

# The Rules of the Game

## A New Era of Entrepreneurship and Association

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# Preface

The economy, in a conventional way, has become the function of being of science that points the direction in business matters within society. In the case of economic theory, by way of principles and statements, it is no exception, because it systematizes reality based on scientific laws that frame the complexity of the facts. For its part, institutional economic theory establishes the impact that its regulatory, normative and cognitive burdens have on the capabilities of micro and small businesses; These charges represent the determinants of the environment where a company develops.

According to the theoretical and empirical analyzes that have been carried out so far, at the international level there are micro and small companies that are being affected by the environment in a social, political and economic way. Specifically, evidence was found that allowed us to demarcate the link between institutions and the generation of business capacities,

such as entrepreneurial orientation and the work networks that originate a company. The lack of analysis in Mexico of a multi-theoretical approach is a juxtaposed contribution of the present study, where the institutional theory and that of resources and capacities are combined. Small and micro companies that are considered to carry out the study are determined in the database of the National Statistical Directory of Economic Units (DENUE)<sup>1</sup> (INEGI, 2013b).

The first chapter is devoted, in large part, to presenting the problem that involves the study variables. Derived from this, the general and specific questions, the general and specific objectives, the hypotheses of study that were contrasted, as well as the justification are raised in order to visualize the need to address the problem indicated. In addition, the delimitation is established, where the scope of research in the business field is specified.

As a result of the literature review, the theoretical framework is presented in the second chapter. This develops the institutional economic theory, its historical process and the definitions of the institutional burdens. In the same way, the theory of resources and capacities is deployed, with which the variables entrepreneurial orientation and networks of the company are based. It also shows an analysis of the empirical research that has been carried out around the world on the effects that institutional burdens have on the mentioned variables.

In the third chapter the research methodology is explained, which consists of the research design and the hypothesis that was contrasted, in addition to the population information, the sample determination, the sampling scheme and the technique of collecting information used, obtained with reference to the unit of analysis. The questionnaire used is also presented, which was generated from the conceptualization and operationalization of the observable and latent variables. One section focuses on the methodology of structural equation models, where basic concepts, statistical model notation, goodness of fit tests and adequate graphic representation are defined. In the end, the research model is postulated based on the methodology previously described, composed of the measurement model and the structural research equations model.

The results obtained are shown in the fourth chapter. It begins with the descriptive statistics of the profile of companies and owners, as well as with institutional burdens, work networks and entrepreneurial orientation. Then the

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1 Data source of the National Institute of Statistics and Geography (*Instituto Nacional de Estadística y Geografía* / INEGI) with information from companies established in Mexico about their economic activities, size and geographic area.

results of the proposed model, the loading factors and the standardized betas of the contrasted hypotheses are presented. As a complement, it is carried out, the discussion of the same results from the review of the literature, which is performed descriptively, and the cause-effect relationship that was raised from the problem.

The conclusions are formulated in the last section, where the results and the discussions addressed in the previous chapter are analyzed, emphasizing the relation of the analyzed variables. In the same way, the limitations that emerged throughout the investigation emerged due to theoretical, methodological and empirical issues. Finally, new lines of research are offered as recommendations for future work, where the analyzed problem is involved.