Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages. 9213 - 9215
Received 25 April 2021; Accepted 08 May 2021.

Collaborative Companies and Entrepreneurship Culture in Times Of Covid-19. A Methodological Proposal with a Mixed Focus

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Global COVID-19 has caused a transformation in relationship between people and what is most worrying about uncertainty issue and lack of known how to deal with this health problem; this scenario has forced affected states to reduce production, consumption and tourism, with their economic consequence. In Peru, very conservative figures speak of a negative impact of about 20% on fall in GDP, and probably 2 years to recover optimal levels of growth. As for collaborative companies, it is an activity whose origins occur in humanity with oldest case and known as barter. Today this activity has been influenced by dramatic walks suffered by humanity, therefore organizations, and more now in these times that we talk about pandemic and changes in the behavior of individuals and organizations; examples of collaborative companies carried out their business activities before the pandemic are; Airbnb, accommodation rental, Uber, driver car sharing, Etsy, buying and selling products from artisans, artists and designers, BlaBlaCar, connects people who will make same journey across the same road, ParkAtMyHouse, share parking spaces, Crowdfunding, micro massive or collective financing, MOOC, online courses, massive and open, P2P education, peer skills training that have complementary knowledge; as for our second variable, a culture of entrepreneurship, we can say it is the engine of every entrepreneurship, it is every human being's understanding of how to do, what to do, how to behave, how to cope, how to develop talent and skills and manage to anticipate and adapt to change.

Sharing economy has become important in recent years as an alternative to neoliberal system, where hyper-consumerism predominates. Collaborative economy is created in wake of crisis we have experienced since 2008 and causes a transition from traditional model to a new one based on collaboration, aided by growth of digital technology. (Ten Toribio, 2015). For his part, Rodríguez et al., (2017) in his study proposes a descriptive theoretical framework offers an approximation of understanding of collaborative economy, (CASTILLO PALACIOS, 2015) has an important contribution since it details the relationship implications of cultural dissonance concept, immigration and the important role psychology plays in these topics, this demonstrates importance of multidisciplinary studies in understanding results of future research, (VAQUER FERRER, 2016) raises need for international regulation, especially for organizations engaged in collaborative tourism, as well as need to legislate with respect to taxation, since it is not given in States considered as a source, proposes concepts such as significant economic presence and digitally dematerialized activities. (Alfonso Sánchez, 2017) develops an adequate approach to collaborative economy in European economies, its agents and regulation that is appropriate to need for service, establishes the difference between Europe and United States in terms of regulation and it is clear in Europe have a regulation that takes into account technological advances, digital platforms, suppliers and users.

Thus, Menor-Campos et al., (2019) cited by Felson et al., (1978) defines Collaborative Economy as acts in which one or more people consume goods or services while participating in joint activities with others. Also, Botsman et al., (2010) covers three large groups of

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operations: Product Service Systems (PSS) based on use of products without owning them. Redistribution markets based on redistribution of products have already been used and can be free, by consideration - money or not - or based on exchange or barter. Collaborative lifestyles where non-material goods such as time, skills, knowledge are exchanged.

Likewise, Hidalgo Proaño (2014) refers culture favors development of entrepreneurial projects contributes with important elements of entrepreneurship, proposes need to develop values of entrepreneurship culture. Now, at the local level, some collaborative companies such as Easy Taxi, Glovo, Rapyd, and others are operating; but national legislation is not yet clear, there is much to regulate; in terms of entrepreneurship culture is another very little studied topic in local environment and especially issue related to women's participation. We consider studying these variables in the coronavirus pandemic environment is relevant as it will enable knowledge, understanding, quantification and analysis of behavior of individuals and organizations involved in this research. In this sense, line of research is proposed in future will allow design research aimed at investigating extent to which and how development of collaborative companies is affected by an adequate culture of entrepreneurship, starting in city of Trujillo-La Libertad in Peru. For which research is proposed, applied, not experimental, with mixed method, nested concurrent dominant model (DIAC) design (Herndez Sampieri, 2014). In this order, variable systematization matrix (Table 1) will be used, which allows you to write questions of different instruments, with their respective construct valides; this methodology allows to write discussion of results using triangulation linking quantitative results with qualitative ones and with the theoretical base of research (Ardoy & Past, 1998).

Study variables will be: collaborative entrepreneurship and entrepreneurship culture. Population will be made up of citizens residing in different districts of Trujillo province. Sample is chosen using stratified random sampling. Sample will consist of citizens of the neighborhoods considered poor of districts Porvenir, La Esperanza, Florencia de Mora, urbanization Las Quintanas, San Andrés, Las Flores, El Golf, La Noria, we hope to have a thousand participants. The techniques to be used will be interview, survey and focus group. Instruments will be interview guide, questionnaire and focus group guide. Formulation of questions is based on variable systematization matrix (Table 1), as input from authors of this research. Descriptive statistics will be used for quantitative data analysis using R programming environment (R Core Team, 2020). To analyze application results of qualitative instruments, the ATRÁS.TI program will be used.

Table 1. Variable systematization matrix.

SOURCE / CONSTRUCTO	SAMPLE 1	SAMPLE 2	SAMPLE 3	FOUNDATION THEORETICAL
	INTERVIEW GUIDE	QUESTIONNAIRE	FOCUS GROUP GUIDE	
REGULATORY FRAMEWORK	X_{11}	X_{12}	X_{13}	X_{14}

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REFERENCE MARK	X_{21}	X_{22}	X_{23}	X_{24}
THEORETICAL FRAMEWORK	X_{31}	X_{32}	X_{33}	X_{34}
CONCEPTUAL FRAMEWORK	X_{41}	X_{42}	X_{43}	X_{44}
PHILOSOPHICAL MARK	X_{51}	X_{52}	X_{53}	X_{54}

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