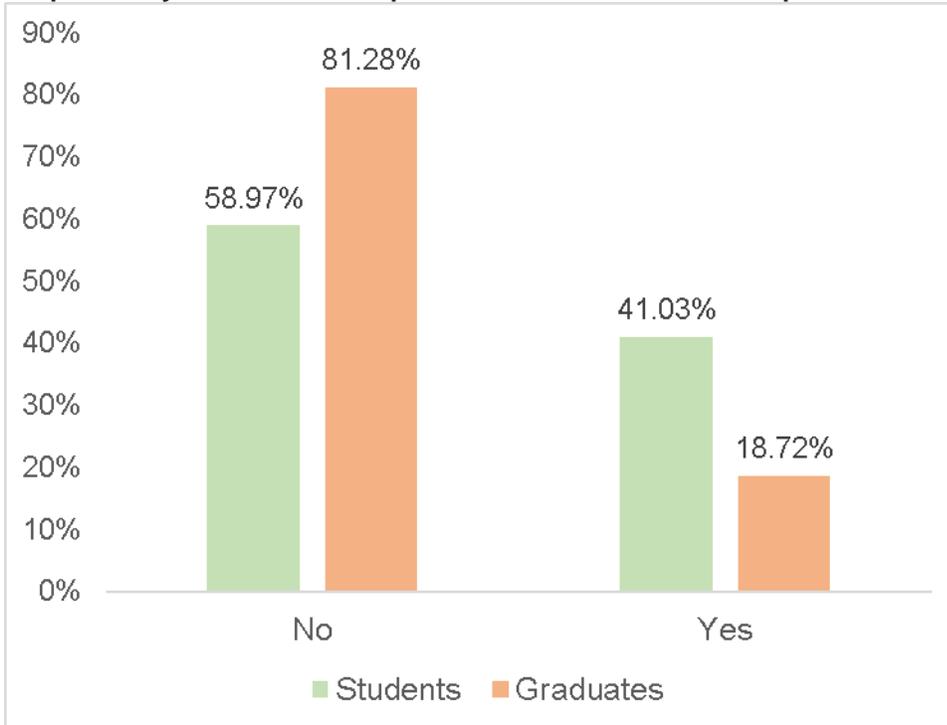

Source: Own elaboration.

Another of the items to be highlighted in the questionnaire was aimed at finding out the opinion about if the private sector could kill off the public Social Services system (Graph 5).

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Graph 5. Do you think that the private sector could kill off the public Social Services system?

Source: Own elaboration.

We can appreciate in the previous graph that Social Work graduates are those who have a stronger opinion about this issue: 81.28% think that private sector enterprises will not kill off the public Social Services system. On the other hand, students have a much more ambiguous opinion in this regard: 58.97% think that the sector will not kill off the Social Services system while 41.03% think that it could do so.

In this question, we found that students have a slightly more negative view of the private sector than graduates. The fact that a higher percentage thinks that private ventures could one day kill off social services (without contemplating, perhaps, that they can coexist) can lead us to think that students in the future will not be entrepreneurs for fear of the complete privatization of Social Services.

Another question we wanted to obtain information about was their considering that creating business initiatives in Social Work is important for the growth of the profession (Graph 6). To answer this question, we proposed three options.

Graph 6. Do you consider that creating business initiatives in Social Work is important for the growth of your profession?
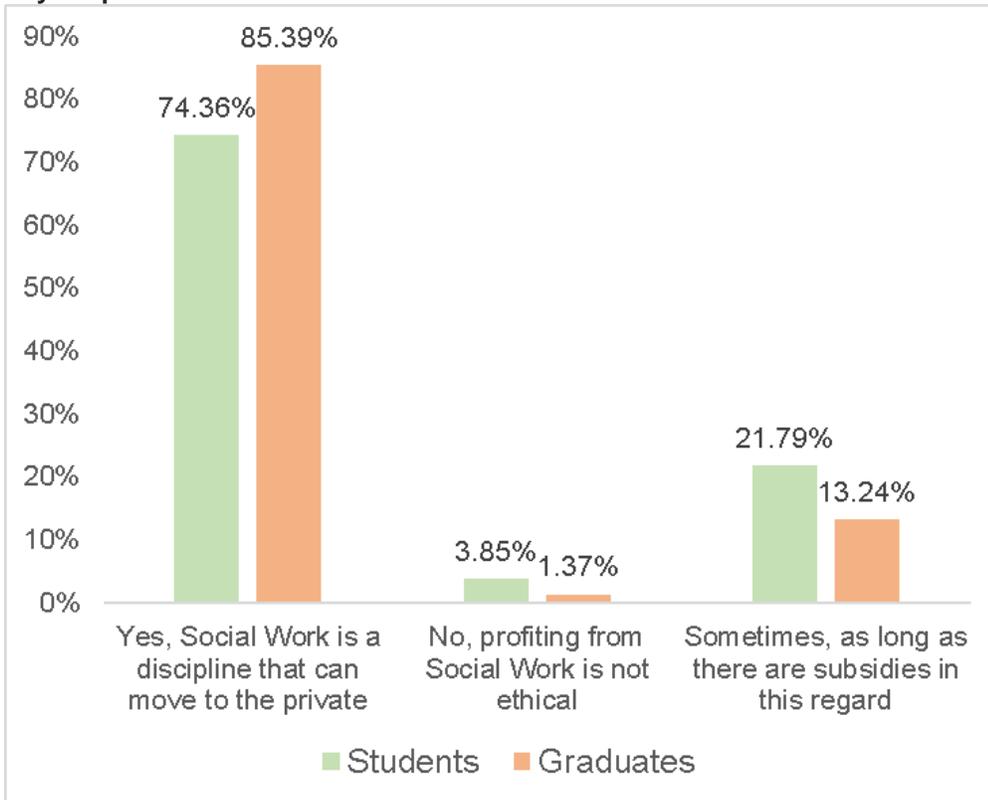
Source: Own elaboration.

The answers to this question are very interesting. We can see that a high percentage of respondents, both students and graduates, think the same thing: business initiatives make the profession grow. But the answer of the students to this question does not correspond with that of the previous question. Students think that it is important to have or create business initiatives in Social Work (74.36%). Yet if we link this with the majority opinion regarding the previous question (if the private sector could kill off the public Social Services system), we see that 41.03% think that these business initiatives, which in principle are important for the growth of the profession, could kill off Social Services. The answers, of course, are not incompatible, since it is possible to think that these companies make Social Work grow but, on the other hand, in the face of the advance of private initiatives it is believed that the public Social Services system is being put at risk.

Likewise, we observe that, in a very small percentage, both students and graduates think that to profit from social work is not ethical.

Finally, 13.24% of graduates and 21.79% of students think that entrepreneurship in Social Work is important, provided that there are grants that finance the project and, above all, that the user does not have to pay to receive attention or a service.

The conclusion that can be drawn from this question is that the students and graduates agree in what refers to social work for the growth of the profession, as long as we do not

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neglect the public system of Social Services. That is, it is advisable to create a balance between the public system and the private system.

Another matter we want to comment on is that of the sectors being set up beforehand by a private entity (be it a company, association, foundation, etc.).

Graph 7. Have you ever set up a private entity?
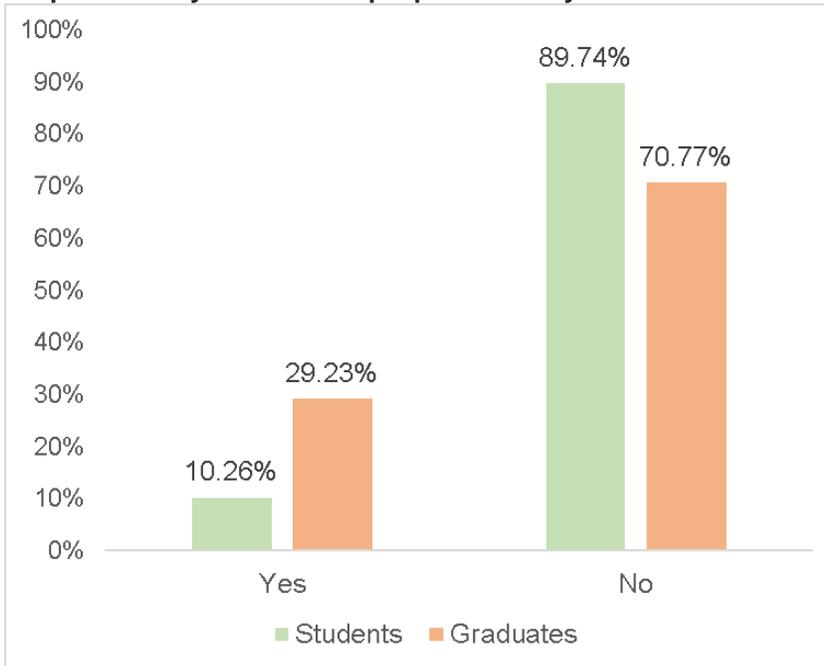
Source: Own elaboration.

In this sense, the answers to this question were something that we already assumed before doing the research: the percentage of people who have been entrepreneurs is very low in both groups.

As for the students, the answers themselves are logical: only 10.26% started a private entity. This may be due to age, lack of training or poor support at the level of financial resources that students may have.
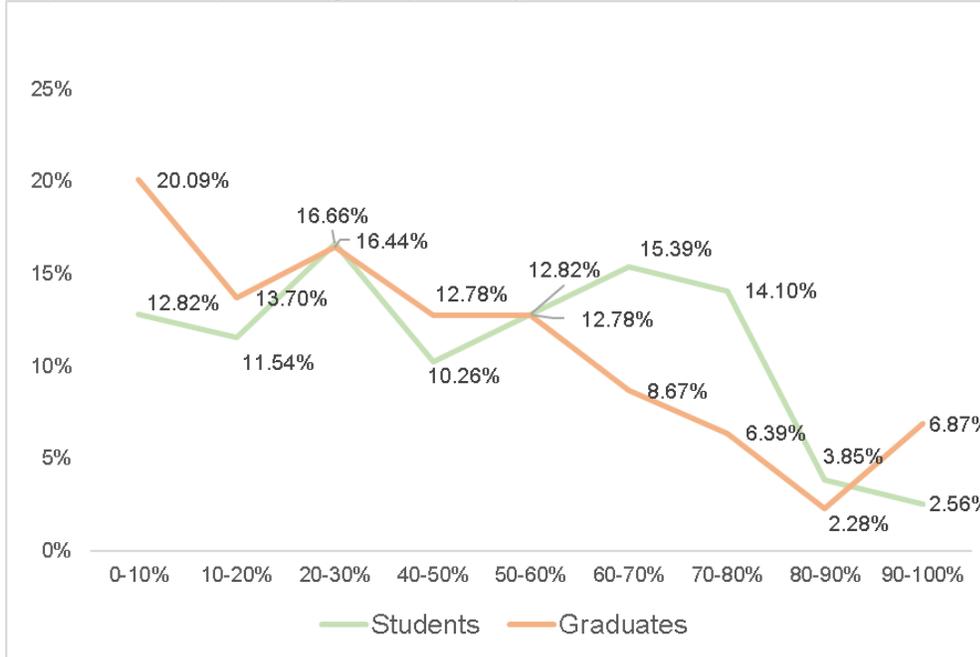
As regards the graduates, the percentage of people who have been entrepreneurs increases and is close to 30%. We could think that this figure is "positive", taking into account the difficulty of becoming an entrepreneur. However, we have also found that about 70% of graduates have not been entrepreneurs in any way and this is a worrying fact for the future.

It is important to link this question what the respondents consider is the probability of their being entrepreneurs in the future (Graph 8).

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Graph 8. In what percentage do you see yourself as an entrepreneur in the future?

Source: Own elaboration.

As we can see, the higher the percentage (more confident about being an entrepreneur in the future), the more the results go down. We can especially see a clear downward line in the graduates. The explanation of the graduates' answers could be the following: the fact of having a job, of having previously been an entrepreneur or the simple lack of motivation and strength to create their own entity, make the graduates not see themselves as entrepreneurs in the future.

On the other hand, the answers of the students are not as negative as the graduates but this does not mean that they feel very enterprising: we see how there is a line that oscillates between 11 and 17%, while the percentage of the respondents who see themselves as entrepreneurs in the future ranges from 0% to 70%. These percentages plummet in the highest quotas, something that also happens in the case of graduates.

6. Conclusions.

Social Work is a discipline that can be developed in many areas. Mostly, it is a profession that moves in the public sphere and in the world of social non-governmental organizations. But it can also be introduced little by little into the private sector, because, in some cases, the state cannot guarantee a series of services to citizens that private entities do provide.

The future of Social Work and, therefore, the future of many services that are provided to people (whether with or without resources) depends on Social Workers becoming entrepreneurs. We believe that this reality may not be given due importance in the curricula corresponding to Social Work. In these study plans, entrepreneurship has not been present and we consider that this has an important repercussion on the fact that there are few social

workers, both as students and as graduates, who decide to put a social enterprise into practice.

As we have seen, Social Workers do not have a negative concept of the private sphere, but they have little initiative or little enterprising spirit. That is why we must create an awareness in this group and encourage the movement of entrepreneurship, be it social or not. We need both the independent entities of the public sphere and the profession of social workers to continue growing.

We also want to comment in these conclusions that we consider that there is a lack of entrepreneurial culture in Social Work. If we observe the curriculum we can verify that there is no subject that deals with the creation of a private or social entity. On the other hand, from the first year of Social Work studies, students are guided to search for a job or try to get a public job when they finish their studies. This is why graduates find themselves in a difficult position when they become entrepreneurs, they lack the information and training necessary to implement an entrepreneurial activity with minimum guarantees of success.

However, we must say that this lack of entrepreneurial culture is not only observed in the university environment, but is also present in all the sectors of Spanish education. This is because the subject of entrepreneurship is not dealt with in a clear way. Therefore, the people who wish to be entrepreneurs have to resort to alternative and additional training, independent from that which they receive in their educational career.

Also, after conducting this study we found that there is a tendency to seek subsidies, in the sense that the person who intends to create or carry out a project believes that this has to be because the state will finance it at zero cost. In short, we can say that most of the respondents in this study do not dare to take risks and we consider that this may be due to several reasons. The first of these is related to a lack of creativity, a lack of imaginative ideas to get the project set up to obtain profits and be a self-sufficient project from an economic point of view. Secondly, we have been able to perceive that social workers are not aware of the versatility of the Social Work discipline. In day-to-day life social workers have to look for new ways so that the users, groups or communities with which they work can provide a solution to situations that are often complicated. Perhaps if they channeled that problem-solving capacity into the generation of a self-sufficient project, new private entities could be created in the field of Social Work.

As a third reason, we want to comment on the influence that a lack of specific training in the subject can have on a lack of entrepreneurship, not only at an academic level, but also at a personal level, so that social workers take more risks in the creation and implementation of new projects.

To conclude this work, we wish to remark that Social Work is a necessary discipline for society and that, if there is a profession prepared to manage the missions of a private entity that helps people in their most problematic situations, it is Social Work. Likewise, we consider that the future of Social Work is through entrepreneurship, since in our everyday life we see how the public offer of employment in Social Work is increasingly lower than in previous years, although social needs remain present. For all of these reasons, it is up to social workers to take a step forward and take the risk of creating new projects.

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