



THE INSTITUTIONAL DIMENSION IN ENTREPRENEURIAL ACTIVITY IN THE AMAZON REGION

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summary

Entrepreneurship is linked to economic growth and is found in many formal organizational structures, reflecting institutional rules inserted in business development, submitting institutional norms to incorporate economic growth and, on the other hand, gaining legitimacy, resources, stability and improving the prospects of survival. The institutional dimension in the entrepreneurial activity can associate relevant aspects in the entrepreneurship process system. In the result according to the variable “federal and state programs to promote entrepreneurship are adapted to the characteristics and needs of the Amazon region”, the frequency of 61 entrepreneurs corresponded to 16.5% of responses (slightly disagree), and the frequency 76 entrepreneurs obtained the percentage of 20, 5% (neither disagree nor agree), a difference of 4% more related to the answer (neither disagree nor agree). It is concluded that the information needed by entrepreneurs is not adequate and transparent. In this sense, public institutions must fulfill their social responsibility by encouraging business development with investment, financing and tax reduction. Thus, entrepreneurs will work with more motivation and will be able to maintain their fiscal responsibility because entrepreneurship is the engine of regional development. public institutions must fulfill their social responsibility by encouraging business development with investment, financing and tax reduction. Thus, entrepreneurs will work with more motivation and will be able to maintain their fiscal responsibility because entrepreneurship is the engine of regional development. public institutions must fulfill their social responsibility by encouraging business development with investment, financing and tax reduction. Thus, entrepreneurs will work with more motivation and will be able to maintain their fiscal responsibility because entrepreneurship is the engine of regional development.

Key words: entrepreneurial activity, institutional program, Amazon region

Introduction

The Northern Region of Brazil is rich in natural resources and it draws immense wealth that is distributed in Brazil and in the world. It is the region with the largest tropical forest and the largest freshwater river on all continents and is also one of the least developed areas in Brazil, concentrating a considerable number of entrepreneurs involved in the creation and management of businesses.

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In the 17th century, Maranhão and Grão Pará, which today correspond to the Amazon region in Brazil, were inhabited by the Portuguese Jesuits under the administration of the Philippine government and, in this period, Brazil was divided into two states, the State of Maranhão and Grão -Pará (Amazon region) and the State of Brazil that today corresponds to the other regions in Brazil.

According to Bettendorff (1910), in his work *Chronica of the Mission of the Fathers of the Society of Jesus in the State of Maranhão*, in the 17th century, industrialization began and the main raw material was sugar cane from which if sugar was produced. Thus began the development through agricultural production in the Portuguese colony. This production was transported to Lisbon, Portugal. The State of Maranhão and Grão-Pará and also the State of Brazil had a large sugar production, with competition between the industries of the two states. However, the Philippine government prevented sugar production in the State of Maranhão and Grão-Pará because, at the time, the State of Brazil was more important to the government.

Development in the Amazon region was quite slow, both in industry and in education, and already in the 20th century, in the 1960s, as referred to in Martins' (1997) work, "Frontier: the degradation of the other in human confines", there was a minimal number of industries in the Amazon region and the military government asked that some industries be established in the region, but many refused because they would not make such an investment in an environment that showed no effective development. So the military government had no option but to finance industries in this region.

Presenting a great natural, social, economic, technological and cultural diversity, the Legal Amazon is a region in a growing process of differentiation that goes against the image spread throughout the world. Currently, this regional space consolidates its participation in the general process of territorial transformation in Brazil. The convergence of regional land use patterns, far from expressing the continuity of the geopolitical project for incorporating the border, currently expresses a process of agricultural occupation associated with a greater articulation to the national economic space from interests both external and internal to the region. region itself.

Entrepreneurship is a human behavioral act of creativity, in which entrepreneurs take calculated risks, try to understand their environment and control as many factors as possible to be successful with their enterprise. The incentives generated by the entrepreneurship process must guarantee the development of the economy and envisage a fair and equitable distribution of income that can benefit the local and regional population.

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In this context, the objective of this work is to characterize the perception of entrepreneurs in relation to the institutional dimension of the Legal Amazon in Brazil, based on the case study of the State of Amapá.

Literature review

Dynamics of entrepreneurial activity in the North of Brazil and in the State of Amapá in the Amazon

The North Region is one of the five regions of Brazil that were defined by the Brazilian Institute of Geography and Statistics (IBGE) in 1969. With an area of approximately 3.869 million km², it is the most extensive region in Brazil, representing 45.25% of its territory. The North Region marks the border of Brazil to the west with Venezuela and to the north with the Guianas (English Guiana, Suriname or Dutch Guiana and French Guiana) and the Atlantic Ocean. To the south and west the North Region confronts, respectively, the Brazilian Midwest and Northeast regions. (figure 1).



Figure 1 Map of Brazil.

Source: <http://pinstake.com/mapa-do-brasil-divido-por-cores/>

Although the territory of the North Region represents an area larger than that of India, in 2014 its population was only 17.2 million inhabitants, ie, approximately 8.52% of the Brazilian population (IBGE, 2014).

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With a relatively low population density, which does not reach 4.5 inhabitants per km², the North Region is located in the Amazon Basin, which accommodates the Amazon rainforest, considered the largest forest area on the planet and one of the most important ecosystems, not only for its dimension, but also for its diversity.

The North Region comprises seven states: Acre, Amapá, Amazonas, Pará, Rondônia, Roraima and Tocantins. These seven states together with the states of Mato Grosso and Maranhão constitute the region of the Legal Amazon, which was created by the Brazilian government, given the similarity of the social, economic and political problems of these territories and with the aim of facilitating their respective processes of planning and development.

As already mentioned in the introduction, this study focuses on the State of Amapá in the Northern Region of Brazil, where the creation of better employment conditions or the promotion and support of the entrepreneurial initiative through the dynamization of companies are fundamental for regional development.

In this context, it is considered that entrepreneurship is a phenomenon that implies any attempt to create a new business, namely, an autonomous activity, a new company or the expansion of an existing business (GEM, 2012). In addition to the perspective of business creation, there are many definitions of entrepreneurship, but according to Hisrich and Peters (2004) they all imply initiative and the ability to identify and organize the social and economic mechanisms necessary to transform resources and opportunities into creation processes. value, as well as accepting the inherent risk and failure.

However, to establish and characterize the business it is important to bear in mind that the decision to create and manage your own business is a complex process subject to the influence of multiple determining factors, namely, contextual and individual.

For the entrepreneur to identify himself with the entrepreneurship process, he must have attitude, own initiative, new ideas and method to develop a product or service or any activity in the organization (CHEN, GREENE, & CRICK, 1998). "The relevant for the entrepreneur in his business development process must have some knowledge related to the activities, thus to strengthen the necessary skill for the entrepreneurship mechanism" (SOUSA & SANTOS, 2016, p. 83)

The influence of regional cultures on business initiatives is characterized as self-efficacy relevant to development, since an entrepreneurial culture can, in principle, positively influence the intention to become an entrepreneur, the propensity to start a new company and

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the economic success of start- endogenous ups (STUETZER, OBSCHONKA, BRIXY, STERNBERG, & CANTNER, 2014)

As with the term entrepreneurship, the word entrepreneur comes from the French word entrepreneur. In the 12th century, this word was associated with one that encouraged fights. In the 16th century, the word entrepreneur is used to define a person who assumed the direction of military action. Only at the end of the 17th century, beginning of the 18th century, did the word entrepreneur come to have a meaning close to what is currently given and that refers to the individuals who create and manage projects or ventures, ie, those individuals who are responsible for conducting the projects. entrepreneurship phenomena (SCHMIDT & BOHNENBERGER, 2009).

According to SEBRAE (2011), more than 1.2 million new formal companies are created every year in Brazil, of which 99% are micro and small companies and individual entrepreneurs.

There are several ways and criteria for classifying micro and small businesses. SEBRAE (2013) classifies companies in Brazil into micro, small, medium and large companies according to the number of workers employed, taking into account whether they are industrial or trade and services companies. Thus, in the industrial sector, micro-enterprises have fewer than 19 employed workers, small firms have between 20 and 99 employed workers, medium-sized firms have between 100 and 499 employed workers and large firms have 500 or more employed workers. In the case of trade and services companies, the demands in terms of number of employees are less. In this case, micro-enterprises have less than 9 employed workers, small companies have between 10 and 49 employed workers,

Law No. 10,406, of January 10, 2002 (Brazilian civil code) in article No. 966, an entrepreneur is considered to be someone who professionally carries out an organized economic activity for the production or circulation of goods or services. Law 123 of December 15, 2006, in Article 3, item I, determines that the gross revenue of microenterprises is equal to or less than 360 thousand reais and that in the case of small companies it is greater than 360 thousand reais and equal to or less than 3 thousand reais. , Six million and six hundred thousand reais.

A historical perspective of entrepreneurship in the Amazon

In the 17th century, the North Region in Brazil was called the State of Maranhão and Grão-Pará, which today corresponds to the Amazon region in Brazil. At the time, it was also inhabited by Portuguese Jesuits under the administration of the Philippine government. The Jesuit priest Luís Figueira arrived in Bahia in 1602, having been appointed by the Companhia

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de Jesus to institute the Jesuit Mission in Maranhão and Grão-Pará in 1638 and in this regard the Alentejo Jesuit Luís Figueira referred to these words: “Havendo de to go there, someone from the company, I, as the one with the most rights in this company, offer to be the first to break the fury of contrasts ”(LEITE, 1940, p. 47).

Companhia de Jesus was one of the first companies to set up in the Amazon region. The Jesuits were already bold individuals, they were not afraid to face the risk and they always looked for the best ways to act. For this reason, they were quite successful in everything they did and can be considered the precursors of entrepreneurship in the Northern region of Brazil in the 17th century.

In the 19th century, during the period of the industrial revolution, Brazil was in a context of change and, in the Amazon, the extraction and commercialization of latex from rubber trees was carried out, this period having been called the “rubber cycle”.

In the 20th century, during the military government, through Decree-Law No. 288 of February 28, 1967, the industrial zone of the Manaus Free Zone was implanted in the Amazon region, with the aim of developing the region, generating business opportunities. and investments, attracting national and foreign investors and supporting local entrepreneurship. The objective was to strengthen merchandise trade activities abroad, with other national regions and within the Amazon region itself, trying to contribute in this way to improving the provision of services related to regional economic activities.

In the early 1990s, the President of the Federative Republic of Brazil ordered the publication of Decree No. 517, of May 8, 1992, aimed at expanding the Free Trade Zone to other municipalities in the Amazon region and regulating the Free Trade Area of Macapá and Santana in the State of Amapá.

All of these processes favored entrepreneurship in the Amazon region, especially in the 1990s, when there was an increase in the production of electronic products in the Manaus Free Trade Zone and it was possible to boost the generation of jobs in the region. The micro entrepreneurs who commercialized products manufactured in the Manaus Free Trade Zone contributed decisively to the development of entrepreneurship in the region. These entrepreneurs benefited from special favorable conditions such as a tax rate differentiated from other regions in Brazil and from good credit conditions in development agencies to finance investments in their businesses.

Support and incentive programs for micro and small companies

The Statute of Micro and Small Enterprises promoted in General Law No. 123, of December 14, 2006 was recently implemented, and a differentiated legal treatment was even

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established and determined in the Federal Constitution of Brazil in 1988. The objective was to simplify administrative, tax, social security and credit obligations for micro and small companies, according to article 179 of the Economic Order chapter.

Complementary law No. 128, of December 19, 2008, creates a registration process and a special tax regime for the “individual micro entrepreneur”, which even facilitates the opening of online businesses.

General Law No. 123 of December 14, 2006 represents a major step forward for micro and small companies, insofar as it recognizes the importance of this economic segment, which comprises 99% of all Brazilian companies, almost 60% of jobs and 21% Gross Domestic Product (GDP). This law is also an opportunity for millions of entrepreneurs, who live in informality, to now be able to regularize their situation without major penalties.

To improve support for micro and small companies, promote their competitiveness and development and stimulate entrepreneurship in Brazil, the Brazilian Center for Support of Small and Medium Enterprises (CEBRAE) was created in 1972. It is an autonomous social institution of the initiative of the federal government that represents the productive forces in Brazil.

There are also other supports for micro and small companies in Brazil, such as credit lines from the National Bank for Economic and Social Development (BNDES) and the job and income generation program. In the Amazon region, financing for the implementation of new ventures is carried out through the Banco da Amazônia and the Northern Constitutional Financing Fund (FNO).

Government incentives to develop the economy in the country are quite relevant, namely from the Ministry of Development, Industry and Foreign Trade and SEBRAE to micro and small companies to export their products.

According to a GEM study (2012), the number of micro and small exporting companies in Brazil in 2011 was 11.525 thousand. Its exports amounted to US \$ 2.2 billion, which makes an average export value per company of US \$ 192.8 thousand. Generally, micro and small companies begin their internationalization process by exporting their products (HERRERA, 2010).

Exporting companies also have to do strategic planning in relation to the exchange rate, due to the fact that most international transactions are carried out in US dollars. However, when these companies take a short position in US dollars, they protect their revenues against a devaluation of the Real (VERVLOET AND GARCIA, 2010).

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According to the Constitution of the State of Amapá in article nº 107 in chapter XXIII of entrepreneurial education and access to information art. nº 38, powers are based on signing agreements with universities and research centers to support the development of the new qualified micro and small companies that are created, including the participants' duties, responsibilities and obligations.

At the federal level, there are some programs aimed at supporting micro and small companies, namely for making investments that aim at generating employment and income. The federal government, through the programs of the National Bank for Economic and Social Development (BNDES) to support Micro, Small and Medium-sized Innovative Companies, finances the investments necessary for the introduction of innovation in the market.

In relation to the globalization process, Brazil is articulating itself through the “Brasil + Competitivo” program, which was launched very recently in 2014, with the objective of mobilizing Brazilian society in relation to micro and small companies and in order to reach strategic planning until 2020. This program is an initiative to promote entrepreneurship and business competitiveness, which seeks to facilitate access to private capital in the financing of micro and small companies. It involves more than 193 entities, including financial intermediaries, consultants, auditors, associations, workers' unions, entities that promote entrepreneurship and competitiveness and media partners (ASSOCIAÇÃO INDUSTRIAL PORTUGUESA, 2014).

Methodology

This study was conducted in the State of Amapá, which is one of the twenty seven federative units in Brazil, which is inserted in the Legal Amazonia and in terms of the large Brazilian regions in the Northern Region. This region is one of the least developed regions in Brazil and is located in the far north of the country, part of the Amazon Basin and also on the border with the territories of French Guiana. Thus, the focus of this investigation is to characterize the perception of entrepreneurs in relation to the institutional dimension of the Legal Amazon in Brazil, based on the case study of the State of Amapá.

Entrepreneurs identify business opportunities where they can create value for their stakeholders through the realization of future ventures. The relationship of their characteristics as entrepreneurs with the entrepreneurial intention depends largely on the education they had for business (ARDICHVILI, CARDOZO, & RAY, 2003; BAE, QIAN, MIAO, & FIET, 2014).

For the public administration to institute certain procedures at the investment level, it is essential that it has detailed planning and involves the entire administrative process to

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formalize its social responsibility according to business needs. Public management, through projects for development and economic growth aimed at achieving the growth target to develop public service, can thus strengthen the projects of companies by collaborating on investments and financing. Thus, contributing to the development of the region and better enabling the growth process in order to establish compliance with social responsibility in partnership with private institutions. (FLIGSTEIN, (2001); LAWRENCE (1999); LEVY, & SCULLY (2007); LOUNSBURY & CRUMLEY (2007); MEYER, & ROWAN,

The research model

According to Saunders, Lewis and Thornhill (2009), in the process of production and development of knowledge there are two alternative routes, positivism and phenomenology. The research model is based on the realization of a questionnaire applied to a sample of entrepreneurs in the State of Amapá, namely, micro and small entrepreneurs in the capital Macapá.

The characterization of entrepreneurial dynamics in the Amazon and the literature review materialize the exploratory purpose of the study, serve as a basis for the elaboration of the questionnaire, help guide the study and determine the type of results that are obtained.

In terms of the research strategy, we have, on the one hand, the survey or survey based on the realization of a questionnaire and, on the other hand, the case study, since it is an application to the context of entrepreneurs in the State of Amapá in the Amazon. , namely, in its capital Macapá.

Robson (1993) defines case study as the detailed development and in-depth knowledge of a given case or a number of related cases. This strategy is of particular interest when it is intended to have a great understanding of the context of the object of study, in this specific case of entrepreneurs in the Legal Amazon.

According to Yin (1994), there are four types of case studies, taking into account whether we have to choose single-case or multiple-case designs and depending on the type of units of analysis, ie, whether it consists of an analysis unit single or by multiple units of analysis.

Sample selection

According to Hill and Hill (2012), we must choose a representative sample of the Universe under study, using formal sampling methods to collect data from each of the cases in this Universe, considering the time and resources available. According to Yin (1994), the case study can only be generalized to theoretical propositions. This assumes that the use of

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samples in the case study allows analytical generalization of theoretical assumptions, but does not allow for inference or statistical generalization for populations and universes.

In a convenience sample, the elements are chosen for convenience or ease. An example of this type of sampling is the case where a certain group of people is invited to answer a questionnaire. For this purpose, the individuals in our sample were selected based on their availability rather than randomly from the entire target population. As a result, the extent to which the sample is representative of the target population is not known.

From what was previously mentioned, it becomes evident that the purpose of this study in relation to heuristics is to explore the question of sampling convenience and the use of intact groups in some detail and to introduce a set of conditions and criteria that can be applied to most research work in the field (FARROKHI & MAHMOUDI-HAMIDABAD, 2012).

In this study, we also opted to use a convenience sample in which the sampling base concerns a universe of 9972 entrepreneurs from the State of Amapá, according to the Brazilian Federal Revenue Registry. An insufficient sample size can lead to erroneous results and incorrect conclusions. The accuracy of the results and the statistical analysis depends on the sample size, Mendenhall and Sincich cited by McStay (2008, p. 89).

Researchers generally work with a 95% accuracy level, which means that if 100 choices are made in a population, 95 represent the characteristics of the population. Saunders et al. (2009) presents a guide to indicate the sample size to an accuracy level of 95%, considering different population dimensions between 50 and 10 000 000 and different margins of error (5%, 3%, 2% and 1%) .

In this case, for a margin of error of 5% and for a population of 10,000 elements, similar to ours, it would be necessary to consider a sample of 370 elements. We could also use the following formula, which is widely used to determine the minimum size of random samples:

$$n \geq \frac{N}{Nd^2 + 1}$$

Where, N is the population size; d is the margin of error considered; and n is the minimum sample size.

In our case, considering our population of 9972 elements and a margin of error of 5%, we have a minimum sample size of:

$$n \geq 9972 / (9972 \times [0,05]^2 + 1) = 384,57 \cong 385$$

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Taking these results into account, we ended up considering a sample of 400 elements, which corresponds to approximately 4% of the population considered for the sampling base.

The orientation of sampling techniques should be based on the attributes, attitudes and behaviors of individuals (CRESWELL, SHOPE, PLANO CLARK & GREEN, 2006). The treatment of the business activity sectors comprises micro and small entrepreneurs in full commercial activity who are faced with career decisions and with the change that the market offers. Therefore, the sample can be considered as representative of the population of interest.

According to Hill and Hill (2012), according to the research methodology for data collection by questionnaire, special attention should be paid to situations in which the questionnaire is developed in a different universe from the one to which it will be applied. This is the case of this study, since the questionnaire developed was based on the questionnaire previously developed at the Department of Business Organization and Marketing and Market Research at the University of Valladolid in Spain, within the scope of the work of the Tordesillas Group.

Methodological procedures

The response rate was quite high, as of the 400 questionnaires distributed and entrepreneurs found, only 30 did not answer. Therefore, 370 questionnaires were answered, which makes a response rate of 92.5%. This number of valid questionnaires, despite being lower than the 385 obtained as a minimum sample size, can be considered sufficient to guarantee the representativeness of the study.

Once the questionnaire was applied and the response rate was evaluated, the questions were coded and the information was prepared to perform the statistical analysis of the data. As most of the variables considered in the questionnaire are multiple choice or scale of attitudes, ie, dichotomous or categorical and the purpose of the study is mainly descriptive, a descriptive statistical analysis was carried out in which the central tendency and the distribution of dispersion are met. For this purpose, the SPSS 22.0 software was used.

The state's commitment to supporting entrepreneurs is mixed. While state financing for business development lags behind other economic development activities, many states have created programs or policies that have a positive impact on entrepreneurs (VILLARREAL, 2010).

Table 1 reveals that the degree of knowledge related to the variable “federal and state laws promote access to entrepreneurship in the State of Amapá”, the contact with the legislation to improve the entrepreneurial activity and its commitment to continue, constantly, in order to expand the The small business segment is largely based on experience, but in the

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frequency of 54 entrepreneurs with 14.6% (strongly disagree), 109 entrepreneurs with the percentage of 29.5% (strongly agree) are evidenced. In this variable, there was a difference of 14.9% more respondents who fully agreed. It means that the entrepreneurs related to this variable responded positively.

Table 1

Federal and state laws promote access to entrepreneurship in the State of Amapá					
		Frequency	Percent	Percent Validated	Percent Accumulated
Validated	Strongly disagree	54	14.6	14.6	14.6
	I disagree	38	10.3	10.3	24.9
	Slightly disagree	40	10.8	10.8	35.7
	Neither disagree nor agree	61	16.5	16.5	52.2
	A little bit of agreement	41	11.1	11.1	63.2
	I agree	27	7.3	7.3	70.5
	Strongly agree	109	29.5	29.5	100.0
	Total	370	100.0	100.0	

Source: Survey results

In regional terms, table 2 shows the proportions, giving elements for the dimensioning of policies and programs, indicating in relation to the perception in the variable “the federal and state programs to promote entrepreneurship are adapted to the characteristics and needs of the Amazon region”, the the frequency of 61 entrepreneurs corresponded to 16.5% of responses (slightly disagree) and in the frequency of 76 entrepreneurs the percentage of 20.5% was obtained (neither disagree nor agree). The percentage of 4% more in this last answer is emphasized (neither disagree nor agree), which reveals the greatest doubt regarding the variable, when the question is related to federal and state programs. This doubt reveals the insecurity on the part of the entrepreneurs of the State of Amapá.

Table 2

Federal and state programs to promote entrepreneurship are adapted to the characteristics and needs of the Amazon region					
		Frequency	Percent	Percentage Validated	Percent Accumulated
Validated	Strongly disagree	47	12.7	12.7	12.7
	I disagree	39	10.5	10.5	23.2
	Slightly disagree	61	16.5	16.5	39.7
	Neither disagree nor agree	76	20.5	20.5	60.3
	A little bit of agreement	59	15.9	15.9	76.2
	I agree	38	10.3	10.3	86.5
	Strongly agree	50	13.5	13.5	100.0
	Total	370	100.0	100.0	

Source: Survey results

Table 3 shows that at the regional level there is a shyness related to the variable “The financial resources available for entrepreneurship in the creation of new businesses are

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sufficient and easily accessible” shows that the contacts through financial resources in the entrepreneurial activity, the respondents were quite distributed in relation to the answers, the frequency of 59 entrepreneurs corresponded to 15.9% (strongly disagree) and 47 entrepreneurs obtained the percentage of 12.7% (strongly agree). However, in this variable the result obtained corresponded to 3.2% more than entrepreneurs who completely disagreed. It means that public or private institutions have insufficient access to financial resources.

Table 3

The financial resources available for entrepreneurship to create new businesses are sufficient and easily accessible					
		Frequency	Percent	Percentage Validated	Accumulated Percentage
Validated	Strongly disagree	59	15.9	15.9	15.9
	I disagree	44	11.9	11.9	27.8
	Slightly disagree	56	15.1	15.1	43.0
	Neither disagree nor agree	77	20.8	20.8	63.8
	A little bit of agreement	53	14.3	14.3	78.1
	I agree	34	9.2	9.2	87.3
	Strongly agree	47	12.7	12.7	100.0
	Total	370	100.0	100.0	

Source: Survey results

Tables 2 and 3 show, between the two most important variables, that the responding entrepreneurs are identified in a proportion of very close responses, most of the responses evidenced in particular the characteristic of doubt related to the main variables, which, in Table 2, corresponded to 16.5 % (neither disagree nor agree) and, in table 3, the percentage was even higher, corresponding to 20.5% (neither disagree nor agree). Table 4 shows that entrepreneurs in the variable “the information that is provided to entrepreneurs in a complete way are easily accessible” also had the greatest doubt in relation to the previous ones, with a percentage of 18.4% of respondents. It means that most entrepreneurs responded to the three variables of great relevance to an entrepreneurial attitude,

Table 4

The information that is provided to entrepreneurs in a complete way is easily accessible					
		Frequency	Percent	Percentage Validated	Accumulated Percentage
Validated	Strongly disagree	49	13.2	13.2	13.2
	I disagree	42	11.4	11.4	24.6
	Slightly disagree	67	18.1	18.1	42.7
	Neither disagree nor agree	68	18.4	18.4	61.1
	A little bit of agreement	62	16.8	16.8	77.8
	I agree	40	10.8	10.8	88.6
	Strongly agree	42	11.4	11.4	100.0
	Total	370	100.0	100.0	

Source: Survey results

Discussion and Conclusion

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Organizations are always vulnerable to new responsibilities, in greater depth, the main challenges are faced by entrepreneurs in institutional dimensions, so when entrepreneurs have little precedence in their actions, a stable solution would be to keep the organization in connection with the institutions that may offer some clarifications that companies need. However, recent studies reveal a lot of diversity from this perspective.

In this essay, the institutional dimension in entrepreneurial activity in the Amazon region, in the context of conceptualized and consulted literatures with the aim of objectives, ensuring approaches in different literatures, in this context, determines a strong link to the title of this article that would be the great alternative for institutional researchers.

In the results of this investigation, we found, according to the survey data in Tables 2 and 3, that among the two most important variables, the responding entrepreneurs are identified in a very close proportion of responses, most of the responses showed characteristics of doubts related to the main variables that, in table 2, corresponded to 16.5% of responses (neither disagree nor agree) and in table 3 the percentage was even higher and that corresponded to 20.5% (neither disagree nor agree). Table 4 also shows that entrepreneurs in the variable “the information that is provided to entrepreneurs in a complete way are easily accessible” had the greatest doubt in relation to the previous ones, having obtained the percentage of 18.4% of respondents .

In the aspect of economic growth, countries have developed through support from public management, with seriousness in the entire growth process so that the country is not affected by the poor financial positioning of the market in other world nations, given that the global financial crisis experienced in the last decade has aggravated many problems that have existed for some time.

In the case of Brazil, which is part of the ten countries with the highest Gross Domestic Product (GDP) worldwide that make up the financial market, the measures taken have repercussions, the market will feel the positive or negative effects.

Finally, there is still much to improve in the public service, such as giving special attention to its main economic development actors, who are entrepreneurs, who are today fundamental agents for economic growth. At the same time, most managers do not have the necessary knowledge to acquire or access resources and maintain the growth of their company. On the part of the government, there are no qualified agents to identify the essential needs of the entrepreneurs. However, in order to grow and improve development, it is necessary to make new investments, in which case it understands that the public institution

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should facilitate new adhesions for entrepreneurs, according to studies show that the highest percentage of entrepreneurs in activities are in the Amazon region.

This research showed through the literature and the analyzed data that there is still a lot to study, but it was also realized that more investment should be invested in this research niche so that managers are guided by the scientific world and not only by the political world. On the other hand, I hope that other researchers will ensure the continuity of this research that is so relevant when data from the Amazon region are analyzed with the aim of entrepreneurial knowledge because entrepreneurs fundamentally need information to be able to grow steadily and compete at the regional, national and international level because the Brazil is a great power in the entrepreneurship process.

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