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**SMART WORK AND
TECHNOLOGICAL
SKILLS, IN USE TO
GENERATE SELF-
EMPLOYMENT**

Maria del Carmen Garcia Garcia

Student of the Accounting Research Institute
ORCID: 0000-0002-0268-945X

Dirce Alethia Garcia Garcia

Student of the Accounting Research Institute
ORCID: 0000-0002-0278-7092

Gerardo Eduardo León Hernandez

Student of the Accounting Research Institute
ORCID: 0000-0002-2732-254X

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Abstract: The objective of this research is to determine alternatives to manage self-employment in the face of the economic effects of the COVID-19 Pandemic. This is a research with a quantitative approach that applied an online questionnaire as an information gathering tool to determine the main effects of the Pandemic on the loss of economic security of the 293 people who responded to the request for information. With the processing of the data, the results were obtained that a very high percentage lost their jobs when economic activities were suspended and another one closed their source of income and now they find themselves with scarce resources, so they hope to change their situation by applying to the autonomously since the conditions of the economic activity still do not allow venturing to install a permanent establishment.

Keywords: Technological skills, economic crisis, smart work, employment.

INTRODUCTION

The effects of the health emergency have transcended the world, thus in Latin America we find appreciations regarding "...with the irruption of the Coronavirus pandemic, personal and collective efforts have had to be reoriented in favor of the protection of life and its care. This way, Chile has joined a fight of global scope and that has returned humanity to times that, although they knew they had not been overcome, at least they thought they could be better controlled with the progress of science and technology. medicine." Ruiz and Caviedes (2020, p.37), going so far as to compare its effect to that of mortality in a modern war conflict, where

"...the mitigation or amplification of such damage affects the attitude and actions of governments, as well as the strength of the link between State and society. (...) The sudden stoppage of industries, businesses and services, the bankruptcy of supply stocks, the neutralization of consumption

and the contraction of monetary liquidity have generated an impact that has deeply pierced the business fabric and jobs, anticipating what is to come. He hopes it will be a new and great economic crisis." Ruiz and Caviedes (2020, p. 37),

An appreciation that somehow coincides with the saying of the OECD (Gurría, 2020) "The pandemic brings with it the third and greatest economic, financial and social crisis of the 21st century after 9/11 and the global financial crisis of 2008. The The impact of its shock is twofold: on the one hand, a slowdown in production in the affected countries, which in turn hits the supply chains of the world economy, (...) and, a pronounced contraction in consumption and the collapse of the trust. The strict measures that are being applied are essential to contain the advance of the virus, (...) they are pushing our economies towards an unprecedented paralysis from which they will not come out easily or automatically."

Likewise, the projections of the International Monetary Fund (IMF), the World Bank and other international organizations, to the unemployment figures, must be added with appreciations of "greater precariousness if one takes into account that it is not only about the number of jobs (that is, unemployment and underemployment), but also of its quality (read wages and access to social protection) and effects on more vulnerable groups." Ruiz and Caviedes (2020, p. 38). In Mexico we have that "Of the 4.9 million micro, small and medium-sized establishments, it is estimated that 3.9 million (79.19%) survived, and just over a million (20.81%) closed their doors permanently. (INEGI, 2021). Hence, the objective of this research is to determine alternatives to manage self-employment in the face of the economic effects of the COVID-19 Pandemic. Well, it turns out that, without employment, the population's income decreased, and self-employment, inadequate employment, unemployment and, thus,

poverty. Indeed, it grew from around 22% in 2016 to just over thirty% in 2020. With poverty, social phenomena of stress, tension, conflict, social apathy, anomie, violence and increased delinquency. (2020)

METHOD DESCRIPTION

As quantitative research, which seeks to reduce a problem, According to (Hernández, Fernández, & Baptista, 2014, p. 198) Collecting data implies gathering data for a specific purpose, so it was decided to apply a brief survey as an instrument, through questions included in an online questionnaire. For this purpose, Google Forms were used, which are a useful tool in these times when a survey cannot be carried out by going through sample spaces. The questionnaire consists of six questions. To achieve participation, colleagues from different states of the republic were used to approach some businessmen and people who had had a job before the pandemic. Upon obtaining their E-mails, we sent them the link to access the survey forms and this way the study was carried out, highlighting the willingness to answer the questions honestly, knowing that it is an academic purpose. The surveys were answered by MSME entrepreneurs

RESULTS

470 requests were distributed to employers and employees whose E-mails could be obtained, so that they could answer the questionnaire that was online; The pandemic took almost the entire population by surprise, so the following questions related to this event that interrupted all activities that were taking place were decided. The surveys obtained came from various parts of the national territory, reflecting as observed in:

Table 1 Distribution of surveys received			
Acapulco	7	Juchitan	3
Cancún	11	Macuspana	9
Cd Calvillo	4	Mazatlan	4
Cd Juárez	6	Oaxaca de Juarez	12
CD MX	49	Puebla Pue	32
Cd Victoria	3	Teziutlán	28
Chiapa de Corzo	3	Tuxtla Gutiérrez	4
Chilpancingo	3	Veracruz	65
Culiacan	8	Villahermosa	15
Gomez Palacios	2	Xalapa	25
Total	96		197

At the beginning of the pandemic, you carried out some activity. When processing the information, it is found that, of 293 surveys received, the first question gave the results of 226 entrepreneurs, 78.15%, 42 were employees, 14.33%, and 25 did not have formal employment, which is 7.52%.

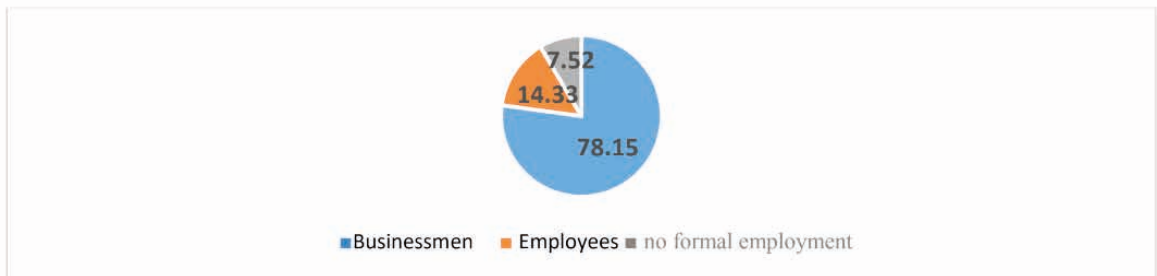


Table 1 Activity carried out before the COVID-19 Pandemic.

Question two asked if the workplace was a permanent establishment, a fixed space or an itinerant business. This was the result, 267 in a well-established establishment, being 91.13%; 21 mention that their business was

not a well-established place, but located at a fixed point every day, they are 7.17% and 5 that their employment was not a single place, but itinerant, 1.70%.

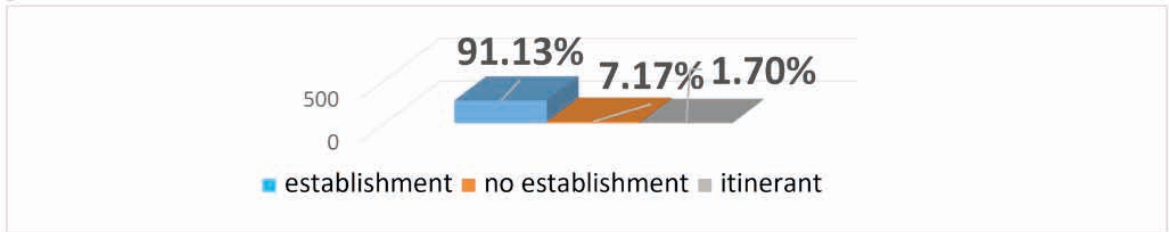


Table 2 Permanent establishment or other.

In the data processing, interesting data was found such as the duration of the companies in the business market, 118 companies had been providing the service to society for more than 10 years, which represents 40.34%, 108 companies had between 9 and 5 years in the market is equivalent to 36.86%, while the

companies that had a duration of 0 to 4 years were 67, being 22.80%, this demonstrates the impact of the COVID-19 Pandemic on companies that for a decade or more had been able to remain in business. operations and due to the government's decision to suspend economic activities, led them to have to close.

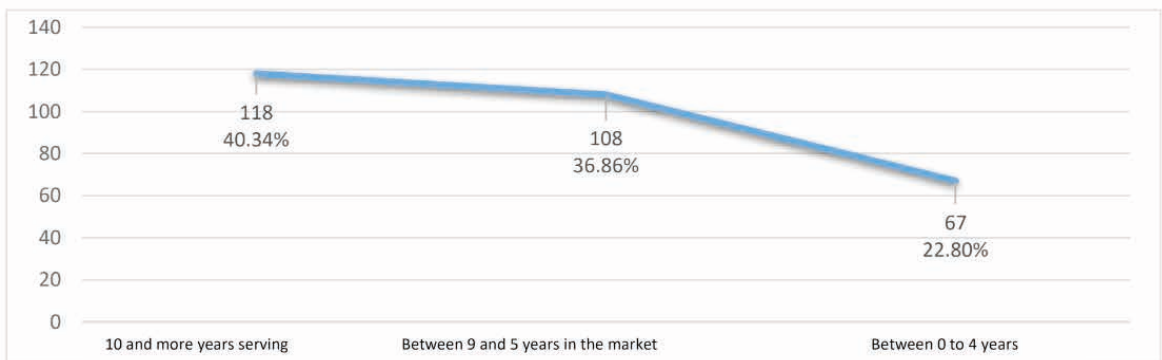


Table 3: Age of the company or business

The next thing that was questioned is how they have been able to maintain themselves after closing their companies or being unemployed and the information obtained was, 33 with their own resources, which is 11.27%, 221 through debt, being 75.42% and

39 others represent 13.31% and they specified that they sold household items, which were considered not so necessary.

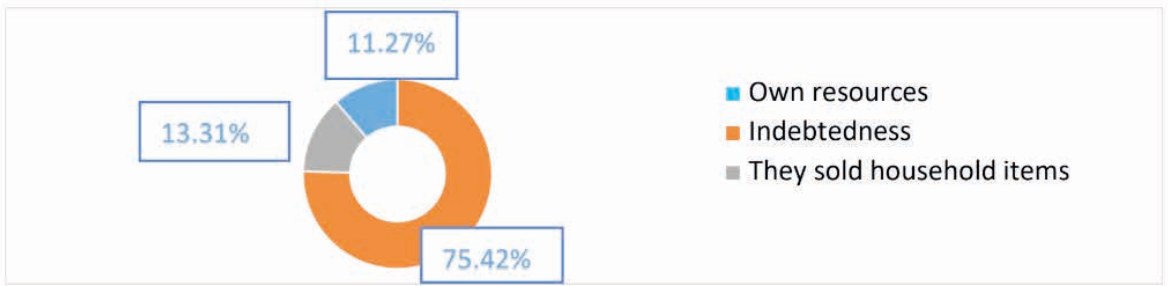


Table 4: Way of solving your personal and/or family maintenance.

After the previous answers, they asked what their knowledge could be to find a job in the short term, given the urgent need to have resources to cover their basic expenses. To which, in the gathering of the information,

it is found that 139 have a basic level of studies (primary and/or secondary), 123 have a high school and 31 have a degree in the administrative area.

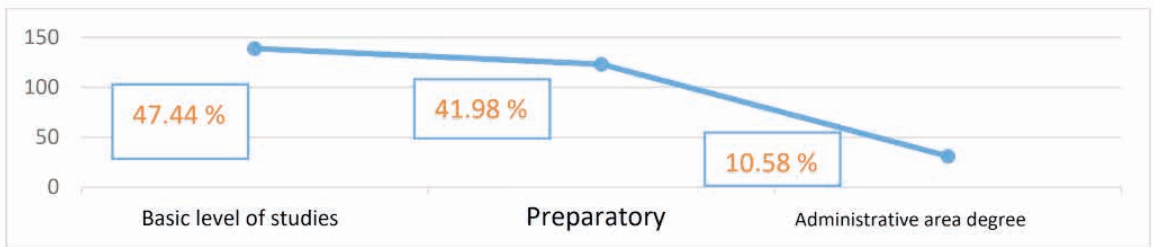


Table 5 Knowledge level

The last questioning gave the option to choose all those skills that he used and knew how to apply; in the processing of information, it indicates that: cybersecurity only 3 expressed knowing some measures; in web page design 2 commented that they had

tried to create their page; Regarding the use of the apps, 180 mention to manage the apps; 235 indicated that they dominate Excel, Word and Power point programs and 262 indicated that they dominate social networks, especially Facebook.

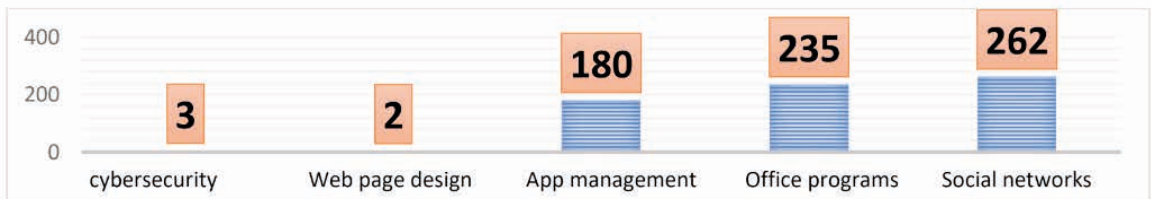


Table 6 Mastery technological skills

FINAL COMMENTS

The closure of companies has been a consequence of the public policy of isolation at home for the population, in order to prevent the spread of the SARS Cova 2 virus and it was reflected in the survey that the companies that closed represent almost 80% of the that they were between + 10 and 5 years old; Surely their staff already had seniority and the provision of medical care, and a secure income, situations that they lost when they closed. Any support can be good, but this process is observable, on the one hand, the scarce presence of the Government as an actor in management proposals for subsistence through self-employment or entrepreneurship and, on the other, the presence, in electronic media, of academic institutions and local and international civil society organizations, providing situational analysis and recommendations. Thus, in the reference of the Secretary of Labor and Social Welfare, an Employment Support program is presented and particularly the Self-Employment Promotion subprogram, whose description states: "The Self-Employment Promotion (FA) is a subprogram whose objective is to support with the delivery of furniture, machinery, equipment and/or tools to job seekers who wish to carry out an activity on their own account and who, even having experience, are unable to find a job." (Gob. Mx, 2020) subprogram whose origin and operation is based on the bases and manual of 2014.

On the other hand, the current conditions with the persistence of the presence of the pandemic and maintaining sanitary isolation makes it difficult to think of creating businesses with a permanent establishment, which leaves the option of employing or self-employing through intelligent work, (Pardo, 2017) points out that it is a new work model that uses new technologies and the development

of existing technologies to manage both the performance and the satisfaction obtained from employment, affirms that it is a more profitable way of working and depends the use of technology to carry it out. However, in Mexico there is a lack of technological skills that are required to perform efficiently in an intelligent job, however, when the sample of this research was surveyed, they affirmed that of the indicated skills, social networks, Office programs and apps dominate. Abilities are also taken as synonymous with competence, training, qualification, talent, aptitude, expertise, skill. (Gontero & Albornoz, 2019)

From the academic and social analyzes and proposals, the concern for a necessary personal reinvention is recovered, where technology has an important participation, as Letts, quoted in Management, points out, "The pandemic has accelerated a digital transformation, a term of inexhaustible redefinition and reapproach. A good part of the continuity will have to do with the digital communities that can be formed in these forced confinement and digitization stations" (Gestión, 2020). Among the options that he himself observes are: remote social assistance, optimization of spaces, redesigning environments to accommodate teleworking or remote education or education and entertainment. In any case, anyone who finds the persistence and perseverance essential to achieve self-employment in their soft skills must seek to develop recurring technological skills and intelligent equipment, both, to reinvent themselves.

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APPENDIX

RESEARCH SURVEY

RESEARCH ACADEMY OF PROSECUTOR

INDIVIDUAL EFFECTS IN COMPANY OR EMPLOYMENT DUE TO COVID-19 IN MEXICO

*Mandatory

E-mail address *

Your E-mail address

What is the name of the place where you live? *

Your answer

Age *

Between 14 and 25 years

Between 26 and 40 years

Between 41 and 50 years

Between 51 and 60 years

more than sixty years

Which of the activities did you do before the pandemic? *

Businessman

Employee

no formal employment

What was your workplace? *

Permanent establishment

No fixed establishment

Itinerant

How many years of life did the business have in the market? *

more than ten years

Between 9 and 5 years

Between 4 and 0 years

Ways to cover your personal and family expenses after the companies closed

Own resources

Indebtedness

They sold household items

Clear selection

Level of knowledge to access a job *

Basic level of studies

Preparatory

Administrative area degree

Mandatory

Choose the technological skills you use and apply when processing information *

cyber security

Website design

App management

Office programs

Social networks

Other:

Option 1

Clear selection

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