

Micro Enterprise Productivity Through Clusters: An Approach Based on Competencies and Emotional Intelligence

Mario A. Fernández Solís

Universidad Estatal de Milagro

Abstract

This research work focused on the microenterprise sector and its importance in the economy of cantons. Despite its relevance, there is a lack of studies on microentrepreneurs as individuals, especially regarding their competencies, skills, and, in particular, the extent to which they apply emotional intelligence—a crucial factor for their sustainable productive development and personal growth. The objective of this project is to delve into this topic in order to support and guide micro-entrepreneurs by proposing alternatives that enhance their performance and quality of life, while ensuring their growth and sustainability. Consequently, to achieve an efficient methodological development, descriptive and inferential statistics were employed with a mixed research approach using statistically recognized models. Surveys, interviews, on-site observations, and analysis of successful cases executed in other regions were conducted. The results aim to adapt cluster, competency, and emotional intelligence models to create more suitable clusters for the local environment, which will be regulated and supported by the conditions established in the Ecuadorian Popular and Solidarity Economy.

Keywords: economy, entrepreneurs, skills; sustainability, personal growth