Motivation and entrepreneurship in the students of the last cycles of administration of the National University of Cañete

Motivación y emprendimiento en los estudiantes de los últimos ciclos de administración de la Universidad Nacional de Cañete

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ABSTRACT

Introduction: motivation is fundamental in the entrepreneurship of the students of the National University of Cañete. Motivation is the drive that a person feels to achieve their goals.
Objective: the contribution that this study will provide will be to encourage students to undertake, in turn new jobs will be generated, a source of income and greater economic development in the province of Cañete. This research work was carried out at the National University of Cañete, which is in the district of San Vicente, belonging to the province of Cañete – department of Lima. The objective was to determine how motivation is associated with entrepreneurship in students in the final cycles of Administration at the National University of Cañete, 2021.
Method: the type of research used was basic, with a quantitative - deductive, correlational - descriptive level and non-experimental - cross-sectional design. The variables used were motivation and entrepreneurship, the dimensions of the research were the following: need for achievement, need for affiliation, need for power, innovation, risk management and proactivity. The population was made up of 178 students from the last cycles of the professional Administration degree at the National University of Cañete. The total sample was 73 students. For the data collection process, the questionnaire was used as an instrument and the survey of the study variables according to the Likert scale was used as a technique. Likewise, in the descriptive and inferential analysis of the data, Microsoft Excel programs and SPSS version 25 statistics were used.
Results: finally, to determine the correlation between the variables, the Pearson parametric test was used, through which the following results were obtained with a P-Value = 0,00, that is, a P < 0,05, which establishes that motivation is associated with entrepreneurship of the students of the last administration cycles of the National University of Cañete.
Conclusions: in conclusion, the results of this research reveal a clear and significant association between motivation and entrepreneurship among students in the final cycles of Administration at the National University of Cañete. Additionally, the importance of entrepreneurship education in the academic curriculum to prepare students for an entrepreneurial future and the potential impact on local economic development by generating employment and income opportunities is highlighted. These findings establish a solid foundation for future research and emphasize the relevance of promoting entrepreneurship in academic and community settings.

Keywords: Motivation; Entrepreneurship; Business; Entrepreneur.

RESUMEN

Introducción: la motivación es fundamental en el emprendimiento de los estudiantes de la Universidad

Nacional de Cañete. La motivación es el impulso que siente una persona para lograr sus objetivos.

Objetivo: el aporte que brindará este estudio será incentivar a los estudiantes a emprender, a su vez se generarán nuevos empleos, una fuente de ingresos y un mayor desarrollo económico en la provincia de Cañete. Este trabajo de investigación se realizó en la Universidad Nacional de Cañete, la cual se encuentra ubicada en el distrito de San Vicente, perteneciente a la provincia de Cañete – departamento de Lima. El objetivo fue determinar cómo se asocia la motivación al emprendimiento en estudiantes de los últimos ciclos de Administración de la Universidad Nacional de Cañete, 2021.

Método: el tipo de investigación utilizada fue básica, con enfoque cuantitativo - deductivo, correlacional - nivel descriptivo y No- diseño experimental - transversal. Las variables utilizadas fueron motivación y emprendimiento, las dimensiones de la investigación fueron las siguientes: necesidad de logro, necesidad de afiliación, necesidad de poder, innovación, gestión de riesgos y proactividad. La población estuvo compuesta por 178 estudiantes de los últimos ciclos de la carrera profesional de Administración de la Universidad Nacional de Cañete. La muestra total fue de 73 estudiantes. Para el proceso de recolección de datos se utilizó como instrumento el cuestionario y como técnica la encuesta de las variables de estudio según la escala Likert. Asimismo, en el análisis descriptivo e inferencial de los datos se utilizaron los programas Microsoft Excel y el estadístico SPSS versión 25.

Resultados: finalmente, para determinar la correlación entre las variables se utilizó la prueba paramétrica de Pearson, mediante la cual se obtuvieron los siguientes resultados con un P-Value = 0,00, es decir un P < 0,05, lo que establece que la motivación está asociada al emprendimiento de los estudiantes de los últimos ciclos de administración de la Universidad Nacional de Cañete.

Conclusiones: en conclusión, los resultados de esta investigación revelan una clara y significativa asociación entre la motivación y el emprendimiento entre los estudiantes de los últimos ciclos de Administración de la Universidad Nacional de Cañete. Además, se subraya la importancia de la educación en emprendimiento en el currículo académico para preparar a los estudiantes para un futuro emprendedor y el impacto potencial en el desarrollo económico local al generar empleo y oportunidades de ingresos. Estos hallazgos establecen una base sólida para futuras investigaciones y enfatizan la relevancia de promover el emprendimiento en el ámbito académico y comunitario.

Palabras clave: Motivación; Emprendimiento; Negocio; Emprendedor.

INTRODUCTION

Entrepreneurs are people who modify their way of thinking to generate innovative ideas through the introduction of a new product and / or service in the market; that is why it seeks to encourage entrepreneurship in students at the National University of Cañete.

According to the research study conducted by Global Entrepreneurship Monitor and ESAN, which measures the Early Entrepreneurial Activity index, Peru is ranked third, worldwide, with 24,6 % compared to "early-stage ventures". That is, one in four citizens of legal age, is involved in launching a business idea or already owns a business, with an operation of less than 3,5 years.

However, Peru is in a more lagging position with respect to "established ventures", which has a business operation of more than 3,5 years) and the index of ending business, is positioned with 7,4 % in sixth place.

Therefore, it is considered that reaching processes after development in a business is an arduous task that involves persevering in the face of complicated situations faced by the entrepreneur. As evidenced by the index of entrepreneurial activity for consolidated organizations (companies with more than 3,5 years of operation), it is 7,4 % in Peru, establishing it in position 25 of 54 economies worldwide.

The obstacles to consolidating a business venture lie in the lack of an environment that provides favorable conditions at the time of business development. These circumstances relate to policies, access to financing and government programs that seek to promote innovation and transfer of research + development, professional and commercial consulting and access to physical infrastructure.[1]

It is considered that there are few ventures by students at the time of graduation or through their university education, considering that in their professional development the skills and abilities to start a business are acquired; One of the difficulties that arises is that the advice of a business incubator is needed so that in this way the students have the assurance that their business idea is profitable, in the same way the financing and encourage entrepreneurship in the students of the National University of Cañete.

Therefore, it was raised as a General Problem: How is motivation associated with entrepreneurship in students of the last cycles of Administration of the National University of Cañete, 2021?, and the specific problems: 1) How is motivation associated with innovation in students of the last cycles of Administration of the National University of Cañete, 2021?, 2) How is motivation associated with risk management in students of the

last cycles of Administration of the National University of Cañete, 2021?, and 3) How is motivation associated with proactivity in students of the last cycles of Administration of the National University of Cañete, 2021?

In addition, it was planted as a General Objective: To determine how motivation is associated with entrepreneurship in students of the last cycles of Administration of the National University of Cañete, 2021., and the Specific Objectives: 1. Determine how motivation is associated with innovation in students of the last cycles of Administration at the National University of Cañete, 2021., 2) Determine how motivation is associated with risk management in students of the last cycles of Administration of the National University of Cañete, 2021., and 3) Determine how motivation is associated with proactivity in students of the last cycles of Administration of the National University of Cañete, 2021.

Finally, it was proposed as a General Hypothesis: Motivation is significantly associated with entrepreneurship in students of the last cycles of Administration of the National University of Cañete, 2021., also as Specific Hypotheses: 1) Motivation is significantly associated with innovation in students of the last cycles of Administration of the National University of Cañete, 2021., 2) Motivation is significantly associated with risk management in students of the last cycles of Administration of the National University of Cañete, 2021., and 3) Motivation is significantly associated with proactivity in students of the last cycles of Administration of the National University of Cañete, 2021.

This research originated from the observation that most of the students of the National University of Cañete, specifically those of the Administration career, upon graduation choose to work in public or private companies, leaving aside the potential they have to start their own companies, since through their university training they have acquired the knowledge, and these could be applied in their companies that they are going to undertake, using strategies for the proper functioning of it.

The knowledge obtained and the recommendations because of this research will benefit students, since they will be able to apply them in their university life or in the creation and innovation of their companies; It will also benefit the Cañetana population to make possible the generation of jobs, where part of it has lost their jobs due to the pandemic. Likewise, it is considered that it will benefit the province of Cañete to opt for the development of economic growth policy actions through the creation of companies by students and consequently, the contribution of taxes to the National Treasury.

Finally, this study constitutes a theoretical and methodological contribution for the National University of Cañete by becoming a management and consultation instrument for the implementation of our business incubators, providing valuable and necessary information.

Background

Barroso Tanoira et al.[2] in their article propose as a general objective to identify the factors that affect entrepreneurship positively or negatively in university students from the perspective of those students who have started a project. The research methodology used was qualitative approach, cross-sectional non-experimental design and exploratory and descriptive scope. The sample consisted of 20 university students who have started a project. The instrument used for data collection was an interview guide. The theoretical methodological information contained in this article contributes to the present research as it concludes that the factors that positively affect students to start a business are personal, such as the opportunity to be creative and intrinsic motivation, and the factors that negatively affect entrepreneurship are external are the insufficiency of economic resources to maintain during the incubation of the project, Because the resources you have are destined for the project, just like when starting a venture there are other internal elements such as inexperience and fear of failure.

Albarracin Gálvez et al.[3] in their article state that in their research the general objective was to determine the degree of intention of university students to create companies and what was its effect on the perception of aspects that drive them to undertake or the difficulties that participate in it. This research was descriptive, cross-sectional and explanatory, because it sought to examine and investigate the elements that positively and negatively affect the students' intention to undertake; for this, they selected a sample of 246 students from the professional careers of business administration and public accounting of the North Cauca Headquarters of the Universidad del Valle, in Colombia. This article contributes to the proposed research, as they conclude that generating economic income is the main factor that motivates the creation of companies, and that other aspects that drive entrepreneurship in university students are personal rewards and family security.

Boza Valle et al.[4] in their article realize that the research carried out aimed to know if the university promotes entrepreneurship throughout university education in students. They used the scientific method to investigate the situations based on the needs offered by the university to strengthen entrepreneurship. The specific methodology used for data collection was exploration and bibliographic search. The sample consisted of 312 students from the Faculty of Business Sciences. This study reinforces what is stated in this thesis, as they highlight the importance of teachers in the university education of the student showing that they should not only focus on the formative action of imparting knowledge, but also contribute to the development of values,

skills, attitudes and above all that motivate students to realize their goals.

Vélez et al.[5] in their article state that the objective of their descriptive, cross-sectional, non-experimental design study was to analyze the role of education in the formation of entrepreneurial intentions in university students. The survey as a technique and the questionnaire as an instrument were used for data collection. The sample consisted of 542 students from the faculties of economics and business administration. The study contributes to the research raised in this thesis, in that in the conclusions affirm that entrepreneurial education allows to affirm that participation in entrepreneurial training courses contributes positively to the development of skills and competencies of students.

Mejía Flores et al.[6] in their article refer that the study carried out aimed to establish the entrepreneurial profile of single mothers, to formulate suggestions to strengthen female entrepreneurship. This research of descriptive level, quantitative approach, field design, cross-sectional was developed in a sample of 341 enterprising single mothers from the northeast of the city of Guayaquil from 16 years to 65 years. This article contributes to the thesis in its conclusion that says that at the level of the high profile with 56,78 %, motivation is the main category of incidence, followed by self-confidence, taking risks and the ability they have to solve problems.

Alvarez Valle et al.[7] in their undergraduate thesis determined as an objective of the research to analyze the reasons that motivated the members of the Association of Women Entrepreneurs of Peru-Arequipa to start an enterprise and define what was the predominant reason. This descriptive research, with a quantitative approach, non-experimental used the survey technique for data collection and the questionnaire as an instrument. The sample was made up of 24 active members of the Association of Women Entrepreneurs of Peru in the city of Arequipa. The contribution of this thesis to this research is expressed in the conclusion to which they arrived: that the intrinsic motivations were, for the most part, the reasons why they started their entrepreneurship, followed by the transcendent motives and, the aspects of the external motivation were aspects that little considered at the time of starting their entrepreneurship.

Vásquez López[8] in her undergraduate thesis aims to know the reasons that drive female entrepreneurship. This research was cross-sectional and non-experimental in design. For data collection, he used the survey as a technique and the questionnaire as an instrument. The sample was selected through probability sampling for finite populations, consisting of 366 women aged 18 to 50 years and older, with businesses operating in the District of Chao, from different areas: warehouses, apothecaries, clothing stores, among others. This thesis contributes to the research proposed, since in its conclusion it establishes that the reasons that drive entrepreneurship in women in the education dimension, influences when starting a business and even more if it has an acceptable degree of training. It also indicates that women aged 18 to 30 finished their studies with different difficulties, and those aged 50 and over had no obstacles to complete their studies, however, they are the ones who start their business.

Ccama Puma[9] in his undergraduate thesis points out that the objective of his research was to investigate entrepreneurship and entrepreneurial intention in university students of the Professional School of Administration. The methodology used was descriptive, non-experimental design and quantitative approach. To determine the sample, probabilistic sampling was used, which resulted in 153 students enrolled from 6th to 10th tenth cycle of the 2016 – II semester. This study contributes to the thesis proposed, as far as it comes to the conclusion that the Professional School of Administration leads the participation in the different competitions such as its participation in the third contest of prototypes, inventions and ideas; In addition, it shows us that 3 out of 4 teams that applied for the business incubators were students of the Professional School of Management, inferring, therefore, that the students have basic notions about innovative business projects.

Quispe López[10] in his doctoral thesis states that the objective was to establish how motivation is related to the entrepreneurial skills of management students. The methodology used corresponded to the quantitative, cross-sectional, non-experimental, descriptive and correlational design. For data collection, the questionnaire was used, applied to 255 students of the 2019-II semester; The work carried out was with 13 students in 2 sessions of group foci and observed 10 teams of students for each cycle. This thesis contributes to the research proposed, as it concludes that the total number of administration students of Uladech have an average level of entrepreneurial motivation, and in relation to personal motivation, this is what encourages students to undertake with 98,82 %.

Peralta Pinares[11] in his master's thesis points out as a general objective to establish the influence of motivation on the entrepreneurial abilities of students in the first grade of secondary school. In this applied research, with a quantitative approach, quasi-experimental design and explanatory level, and using the hypothetical deductive method, he studied a population of 60 students and a convenience sample of 30 students, concluding that motivation influences the entrepreneurial abilities of students in the first grade of secondary school, constituting this study in a contribution of great relevance to this thesis.

Sandoval Quispe[12] in his undergraduate thesis points out as an objective of his research to establish the relationship that exists between entrepreneurship and business training of the collaborators of the company

A.W.S. constructores S.A.C, The methodology used corresponded to a non-experimental research, of correlational – descriptive, cross-sectional level. Its population and sample was constituted by 40 collaborators of the organization of A.W.S. Constructores S.A.C. of the Villa El Salvador district. To determine the sample, he used probabilistic sampling of census type, since any worker had the possibility of being part of the sample. This thesis contributes to the research raised, since, through the hypothesis test, which obtained a Pearson R 0,902, with a p value of 0,000, concludes that there is a very strong correlation between entrepreneurship and business training of the employees of the organization A.W.S. Constructores S.A.C.

Vega Chumpitaz[1] in his master's thesis determines as an objective to establish the relationship that exists between process management and entrepreneurship. The research was quantitative, basic type, non-experimental design, correlational and cross-sectional. For data compilation, the questionnaire was used as an instrument. The sample consisted of 101 students from the Public Educational Institution "Dionisio Manco Campos" of Mala. This thesis contributes to the research proposed, as it concludes that process management is positively related to entrepreneurship in students.

Albino Quispe[13] in his master's thesis considers as a general objective, to establish the degree of relationship between the level of motivation and the professional competences of the students graduating from the Institute of Public Technological Higher Education "Cañete". The research was non-experimental, correlational, cross-sectional and descriptive design. The population and sample studied was made up of 160 students of the last year of studies of the professional careers of Computer Science, Agriculture, Accounting and Administration of the Technological Institute "Cañete". The sample extracted was by non-probability sampling, that is, it used a convenience sampling. The technique used to collect data on the study variables was the survey and observation, and as a tool the questionnaire. This thesis contributes to the research proposed, as it argues that the level of motivation is significantly related to the professional skills of students graduating from the Institute of Higher Education Public Technology "Cañete", with a high level of positive correlation of 0,85.

Payano Hernández [14] in his bachelor's thesis aims to determine to what extent the motivation of human resources influences the quality of services at the Lunahuaná River Resort hotel, belonging to the district of Lunahuaná. The methodology of the research corresponds to the quantitative and qualitative approach, of non-experimental, trans sectional-correlational type; the statistic used to evaluate the hypothesis was the Chi-square test and Pearson's correlation. The population and sample was constituted by all the collaborators of the Hotel Lunahuaná River Resort, amounting to a total of 13 people; The instrument for obtaining the data was the questionnaire, which consisted of 36 questions. This research contributes to the thesis proposed, as it concludes that there is a correlation of positive degree of 80,8 % (r = 0,808), between the motivation of human resources and the quality of services.

Carbajal Sifuentes[15] in his thesis aims to determine the relationship between the variable entrepreneurial capacity and proactive personality in employees of an organization in the telecommunications sector. The type of research assumed was non-experimental, cross-sectional, correlational design. The sample consisted of 300 workers (117 male and 183 female) from a Call Center in North Lima. This research contributes to the thesis raised, since in its conclusion it determined that there is a direct correlation between the proactive personality and the entrepreneurial capacity, because it obtained a p-value = 0,006, which is less than 0,05; Therefore, as the level of proactive personality increases, the higher the level of entrepreneurial capacity.

Theoretical bases
Motivation
McClelland[16] in his book entitled "the Achieving Society" mentions about the three motivations shared by people, and they are the following:

Need for membership
It refers to the fact that people with a high affiliation stimulus have greater desires to be part of social groups. They also seek to like others, so they take into account the preferences and opinions of their environment. In turn, they prefer teamwork instead of competing and are uncomfortable with circumstances involving lack of certainty and risks. Consider that these people tend to perform better as employees in a company than as leaders of a group of people, due to their greater difficulty in prioritizing organizational objectives or giving orders.

Need for achievement
Those people who have a high need for achievement feel an intense motivation to achieve their goals; They have a high level of challenge and are not afraid to face risks to achieve their objectives. They usually choose to work independently than in groups and like to receive feedback from the activities they do.

McClelland[16] states that the need for achievement is influenced by each person's ability to set goals, in turn, by the presence of a degree of control they feel people have over what happens in their lives and by the

promotion of independence given by parents during childhood.
Need for power
They are the people in whom the stimulus of power prevails, they prefer to compete with other people to win, of course. These people have a greater need for power, highly appreciate recognition of their person and seek to have control and influence their behavior of other people.

McClelland [16] classifies the need for power into two categories: personal power and socialized power. People who have a high stimulus of personal power want to obtain it for their own benefit and people who are closer to socialized power tend to care about other people.

Chóliz Montañés [17], on the other hand, determines that motivation is classified into 3 types:
- Achievement motivation, whose purpose is to seek success in activities that involve performance assessment to achieve a "standard of excellence".
- The motivation of affiliation is defined as "the interest in determining, preserving or restoring a positive affective relationship with one or more persons".
- Power motivation is understood as the relationship between two people in which one of them has control over the behavior of the other person. People in this case can be excellent leaders since their behavior must be task-oriented, leaving aside self-benefit.

Tamayo Torres [18] consider that among the motivations that the entrepreneur has to start a business project the following stand out: the generation of his own employment, ensuring his descendants with a prosperous future, the way to improve their income, establish their project in a strategic place of interest. The motivation to develop a business project, from its beginning, involves a reflection that leads to the success of the project: achieving personal fulfillment through business development, as an option to work with friends, family and colleagues, by family descent. These aspects must be taken into account if the entrepreneur has the necessary characteristics.

Arrabal Martín [19] details that motivation is the will that guides the attitude towards tasks with an objective or goal, to adapt to survive. There are 2 categories that are the following:
- The primary motives (innate or biological motives): refer to the intrinsic motivations of living beings that we have since we are born and are of a physiological nature.
- Secondary motives (social motives): obtained and acquired through socialization during the development of each human being.

Entrepreneurship
Morris [20] states about entrepreneurship that it also has elements of behavior and attitude. Behavior comprises a set of activities required to promote a business idea to a key phase to launch that business idea.

It also highlights what is the attitude, referring to the willingness of an organization or person, to take advantage of new opportunities and take responsibility to achieve creative and effective change. It also indicates about the three important dimensions of behaviors and attitudes in entrepreneurs, which are: risk management, innovation, and proactivity.

Formichella [21] defines entrepreneurship as the realization of a project that aims at an economic, social and / or political purpose; Among others, it has certain particularities, such as innovation and uncertainty. To innovate is to inject a change, this can occur in public management, in the social structure, in the structure of a company or in the manufacture of a product.

Sanabria [22] defines entrepreneurship as the way different circumstances are faced and the way decisions are made. It contains social, personal, and attitudinal factors. Some of these factors are the ability to learn, the knowledge that the person has and the persistent search for benefit whether economic, ecological, cultural, social or of another nature. In the same way, it manifests about the profile of the entrepreneur as the innovative and creative ability: he has the ability to produce innovative proposals that modify the structure, the way or the process of doing things, the capacity to manage resources: he is aware of the lack of resources and that is why he manages in such a way that they last the whole process.

Entrepreneurs are those people who have an interest in business and/or are interested in business and business-type activities; They must be innovative and continuously seek new ways of carrying out the activities that lead to the achievement of the goals set. Chóliz Montañés [17].

METHODS
Basic: In general, the present study belongs to the type of basic research, because it allowed to expand the knowledge to understand the relationship between two fundamental variables in business management: motivation and entrepreneurship and establish a scientific theoretical basis for its development. In this regard, Arias Gonzáles & Covinos Gallardo [23] argue that basic or pure research serves as a theoretical basis for other types of research, whether exploratory, descriptive, or correlational. Bateman & Crant [24] it is the study of

a problem, oriented exclusively to the search for knowledge. This type of research aims to modify existing theoretical principles, increasing scientific knowledge or exposing new knowledge.

Quantitative: According to Bernal Torres [25] the quantitative method is the one that establishes that it is the measurement of the characteristics of social phenomena, which comes from a conceptual framework belonging to the problem analyzed, with a series of foundations that express some relationship between the variables studied. This type of approach generalizes the results.

Deductive method: It has been considered pertinent to use this method understood as a procedure that goes from general and logical reasoning to establish concrete ideas. According to Bernal Torres [25], it consists of "taking conclusions in a general way in order to reach conclusions in a particular way. This method begins with the investigation of theorems, laws, principles, postulates, of universal application and proven validity, for use in particular events or solutions.

Research Design: Non-experimental. According to Bernal Torres [25] non-experimental design is a type of research that is carried out without manipulating the variables. They are studies where the independent variables are not intentionally varied to see their result on other variables. What is done in this type of study is to observe the phenomena as they occur so that they are later analyzed. For its part, Arias & Covino, mention "In non-experimental research, the study variables are not subject to experimental conditions, the study sample is evaluated in its natural context without altering any situation and the study variables are not manipulated".

Transverse: Hernández Sampieri et al.[26] define it as the collection of data in a single period, in a single time. Its purpose is to detail the variables and investigate their effect or correlation at a certain time. They encompass different groups or subgroups of people, indicators or objects, such as different peoples, events or circumstances.

Correlational: The present research corresponds to the level of descriptive correlational research, because its primary objective is to determine the relationship between both variables. In this case, the association that exists between motivation and entrepreneurship in students of the last cycles of administration of the National University of Cañete was determined, according 2021. Bernal Torres[25] correlational research is the level of research that aims to expose or examine the relationship between variables or results of variables. It verifies relationships between variables or their results, it is not responsible at any time for explaining the causes or effects. Therefore, its main support is to use statistical tools.

Descriptive: According to Bernal Torres [25] descriptive research is one that reviews the characteristics or features of the situation or phenomenon under study. It is one of the most popular types of research and used by those who start in the research activity. This type of research uses as a technique the survey, observation, documentary review and interview.

Population

The population is made up of 178 students of cycles VI, VIII and X of the professional career of Administration of the National University of Cañete, enrolled in the period 2021.

The criteria for determining the study population were:

- During their university education they create business projects.
- They take project courses where they allow you to evaluate the viability of a project.
- They have greater progress of their curricular network, with respect to the professional career of administration.
- The students of the first cycles take general courses and in smaller quantity the courses of the professional career of administration.

Sample

The sample size of the investigation was determined by probability sampling, and the following formula was applied to calculate the preliminary sample:

N= 178 $n = \dfrac{N*Z^2*(P*Q)}{N*E2+Z^2*(P*Q)}$
Z = 1,96
P = 0,50
Q = 0,50 $n = \dfrac{178*1,96^2*(0,50*0,50)}{178*0,05^2+1,96^2*(0,50*0,50)}$
E = 0,05
 n = 122 students

The table on the population is presented, corresponding to the number of students of the last cycles of the Administration career, by strata.

Table 1. Population determined by strata	
UNDC students of the career of administration	**Frequency**
VI CYCLE	45
VIII CYCLE	40
X CYCLE	37
TOTAL	122

According to Hernández Sampieri et al.[26] in probabilistic samples the entire population has the same probability of being selected and is obtained by defining the qualities of the population and the size of the sample, through a random selection of the units of analysis.

According to the results, the sample consists of 73 students of cycles VI, VIII and X of the professional career of Administration of the National University of Cañete. As a final result, strata sampling was used, which is presented in the following table:

Table 2. Sample determined by strata	
UNDC alumni of the career of administration	**Frequency**
VI CYCLE	27
VIII CYCLE	24
X CYCLE	22
TOTAL	73

Hernández Sampieri et al. [26] affirm that the sample "is a representative subgroup of the population, through which the data will be obtained, therefore, it has to be delimited exactly. The researcher intends that the results obtained in the sample are generalized to the population".

Mejía Flores et al. [6] indicate that the sample "is the subset that is part of the population, these are selected by different methods, taking into account the representativeness of the population. That is, a sample is representative if it meets the qualities of those who make up the population."

Data collection techniques and instruments

The technique used for data collection was the survey. The instrument used was the questionnaire, built based on the Likert scale. For the motivation variable, the questionnaire records 10 items, taking into account the three dimensions of the matrix of operationalization of the variables; The entrepreneurship variable also records 10 items, taking into account the three dimensions of the operationalization matrix of the variables.

The process prior to the application of the questionnaire was the validation of the instrument through the judgment of three experts from the Administration career. Likewise, the reliability of the instrument was realized using Cronbach's alpha coefficient. The reliability results obtained were that the instrument applied for the motivation variable is 0,819 and entrepreneurship is 0,851, determining that the reliability of the applied instrument is good.

Hernández Sampieri et al.[26] define the questionnaire as a set of questions regarding one or more variables to be measured, these questions must be consistent with the formulation of the problem and hypothesis. Questionnaires are used in surveys of all kinds.

Mejía Flores et al.[6] argue that the questionnaire is a modality of the survey technique, which consists of formulating a series of questions, these must be related to the hypothesis and, therefore, to the variables and indicators. It aims to gather information in order to test the hypotheses of the research.

According to Bernal Torres[25] "the survey is a technique of collecting information more used. This technique is based on a questionnaire or set of questions that are formulated in order to obtain information."

Data processing

Data processing was carried out with the compilation of the results obtained through the questionnaire on the variables X: motivation and Y: entrepreneurship, applied through the Google forms; then, the information obtained was entered into a database in Excel. Subsequently, the descriptive analysis of the variables X, Y was carried out in terms of their dimensions and then the relationship between the two was established, using the corresponding statistic. Finally, the general and specific hypotheses were contrasted through inferential analysis that was performed in the SPSS version 25 program.

RESULTS
Descriptive analysis
Variable motivation and its dimensions

	VI – Statement of reasons		D1. Need for achievement		D2. Need for membership		D3. Need for Power	
Level	F	%	f	%	f	%	f	%
Low	0	0	0	0	0	0	0	0
Moderate	4	5,5	5	6,8	4	5,5	5	6,8
High	69	94,5	68	93,2	69	94,5	68	93,2
Total	73	100,0	73	100,0	73	100,0	73	100,0

Table 3. Frequency distribution of the motivation variable and its dimensions

This descriptive analysis shows the results obtained from the variables studied and their respective dimensions. The data was collected through surveys, then processed in Excel and finally in SPSS version 25. The statistical results of the research were shown in tables as shown as follows:

"In table 3, it is perceived that the opinion results of the 73 students of cycles VI, VIII and X of the professional career of Administration of the National University of Cañete, indicate that the motivation variable is at a high level with 94,5 %, while 5,5 % indicate to be at a moderate level and 0 % indicate being at the low level. Likewise, the results of the need for achievement dimension are evidenced, which indicated being at a high level at 93,2 %, 6,8 % indicating being at a moderate level and 0 % indicating being at a low level. Likewise, it is perceived that, of the 73 students, with respect to the dimension need for affiliation, 94,5 % indicate being at a high level, while 5,5 % indicate being at a moderate level and 0 % indicate being at a low level. In the same way, the results of the dimension need for power are evident, which indicate being at a high level at 93,2 %, 6,8 % indicates being at a moderate level and 0 % indicates being at a low level. "

Variable Entrepreneurship and its dimensions

	VD. Entrepreneurship		D1. Innovation		D2. Risk Management		D3. Proactivity	
Level	F	%	f	%	f	%	f	%
Low	0	0	0	0	0	0	0	0
Middle	4	5,5	5	6,8	4	5,5	9	12,3
High	69	94,5	68	93,2	69	94,5	64	87,7
Total	73	100,0	73	100,0	73	100,0	73	100,0

Table 4. Frequency distribution of the entrepreneurship variable and its dimensions.

"In table 4, it is perceived that the opinion results of the 73 students of cycles VI, VIII and X of the professional career of Administration of the National University of Cañete, indicate that the entrepreneurship variable is at a high level with 94,5 %, while 5,5 % indicate to be at a medium level and 0 %, be at the low level. Likewise, the results of the innovation dimension are evident, which indicate to be at a high level of 93,2 %, 6,8 %, at a medium level and 0 %, at a low level. Also, it is perceived that, of the 73 students, with respect to the risk management dimension, 94,5 % indicate being at a high level, while 5,5 % indicate being at a medium level and 0 % indicate being at a low level. In the same way, the results of the proactivity dimension are evident, which indicate to be at a high level of 87,7 %, 12,3 %, at a medium level and 0 %, at a low level."

Inferential analysis
Test of normality

According to table 3, the normality test was applied for data analysis; for this, the statistical test of Kolmogorov - Smirnov was used, since there is a sample greater than 50, where the following results were obtained, with respect to variable X: motivation: p_valor= 0,007; therefore, the data do not come from a normal distribution, and with respect to the variable Y: entrepreneurship: p_valor= 0,182; therefore, the data come from a normal distribution.

In conclusion, for the present research Pearson's parametric statistical test was used to contrast the hypothesis.

Table 5. Normality Test			
	Kolmogorov-Smirnov		
	Statistical	**Gl**	**Gis.**
Motivation	,124	73	,007
Entrepreneurship	,094	73	,182

Hypothesis Testing

Evaluating the general hypothesis

Definition of null hypothesis and alternate hypothesis:
- H_0: Motivation is not significantly associated with entrepreneurship in students of the last cycles of Administration of the National University of Cañete, 2021.
- HG: Motivation is significantly associated with entrepreneurship in students of the last cycles of Administration of the National University of Cañete, 2021.

Determining the level of significance: To evaluate the hypothesis, a confidence level of 95 % and the level of error at 5 % were established.
- α: 95 %
- Error: 5 %

Test statistics: According to the results of the normality test, Pearson's parametric statistical test was used. Parameter of acceptance and/or rejection of the hypothesis. The parameter to accept the alternate hypothesis was that a p_valor less than 0,05 was obtained; In case of obtaining a p_valor greater than 0,05, the alternate hypothesis is rejected.

Statistical calculation

Table 6. Correlation of motivation and entrepreneurship variables			
		Motivation	**Entrepreneurship**
Motivation	Pearson correlation	1	,753**
	Sig. (bilateral)		,000
	N	73	73
Entrepreneurship	Pearson correlation	,753**	1
	Sig. (bilateral)	,000	
	N	73	73
**. The correlation is significant at level 0,01 (bilateral).			

Decision: According to table 6, the results of Pearson's parametric test used to contrast the general hypothesis is shown. A p value = 0,000 < 0,05 was obtained; therefore, the null hypothesis is rejected and the alternate hypothesis is accepted; that is, there is a highly significant association between the variables X: motivation and Y: entrepreneurship. Also, Pearson's correlation was 0,753, which determined that the correlation is high positive."

Specific hypothesis evaluating 1

Definition of null hypothesis and alternate hypothesis:
- H_{e01}: Motivation is not significantly associated with innovation in students of the last cycles of Administration of the National University of Cañete, 2021.
- H_{e1}: Motivation is significantly associated with innovation in students of the last cycles of Administration of the National University of Cañete, 2021.

Determining the level of significance: To evaluate the hypothesis, a confidence level of 95 % and the level of error at 5 % were established.
- α: 95 %
- Error: 5 %

Test statistics: According to the results of the normality test, Pearson's parametric statistical test was used.
Parameter of acceptance and/or rejection of the hypothesis: The parameter to accept the alternate hypothesis was that a p value less than 0,05 was obtained; In case of obtaining a p value greater than 0,05, the

alternate hypothesis is rejected.

Statistical calculation

Table 7. Correlation of variables X: motivation and Y: innovation		Motivation	Innovation
	Pearson correlation	1	,696**
Motivation	Sig. (bilateral)		,000
	N	73	73
	Pearson correlation	,696**	1
Innovation	Sig. (bilateral)	,000	
	N	73	73
**. The correlation is significant at level 0,01 (bilateral).			

Decision**:** "According to table 7, the results of the Pearson parametric test used to contrast the specific hypothesis$_1$ posed are shown. A p_valor = 0,000 < 0,05 was obtained, therefore, the null hypothesis is rejected; That is to say that there is a highly significant association between the variables motivation and innovation. Likewise, Pearson's correlation was 0,696, which determined that the correlation is considerable positive."

Specific hypothesis evaluating 2
Definition of null hypothesis and alternate hypothesis:
- H_{e02}: Motivation is not significantly associated with risk management in students of the last cycles of Administration of the National University of Cañete, 2021.
- H_{e2}: Motivation is not significantly associated with risk management in students of the last cycles of Administration of the National University of Cañete, 2021.

Determining the level of significance: To evaluate the hypothesis, a confidence level of 95 % and the level of error at 5 % were established.
- α: 95 %
- Error: 5 %

Test statistics: According to the results of the normality test, Pearson's parametric statistical test will be used. Parameter of acceptance and/or rejection of the hypothesis. The parameter to accept the alternate hypothesis was that a p_valor less than 0,05 was obtained, in case of obtaining a p_valor greater than 0,05 the alternate hypothesis is rejected.

Statistical calculation

Table 8. Correlation of motivation and risk management variables		Motivation	Risk Management
	Pearson correlation	1	,567**
Motivation	Sig. (bilateral)		,000
	N	73	73
	Pearson correlation	,567**	1
Risk Management	Sig. (bilateral)	,000	
	N	73	73
**. The correlation is significant at level 0,01 (bilateral).			

Decision**:** "According to table 8, the results of the Pearson parametric test used to contrast the specific hypothesis$_2$ posed are shown. A p_valor = 0,000 < 0,05 was obtained, therefore, the null hypothesis is rejected, that is, there is a highly significant association between the variables motivation and risk management. Also, Pearson's correlation = 0,567, which determined that the correlation is considerable positive."

Specific hypothesis evaluating 3
Definition of the null hypothesis and the alternate hypothesis:
- $H_{e03:}$ Motivation is not significantly associated with proactivity in students of the last cycles of Administration of the National University of Cañete, 2021.
- $H_{e3:}$ Motivation is significantly associated with proactivity in students of the last cycles of Administration of the National University of Cañete, 2021.

Determining the level of significance: To evaluate the hypothesis, a confidence level of 95 % and the level of error at 5 % were established.

- α: 95 %
- Error: 5 %

Test statistics: According to the results of the normality test, Pearson's parametric statistical test was used. Parameter of acceptance and/or rejection of the hypothesis: The parameter to accept the alternate hypothesis was that a p_valor less than 0,05 was obtained, in case of obtaining a p_valor greater than 0,05 the alternate hypothesis is rejected.

Statistical calculation

Table 9. Correlation of motivation and proactivity variables		Motivation	Proactivity
Motivation	Pearson correlation	1	,639**
	Sig. (bilateral)		,000
	N	73	73
Proactivity	Pearson correlation	,639**	1
	Sig. (bilateral)	,000	
	N	73	73
**. The correlation is significant at level 0,01 (bilateral).			

Decision: "According to table 9, the results of the Pearson parametric test used to contrast the specific hypothesis$_3$ posed are shown. A p_valor = 0,000 < 0,05 was obtained, therefore, the null hypothesis is rejected, that is, there is a highly significant association between the variables motivation and proactivity. Likewise, Pearson's correlation was 0,639, which determined that the correlation is considerable positive."

DISCUSSION

According to the results obtained regarding the general objective: to determine how motivation is associated with entrepreneurship in students of the last cycles of the Administration career of the National University of Cañete, 2021. It was evidenced that there is a significant association between variable X: motivation and variable Y: entrepreneurship. For the contrast of the general hypothesis, Pearson's statistical test was applied, proceeding to the analysis of the association between the variables of the study, whose correlation coefficient was 0,753, which according to the correlation analysis is considered as high positive correlation; In addition, a p_valor=0,000 was obtained, which is less than 0,05. Likewise, in the descriptive statistics regarding the variable X: motivation, of the total of 73 students surveyed, 5,5 % (n=4) manifest a moderate level, which indicates that students in the last cycles of the Administration career have a moderate motivation and 94,5 % (n=69) manifest a high level, which indicates that students of the last cycles of the Administration career have a high motivation; while, with respect to the variable Y: entrepreneurship, 5,5 % (n = 4) manifest a medium level, which indicates that students of the last cycles of administration have an average level in reference to entrepreneurship and 94,5 % (n = 69) manifest a high level, which indicates that students of the last cycles of the Administration career have a high level in reference to entrepreneurship. This result is contrasted with the research carried out by Peralta Pinares [11], in his master's thesis entitled "The influence of motivation on the entrepreneurial abilities of students in the first year of secondary school, Institución Educativa Presentación de María, Comas 2017", which concluded that motivation influences the entrepreneurial abilities of students in the first grade of secondary school. Also, it contrasts with the research of Peralta Pinares [11], in which he obtained as a result that the factors that positively affect students to start a business are personal, such as the opportunity to be creative and intrinsic motivation. Therefore, the results obtained in these investigations presented support that motivation is associated with entrepreneurship, in a positive way.

Regarding specific objective 1: "to determine how motivation is associated with innovation in students of the last cycles of the Administration career of the National University of Cañete, 2021", a significant association between motivation and innovation was perceived. In the hiring of the specific hypothesis 1, Pearson's statistical test was used, for the analysis of the association between motivation and innovation in students of the last cycles of the Administration career of the National University of Cañete, whose correlation coefficient was 0,696, which, according to the correlation analysis, It is considered as a considerable positive correlation, also, a p_valor = 0,000 was obtained, which is less than 0,05. On the other hand, in the descriptive statistics regarding the innovation dimension of the entrepreneurship variable, it was obtained that 6,8 % (n = 5) manifest an average level, which indicates that students of the last cycles of administration present an average level

of innovation and 93,2 % (n = 68) manifest a high level, which indicates that students of the last cycles of the Administration career present a high level of innovation. These results are argued with the results obtained by Peralta Pinares [11] in his master's thesis: "The influence of motivation on the entrepreneurial abilities of students in the first year of high school, Institución Educativa Presentación de María, Comas 2017", in which he obtained as a result that motivation influences creativity with a high level of 86,7 %. Likewise, it is argued with the theory of Valverde Gonzales [27], who states that innovation allows to take advantage of the success of an idea through the creation and / or improvement of products or services in a way that contributes to the solution of a problem and allows to satisfy the need of people. That is, students of the last cycles of the Administration career present a high level of innovation, which will allow them to generate an enterprise through the creation or improvement of either a product or a service.

In specific relation 2: "to determine how motivation is associated with risk management in students of the last cycles of the Administration career of the National University of Cañete, 2021", a significant association between motivation and risk management was perceived. For the contrast of the specific hypothesis 2, Pearson's statistical test was used to determine the association analysis between motivation and risk management, whose correlation coefficient was 0,567, which according to the correlation analysis is considered as a considerable positive correlation, likewise, a p_valor = 0,000 was obtained, which is less than 0,05. In this sense, in the descriptive statistics, with respect to the risk management dimension of the entrepreneurship variable, it was obtained that 5,5 % (n = 4) manifest an average level, that is, students of the last cycles of the Administration career have an average level with respect to risk management and 94,5 % (n = 69) manifest a high level, which indicates that students of the last cycles present a high level with respect to risk management. These results are contrasted with the research carried out by Mejía Flores et al. [6], published in their article: "Characteristics of the entrepreneurial profile of single mothers in the northwest of the city of Guayaquil"-Ecuador", in which he obtained as a result, 56,78 %, considered a high level, that is, the entrepreneurial profile is characterized by self-confidence, Assuming the risks and the ability they have to solve problems. Likewise, it is argued with the contribution of Morris [20], who points out that risk-taking generates a responsibility to commit resources which in turn implies an opportunity to achieve their goal of entrepreneurship.

"Regarding specific objective 3: "to determine how motivation is associated with proactivity in students of the last cycles of the Administration career of the National University of Cañete, 2021, a significant association between motivation and proactivity was perceived. In the contracting of the specific hypothesis 4, the Pearson statistical test was applied, for the analysis of the association between motivation and proactivity, whose correlation coefficient was 0,639, which, according to the correlation analysis, results in a considerable positive correlation, in addition a p_valor = 0,000 was obtained, which is less than 0,05. In this sense, in the descriptive statistics, regarding the proactivity dimension of the entrepreneurship variable, it was obtained as a result that 12,3 % (n = 9) manifests an average level, which indicates that students of the last cycles of the Administration career present an average level in reference to proactivity and 87,7 % (n = 64) manifest a high level, which indicates that students in the last cycles of the Administration career present a high level in reference to proactivity. This result is supported by the research carried out by Carbajal Sifuentes [15] in his thesis "Proactive personality and entrepreneurial capacity in the workers of a company dedicated to the telecommunications sector in the district of Independencia, 2017", in which he obtained as a result that there is a direct correlation between the proactive personality and the entrepreneurial capacity, because he obtained a p_valor = 0,006, which is less than 0,05; Therefore, as the level of proactive personality increases, the higher the level of entrepreneurial capacity. Likewise, it is argued with Morris [20] theory that (1998) says that proactivity has to do with implementation, which implies that the entrepreneur adapts, is persevering and assumes responsibility for failure; that is, the student when undertaking is subjected to risks such as failure; it is in these situations in which he must persevere and perform actions in order to solve the problem presented. "

CONCLUSIONS

- In relation to the general objective, it was determined that motivation is associated with entrepreneurship in students of the last cycles of administration of the National University of Cañete, 2021. According to the results obtained from the Pearson parametric test (p = 0,000; r = 0,753), it is concluded that there is a high positive correlation between motivation and entrepreneurship, that is, as there is greater motivation there will be more generation of entrepreneurship in students.
- In reference to specific objective 1, it was determined that motivation is associated with innovation in students of the last cycles of the Administration career of the National University of Cañete, 2021. According to the results obtained from Pearson's parametric test. (p=0,000; r=0,696), it is concluded that there is a considerable positive correlation between motivation and innovation; That is, as there is greater motivation there will be a greater generation of innovative business ideas from students.
- Regarding specific objective 2, it was determined that motivation is associated with risk management in students of the last cycles of the Administration career of the National University of Cañete, 2021.

According to the results obtained from Pearson's parametric test (p=0,000; r=0,567), it is concluded that there is a considerable positive correlation between motivation and risk management; That is, as there is greater motivation there will be better risk management in students.

- In relation to specific objective 3, it was determined that motivation is associated with proactivity in students of the last cycles of the Administration career of the National University of Cañete, 2021. Based on the results obtained from Pearson's parametric test (p=0,000; r=0,639), it is concluded that there is a considerable positive correlation between motivation and proactivity; That is, as there is greater motivation, the student will present a better proactivity in developing an enterprise.

RECOMMENDATIONS

- It is recommended that the National University of Cañete encourage students to undertake and encourage the creation of the business incubator to provide advice to students in their business ideas to consolidate and conduct their entrepreneurship. This recommendation can be achieved through the execution of innovative projects by students and present them at expo fairs as part of the development of the Introduction to Business course or other related courses. On the other hand, the business incubator can become a reality through the provision, by the National University of Cañete, of a budget that finances the equipment and advice where the best projects are captured and aimed at students to carry it out. This will motivate students not only to have the initiative to undertake, but also to strive to seize the opportunity to make their business ideas a reality.

- It is recommended to the Professional School of Administration to hold fairs of presentation and support of viability of business ideas, in which students present the creation and / or improvement of products or services. In turn, the best projects are provided so that they can make their venture a reality. This recommendation can be achieved through the establishment of an agreement or other strategic agreements by the National University of Cañete with the municipalities, whether provincial or district, in order to provide a space where the winners as best projects have the opportunity to offer their products or services, this, taking advantage of the multiple fairs that are already held openly in all districts as part of the celebration of their Anniversaries. All this, in order to encourage students or experience the reception and acceptance of their products or services and that they can start generating their own income.

- Entrepreneurship generates a risk either in the short, medium or long term. In this sense, it is recommended that students be persevering in the circumstances they face in their venture and manage risks with strategies that generate their effective solution. This recommendation can be achieved by promoting seminars, workshops, conferences, among others, on issues of financial education, business strategies, digital marketing, etc., that the National University of Cañete manages and provides its students on a regular basis, all this added to the knowledge acquired in the same university, so that students are prepared, can plan strategically, They can face risks and make sound decisions while minimizing risks.

- Students are recommended to generate initiatives and be promoters in presenting business ideas in support programs such as Innova Peru, whose purpose is to look for startups that differentiate themselves in the market; for this, the student must have the development of a Minimum Viable Product; In turn, the product service must have enough features to satisfy initial customers. For this recommendation to become a reality, it is necessary to ensure the reliability of students in the knowledge and talks received and in their own abilities, so that they can dare to undertake and are willing to take risks, but in a reasonable way, accompanied by advice; are prepared to apply for multiple competitions for projects run by the State or programs, such as the Romero Foundation's "To take off your hat" Program.

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CONFLICT OF INTEREST
The authors declare that there is no conflict of interest.

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