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DETERMINANTS OF THE OFFER OF ENTREPRENEURS IN ILHÉUS AND ITABUNA

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SUMMARY

This study analyzes the contribution of the determinants of the supply of entrepreneurs to the flourishing of entrepreneurship in Ilhéus and Itabuna. The series of information gathered about the two municipalities in question, allowed an exploratory analysis of their socioeconomic reality, in the light of the Eclectic Theory of Entrepreneurship, which points out a set of social and economic factors, allied to the issue of public policies, such as the determinants of entrepreneurial activity. Complementarily an analysis to correlate socioeconomic factors with the rate of entrepreneurship, confirmed high intensity, that is, adhering to the Theory, which leads to infer that entrepreneurship in Ilhéus and Itabuna, in the period under study, was strongly influenced by this set of factors.

Key words: Entrepreneurship; Determinants; Socioeconomic factors

JEL: 04, L26, C81

1. INTRODUCTION

Entrepreneurship is today considered a global phenomenon, given its strength and growth, in international relations and professional training. It is generally assumed that entrepreneurship is always and anywhere, associated with economic progress, although absent from the vast majority of economic models.

Currently, to stand out in an increasingly competitive market, it is necessary to have an entrepreneurial profile that promotes behavior change and economic development, using creativity as the main attribute. This new professional must have the ability to innovate continuously, bringing ideas, which revolutionize the way of managing decisions and, above all, promote the success of the organization.

Consequently, few studies have looked at the reasons that influence the supply of entrepreneurs, such as social and economic issues, public policies, among others. On the other hand, the Eclectic Theory of Entrepreneurship points out several determinants, including factors related to

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potential entrepreneurs, to firms and the characteristics of the regional economy, which, together with public policies, are factors that directly and indirectly influence the tendency to undertake.

However, at the beginning of the 21st century, it is observed that the global economic crises have brought numerous losses to the traditional sectors of the southern Bahian economy, especially to the municipalities of Ilhéus and Itabuna, which have been plagued by a serious crisis in the recent past, where they saw the its main export product, cocoa, to lose space on the world market and to be practically wiped out by the "Witch's Broom"[3].

In this sense, this study aims to understand the contribution of the determinants of the supply of entrepreneurs to the promotion of entrepreneurship in Ilhéus and Itabuna. More specifically, it seeks to analyze the determinants of the supply of entrepreneurs in Ilhéus and Itabuna, in the light of the Eclectic Theory of Entrepreneurship and describe the behavior of some socioeconomic variables in the two cities in question.

The present study is of an empirical type, using a theoretical framework to guide it. It is also characterized as an exploratory-descriptive study, as it allows increasing the investigator's understanding of the problem, as well as clarifying and modifying concepts and ideas.

Methodologically, a descriptive analysis was developed and, in addition, Pearson's correlation analysis was also applied, seeking to ascertain the association between socioeconomic variables and the rate of entrepreneurs, as these variables are identified by the Eclectic Theory as the determinants of the offer of entrepreneurs. in a given region or country. In this sense, a series of social and economic information were collected about the cities of Ilhéus and Itabuna, in order to measure their influence on the levels of entrepreneurship in both cities. The data cover the period from 1991 to 2010, due to the lack of more disaggregated information about the municipalities for other periods, and were collected from the databases of the Demographic Census of the Brazilian Institute of Geography and Statistics (IBGE)[4], Superintendence of Socioeconomic Studies of Bahia (SEI, 2011) and of the Human Development Atlas of the United Nations Development Program (UNDP, 2013).

Thus, the first section presents the problems and methodological aspects of the research. The second section presents a review of the literature that deals with entrepreneurship, more specifically on the Eclectic Theory of Entrepreneurship. The fourth section deals with the results of the research, the dimension of entrepreneurship, in view of the socioeconomic reality of the

[3] Conforme Martins (2007) seu nome científico é Crinipellis Peniciosa, uma moléstia que atacou os cacauais, e a partir do fim da década 1980 causou sérios problemas sociais e econômicos para a região do cacau. Sobre este assunto, ver também Santos M. (2010), Rocha (2011).

[4] As informações foram obtidas no banco de dados **Sistema IBGE de Recuperação Automática** (SIDRA) do IBGE, disponíveis em: http://www.sidra.ibge.gv.br/cd/cd2010Serie.asp?o=2&i=P. Acesso em: jun./2017.

municipalities of Ilhéus and Itabuna. Finally, the main conclusions of the study are presented, in addition to the references used and annexes I and II.

2 LITERATURE REVIEW

2.1 Eclectic Theory of Entrepreneurship

Verheul et al. (2001), the authors who created this proposition, point out that this is a theory that promotes broad reflection on entrepreneurship and is based on an analytical model, built specifically to understand and compare the levels of entrepreneurship in different nations. In the development of the theory, important factors were incorporated, such as: economic, cultural and social, transforming it into a multidimensional study. In addition to studying the determinants of entrepreneurship considering the micro, meso and macro levels. At the micro level, the decision-making processes and reasons that lead an individual to become autonomous are highlighted. At the meso level it focuses on the specificities of the market that determine entrepreneurship, as a possible opportunity for financial gain and the macro level encompasses aspects of the two previous levels,

According to Souza et al. (2011) Eclectic Theory uses economic language to distinguish the various determinants of entrepreneurship between demand and supply. On the demand side it creates opportunities for entrepreneurs, while on the supply side it generates potential entrepreneurs, who can act when faced with opportunities. Thus, this is a theory that provides an integrated eclectic framework, based on the different strands of the literature, to create a better understanding of the role that entrepreneurship plays in different countries and time periods, based on an analysis model that focuses not only at the level of the country of analysis, but it is also linked to the level of each of the professional choices. Therefore, the analysis is not limited to economics, but is also based on ideas from psychology and sociology.

In the conception of the theoretical model (figure 1), Verheul et al. (2001) differentiate between the supply side, perspective of the labor market and demand, market capacity, for entrepreneurship and, above all, a distinction between the current level of entrepreneurship and the level of equilibrium, long-term rate, determined by the state of economic development, technology, creativity and market structure.

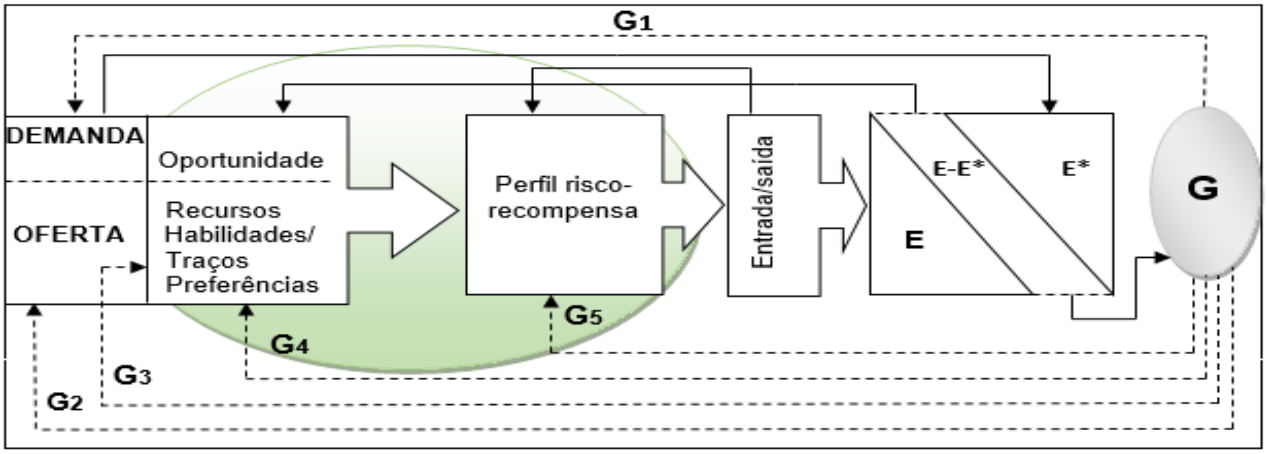


Figure 1: Theoretical model: determinants of entrepreneurship.
Source: Adapted from Verheul et al. (2001, p 08).

According to the authors, in this model, the various factors are interrelated andare understood as: (E) = current rate of entrepreneurship, where macro and micro elements are present that influence both demand and supply. On the demand side, entrepreneurial opportunities are created, provided by the market in the demand for goods and services. On the supply side, it generates potential entrepreneurs who can take advantage of opportunities, provided they have the resources, skills and preferences to do so. In addition, personality characteristics need to be in line with the spirit of entrepreneurial opportunity (VERHEUL et al., 2001; VIEIRA, 2008).

However, the (E *) = "optimal" equilibrium rate, can be seen as a long-term equilibrium, resulting from the demand rate caused by external forces, such as technological development, evolution and changes in the market structure, among other factors that positively interfere to balance the supply and demand for entrepreneurs. The (EE *) = "imbalance" rate of entrepreneurship is caused by the discrepancy between the rates of entrepreneurship, current and optimal, given the excess or lack of entrepreneurial opportunities, causing entrepreneurs to enter and exit respectively. These imbalances can be restored, through market forces or government intervention. However, the authors stress, in order to intervene in the national economy it is important that the government is prepared or willing to perceive a deviation from the "optimal" rate of entrepreneurship. In addition, regardless of the magnitude of the ideal rate, the government will have its own ideas about the desirable level of entrepreneurship (VERHEUL et al., 2001; STOREY, 1994; SOUZA et al., 2011).

And allied to all these aspects, there are public policies. The (G1) = deregulation policy, refers to government actions that are able to order the processes of entry, privatization or collectivization of the many utilities that influence the opportunities, to start a business. It is the only one that occurs on the demand side. (G2) = immigration policy, which, although to a small extent, influences the future of the offer and characteristics of the entrepreneurs. It is a type of policy that acts on the composition and dispersion of the population. So, like all of the following, it

occurs on the supply side. A (G3) = education policy, aims to influence the availability of resources, skills and knowledge of individuals, through consultancy or advice. In the case of (G4) = cultural policy, it acts to influence the preferences of individuals, their values and attitudes, through education and the media. And finally, (G5) = fiscal policy, represents government action that focuses on the decision-making process of individuals, directly influencing the risk-reward profile of entrepreneurship, through tax incentives, subsidies, in addition to regulation the labor market and the creation of legislation that generates opportunities for entrepreneurial action (VERHEUL et al., 2001; VIEIRA, 2008; SOUZA et al., 2011).

Still, in relation to government intervention, the authors argue that government policies can be directed both on the entry side of entrepreneurship, that is, labor, finance, information, or the exit side of entrepreneurship, that is , sales opportunities. Along with these inflows and outflows, the government can create the conditions for business activity or combat its harmful effects. In addition, policies can be generic, and target the economy as a whole, or specific, targeted specifically at entrepreneurship (VERHEUL et al., 2001; STOREY, 1994; GEM, 2013; ZINGA, 2007).

Thus, Verheul et al. (2001) highlight that considering that business decisions are made on an individual level, the supply and demand factors refer to a higher level of aggregation of entrepreneurial activity. Supply and demand create the conditions for an individual business decision. On the demand side, it creates business opportunities through the market search for goods and services, considering that the offer offers potential entrepreneurs, who can act according to the opportunities. Therefore, according to the authors, the demand for entrepreneurship is determined by a combination of factors, including the stage of economic development, globalization and the stage of technological development.[5]. These factors influence the industrial structure and the diversity of market demand, leveraging opportunities for entrepreneurship. However, the supply of the entrepreneurial spirit is determined by the size and composition of the population, including age structure, population density and urbanization rate, the number of immigrants and the proportion of women in the population or in the labor market, in addition to policies public, which play a major role in determining the rate of entrepreneurship in a country or region, all of these factors will be analyzed later (VERHEUL et al., 2001).

3 METHODOLOGY

[5] Mais detalhes sobre a influência desses fatores sobre a demanda de empreendedores, favor consultar Verheul et al. (2001), pois estes não serão tradados neste estudo. O foco desta pesquisa será o lado da oferta de empreendedores, porque é onde concentra a maioria das políticas públicas.

Determinantes da Oferta de Empreendedores em Ilhéus e Itabuna.

This research was prepared to understand the contribution of the determinants of the supply of entrepreneurs as promoters of entrepreneurship in the cities of Ilhéus and Itabuna. In order to achieve the proposed objectives, we sought to analyze the variables defended by Eclectic Theory as determinants of entrepreneurship. Therefore, this is an exploratory study, with documentary research and secondary data collection, with the purpose of verifying the determinant aspects of the offer of entrepreneurs.

In this sense, a data collection was carried out, originating from IBGE, SEI, IPEA, UNDP and other official statistical sources, which allowed to gather enough information to produce descriptive statistics, as well as to apply the correlation test, which allowed the measurement of variables listed by Eclectic Theory, Chart 1, for Ilhéus and Itabuna.

(To be continued)

Determining variables of the Entrepreneurship offer	Definition
Population growth	For Verheul et al. (2001) the countries that feature the rapid expansion of the population and the workforce are likely to have an increasing share of independent professionals (SANTOS; SOUZA; FIGUEREDO, 2013).
Population density and urbanization rate	High population density in urban regions can be an important reason for the existence of small businesses and the driving factor for new businesses. So too, as research centers and universities, often located in urban areas, can offer training for the workforce and access to processes and / or products. In addition, the creation of companies in a given area is likely to attract other companies, attract new entrepreneurs (VERHEUL et al., 2001; SOUZA et al., 2011).
Population age structure	The age structure of the population can have a direct and indirect impact on the level of entrepreneurship. The direct effect implies that people of a certain age are sometimes considered to be more likely to start a business. People usually start a business when they are between 25 and 40 years old. Indirectly, the age structure influences the level of entrepreneurship through different intermediate factors, such as psychological and social characteristics of the entrepreneur, financial resources, behavior and networks or contacts (VERHEUL et al., 2001; VIEIRA, 2008; GEM, 2013).
Immigration	Indirectly, immigration has consequences for population growth and the age structure of the resident population, because immigrant families usually have more children and a lower average age. In addition, immigration can also have a direct effect on the number of independent professionals. Immigration involves taking risks and this is also the case with entrepreneurship (VERHEUL et al., 2001; SOUZA et al., 2011).
Participation of women in entrepreneurship	Women act differently than men with regard to entrepreneurship, with emphasis on the way they finance their business, the type of business chosen and the experiences they have as entrepreneurs. The differences also involve the area of training, for men it is concentrated in technological areas and for women in economic, administrative and commercial areas. Women contribute to the diversity of the entrepreneurship offer because they have a different approach to entrepreneurship (VERHEUL et al., 2001; SOUZA et al., 2011).
Levels of income and unemployment	High unemployment rates raise the formation rates of new companies. However, high unemployment rates also reflect the lack of dynamism in the economy, perhaps a lack of initiative by the population, and therefore the lack of demand (VERHEUL et al., 2001; FONTES; PERO, 2011).

Table 1 - Determining factors of the supply of entrepreneurs, according to the Eclectic Theory of Entrepreneurship.
Source: Own elaboration.

(Continuation)

Public policy	The government is able to influence the rate of supply of entrepreneurship through four different groups of determinants: immigration and regional development policies (G2), entrepreneurial education policy (G3), cultural policy, actions that influence the preferences of individuals (G4) and tax or fiscal policy (G5) (VERHEUL et al., 2001).

Income disparity	For Verheul et al. (2001), the income gap can influence entrepreneurship through the supply and demand for entrepreneurs. On the supply side, the high income gap can push low-income people into self-employment, because their opportunity costs for entrepreneurship are relatively low. On the demand side, the high income gap encourages a more differentiated demand for products and services, which ends up favoring entrepreneurship (FONTES; PERO, 2011).

Table 1 - Determining factors of the supply of entrepreneurs, according to the Eclectic Theory of Entrepreneurship.
Source: Own elaboration.

These collected data also made it possible to analyze the performance of some social and economic variables in both cities, which also enabled a better understanding of the regional socioeconomic dynamics. Thus, the data were initially submitted to a descriptive analysis and in a second moment it was submitted to the linear regression procedure, with the aid of the SPSS23 software, in order to verify the degree of correlation, through the Pearson Correlation coefficient, between socioeconomic variables and the rate of entrepreneurship, which had as a proxy the number of self-employed professionals.

According to Martins (2002) the Pearson Correlation Coefficient, developed by Karl Pearson, is a statistical / econometric measure of bivariate association of the degree of linear relationship between two variables, which varies from -1 to 1. The sign indicates the result positive or negative of the relationship of the variables and the value suggests the strength of the relationship between the variables. Therefore, a perfect correlation (-1 or 1) indicates that the score of one variable can be determined exactly by knowing the score of the other. Conversely, a zero value correlation indicates that there is no linear relationship between the variables. It is worth noting that correlation should not be confused with causality (cause and effect) (MARTINS, 2002).

The representation of Person's correlation coefficient calculation between variables X and Y has the following formula:

$$r = \frac{cov\,(X,Y)}{\sqrt{var(X)\,var\,(Y)}} \quad (1)$$

Where cov (X, Y) is the sample covariance between X and Y. Var (X) and var (Y) are the sample variances of X and Y. Therefore, the variation of r goes from -1 to 1, as interpretation of Person's correlation coefficient. Thus, r <0, the linear correlation is negative; r> 0, the linear correlation is positive; and r = 0, the linear correlation is null, that is, the variables are not correlated.

4DISCUSSION OF RESULTS

4.1 FromIncome equality

One of the main measures of the degree of income inequality in a region or country is the Gini Index, which varies from 0 to 1, where "0" represents no inequality, that is, all earn equal incomes and "1" a complete inequality . In this sense, according to the UNDP (2013), the city of Ilhéus showed a reduction in inequality in the period under study, when in the decades of 1991 and 2000 it registered a Gini index of 0.640, respectively and 0.580 in 2010, showing a reduction of inequality in the municipality of 9.38%. In relation to the municipality of Itabuna, the decline in inequality was even more significant, the Gini Index went from 0.680 in 1991 to 0.610 in 2000 and further retracted in 2010 to 0.560, showing a percentage variation in the period under analysis of 17.65 %. According to IBGE (2011) this reduction in inequality levels,

However, despite the improvement registered in the last decades, these numbers are still negative, that is, they demonstrate that there is a very large income inequality in the two municipalities. On the other hand, the improvement registered in this index, in the two cities under study, follows a trend that occurred throughout Brazil, in which 80% of the municipalities reduced the income inequality among their residents. This fact is very significant, since there is an inversion of a historical trend, that in the previous decade the Gini Index had registered an increase in the concentration of income around 58%. According to the IBGE (2011), this decline in inequality has a real contribution to the government's social programs, mainly those of income transfer, but above all to an increase in people's income from work, which is the result of a reduction in unemployment and an increase in wages. Mainly, formal employment, symbol of the new Brazilian middle class (NERI, 2010).

However, Verheul et al. (2001) point out that a high level of inequality can have a significant influence on the levels of entrepreneurship in a given region, both on the supply side and on the demand for entrepreneurs, where on the supply side a high inequality increases the levels of self-employment out of necessity, as the opportunity costs of entrepreneurship are relatively low, favoring mainly low-income people. Consequently, those with higher incomes are also motivated, as they have enough income to cover investment risks to start a business. On the demand side, high inequality leads to a diversified search for goods and services, which favors the entry of new entrepreneurs to try to supply these needs,

Checking Pearson's correlation between income inequality, as already noted, measured by the Gini index and the rate of entrepreneurs, measured by the number of self-employed workers in Ilhéus, see Annex I, it is noticed that there is a weak negative correlation with an r of (-0.340) between these two variables, this confirms the assumption by Eclectic Theory about the influence of income inequality on the number of entrepreneurs in a given region, because according to this result as inequality increases , also increases the rate of entrepreneurship, in time, a reduction in income inequality can also lead to a possible reduction in the number of entrepreneurs.

In relation to the Municipality of Itabuna, see Annex II, it appears that, unlike Ilhéus, there is a strong negative Pearson correlation, with an r equal to (-0.846) between the same variables under analysis, pointing to a greater relationship of entrepreneurship and the income disparity that in the neighboring city. This fact can be explained, according to the Eclectic Theory, because Itabuna, over the period under study, had a higher average of entrepreneurs, as well as a greater income disparity, which may have influenced this result. However, Martins (2002) points out that, in the case of small samples, as is the case in this research, the results should be taken with caution, as the sample parameters may not be representative of the population.

4.2 Levels of Income and Unemployment

In addition to income inequality, according to the authors of the Eclectic Theory of Entrepreneurship, the levels of income and unemployment have a strong influence on the supply and demand for entrepreneurship. According to Storey (1994) there is an intense correspondence between high unemployment rates and the demand for self-employment, because when there are many unemployed people there is a shortage of alternative job opportunities. In this case, it is precisely this hypothesis, which raises the emergence of new companies. Consequently, there is also a negative reflex, since high unemployment rates can reflect a sluggish and weak economy. Consequently, if people's income is high, the opportunity costs of self-employment will also be high and this is synonymous with an above average economy,

Analyzing the results for Ilhéus, figure 2, according to UNDP data (2013)[6]an increase in the income gap from 1991 to 2000 and a reduction from 2000 to 2010 is noticeable. Even so, there was a relatively sharp concentration of income in the municipality in the period under analysis, where the poorest 60% owned only 15% of the average income per capita household income in 1991, while the non-poor and the richest 10% held 35% and 50%, respectively. In the 2000 period, however, there was an increase in the percentage of the poorest, rising to 16%. However, there is an increase in concentration, as the richest 10% becomes 54%, while the non-poor fall to 30%, meaning that there was an increase in poverty in that period. In relation to 2010, there was an improvement in the income concentration indexes in the municipality, the poorest 60% started to hold 20% of the average per capita household income,

[6] Os níveis de renda estabelecidos para esta análise estão de acordo com o estudo da PNUD (2013), onde foram considerados três extratos. No primeiro extrato compreende as classes econômicas A e B, com uma renda média domiciliar per capta de todos os trabalhos de R$ 6.097,00 ou mais (os 10% mais ricos). O segundo extrato contempla a classe C, com renda média domiciliar per capta de até R$ 4.320,00 (os não pobres). E terceiro e último extrato considera as classes D e E, com renda média domiciliar per capta de até R$ 1.345,00 (os 60% mais pobres). Todos os valores estão a preços de 1º de agosto de 2010.

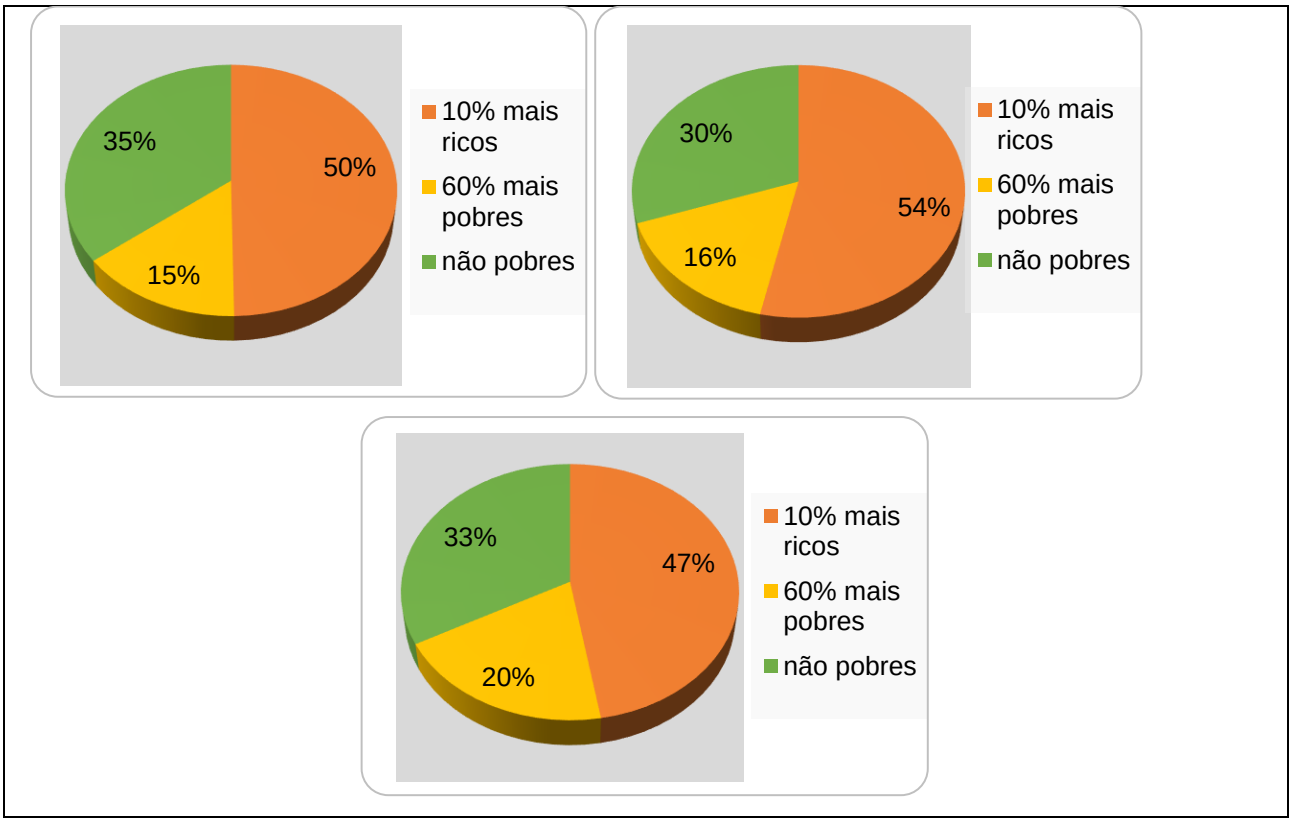


Figure 2 - Income levels in Ilhéus from 1991 to 2010
Source: Own elaboration based on data from IBGE (2011).

When looking at the information regarding the municipality of Itabuna, figure 3, it can be seen that the income was relatively concentrated at the beginning of the period under study, however, unlike Ilhéus, it was gradually deconcentrating over the last two decades, as a result of economic diversification the region went through, due to the cocoa crisis installed, mainly in the early 1990s. However, even so, the concentration is still sharp, where in 1991 the poorest 60% earned only 14% of the average per capita income , while the richest 10% and the non-poor 30% held 53% and 33% of income, respectively. However, in the following decade, the percentage of the 30% non-poor remained unchanged. However, there is a 5.7% reduction in the income gap and the poorest 60% is now 17%.

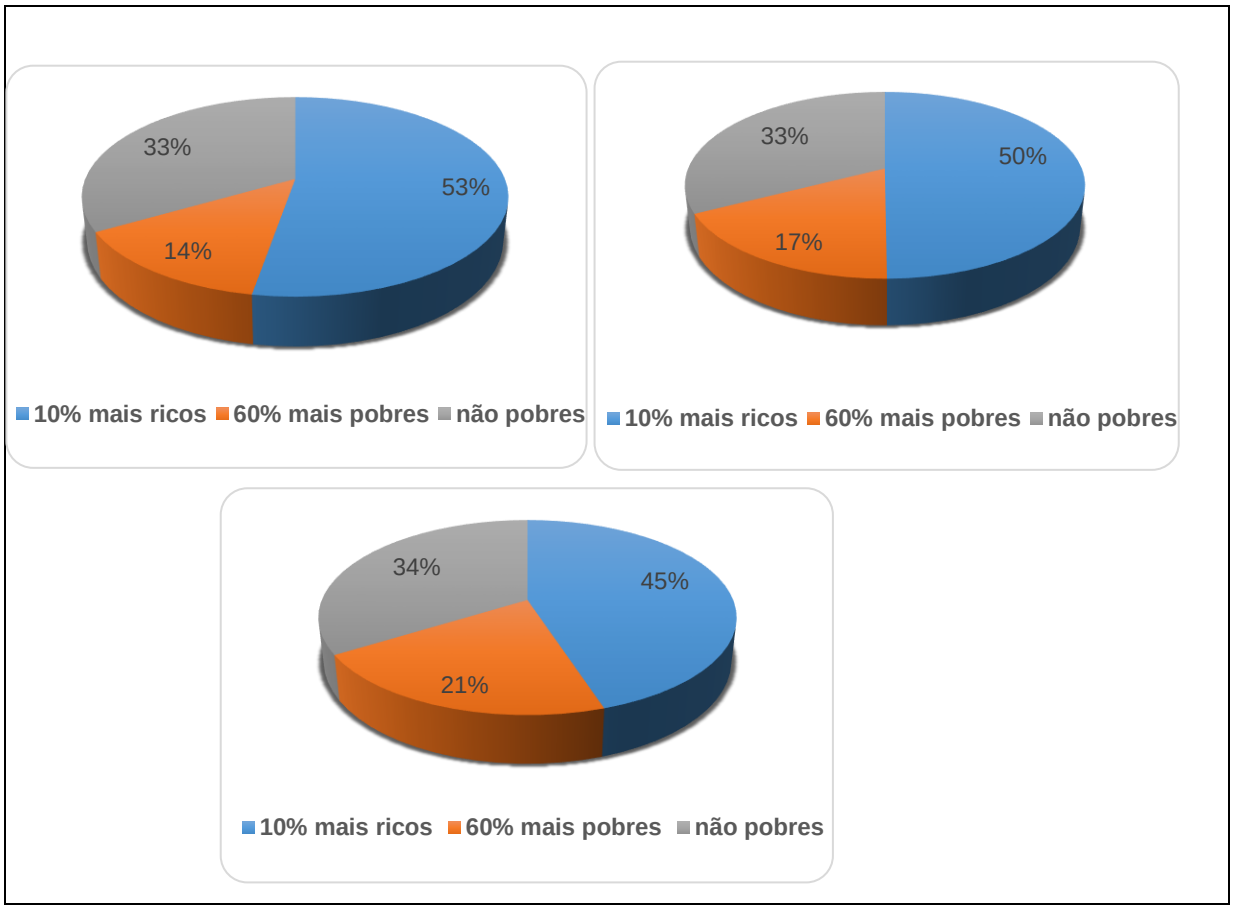
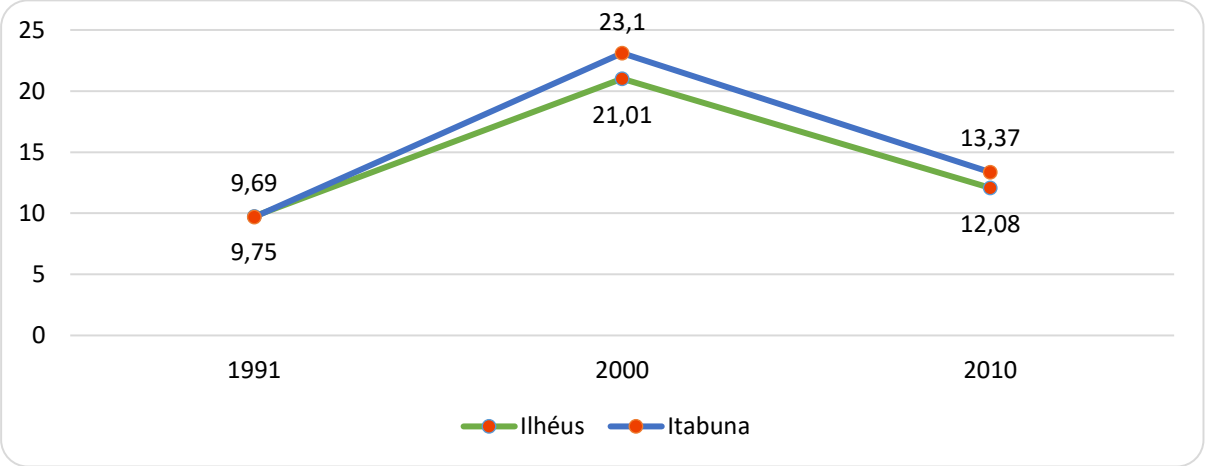


Figure 3 - Income levels in Itabuna from 1991 to 2010
Source: Own elaboration based on IBGE data (2011)

This provision to reduce inequality registered in the two municipalities in the period under study, follows what happened in Brazil, where the smaller strata of the population obtained an average income growth of 155% in the last decade, while the larger strata the growth was of 102%, which may explain this subtle improvement in income distribution. Other factors that may be associated with this are real increases in wages, falling inflation, income transfer programs, in addition to lower interest rates (IBGE, 2011).

On the other hand, when it comes to unemployment, Ilhéus registered a significant increase from 1991 to 2000, graph 1. It should be noted, however, that this was the period in which the city and region suffered the most from the hardships of the cocoa crop crisis , reaching an unemployment rate of 21.01%, however from 2000 to 2010 the unemployment rates fell again to lower levels, reaching 12.08%, but without recovering the percentages of the end of the 1980s, which was 9.8%, according to IBGE data (2011)[7]. This reduction in the unemployment rate may indicate that the municipality has started to find new economic alternatives.

[7] Para o IBGE (2011), são considerados desempregados as pessoas que na semana de referência da realização da pesquisa estavam disponíveis para assumir um trabalho nessa semana e que tomaram alguma providência efetiva para conseguir um trabalho, sem ter tido qualquer ocupação ou após terem saído do último trabalho.



Graph 1 - Unemployment rate in Ilhéus and Itabuna from 1991 to 2010.
Source: Own elaboration based on data from IBGE (2011).

For Itabuna there is a similar performance of the unemployment rate, where in 1991, at the beginning of the crisis, it reached 9.7, reached the peak of the crisis, reaching 23.1% in 2000 and then retreated in 2010 , to 13.4%, maintaining the same trend that occurred in Ilhéus. According to the Annual Bulletin of the General Register of Employed and Unemployed (Caged), released by SEI (2011) micro and small companies were largely responsible for this new economic dynamic, as companies with up to 9 employees created a total of 67,280 jobs, and became the major generators of formal jobs of the period, a fact that was verified in the entire state of Bahia, not only in Ilhéus and Itabuna. It is highlighted in the same report that the service sectors with 95.9% and trade with 329.2% variation from 2000 to 2010 were the sectors that generate the most jobs.

Looking at Pearson's correlation between entrepreneurship and income levels, it is clear that in Ilhéus there is a weak negative correlation with an r equivalent to (-0.335). However, in Itabuna, although the signal is the same, the intensity is somewhat different, with an r of (-0.887). This difference between the results can be explained, according to Verheul et al. (2001), due to the fact that Itabuna has a higher concentration of income than in Ilhéus, in the period under study and, consequently, a higher rate of entrepreneurs. When analyzing the relationship between the unemployment rate, there is a change in the sign and intensity of Pearson's correlation, where in Ilhéus there is a strong positive correlation with an r equal to (0.784) and Itabuna shows the same trend with an r equivalent to (0.800).

4.3 Population growth

According to Silva; Silva (2011) the study of population dynamics that occurs in a region is of fundamental importance, as they reveal the role played by economic, social, political, environmental and cultural elements, both exogenous and endogenous, in addition, this knowledge

enables the adequacy of public policies more convenient to such transformations in demography. For Verheul et al. (2001) population growth can significantly influence entrepreneurship rates, since, in a way, it creates pressure on wages and thus reduces opportunity costs for self-employment, in addition to generating future demand for goods and services, which raises the expectations of potential entrepreneurs, to meet the needs demanded.

Ilhéus was one of the municipalities in the state of Bahia that had one of the highest population growth rates, mainly in the 1960s and 1980s, the height of the cocoa economy, responsible for the entry of thousands of migrants in the region, a period in which it reached a rate of average geometric growth of 6.4% per year. However, as of the 1990s, there was a strong decline, with steady losses of population contingents, not only in Ilhéus, but throughout the Cocoa Region, which of all the regions of Bahia is the one with the lowest relative growth (SILVA; SILVA , 2011). According to data from UNDP (2013) Ilhéus showed a relative growth of 5.9% in 1990, but thereafter there were successive population losses, in 2000 it registered a decrease of (-0.06%) and in the following decade, 2010 , decreased further to (-1.74%).

On the other hand, Itabuna, despite being strongly influenced by Ilhéus, has registered in the last decades a significant increase in its population, showing a very different dynamic. While its neighbor, Ilhéus, lost about 36,400 inhabitants from 1991 to 2010, the municipality of Itabuna gained around 20 thousand inhabitants in the same period. And according to the latest IBGE projection, in the last three years alone there are already more than 14 thousand new inhabitants from Itabunense. Therefore, in the 1990s, the municipality showed a relative growth of 1.7%, in 2000 that growth was 0.66% and 2010 reached a slightly lower growth, but always positive 0.44%.

When assessing the correlation between the rate of entrepreneurs and population growth, it is evident that there is a strong, but negative correlation, both in Ilhéus and Itabuna with an r equal to (-0.924) and (-0.956) respectively, although the The difference between the two municipalities in terms of population is not transmitted in the same proportion to the Pearson's correlation index, however, these results prove the precepts of TEE and are in line with the theory.

4.4 Population Density and Urbanization Rate

With reference to Ilhéus, according to UNDP (2013), the urbanization rate[8]in the municipality in the last decade, 2000 to 2010, shifted positively, going from 73.83% to 84.28% and in the previous decade it had registered a rate of 65.31%, which represents an average increase in

[8] De acordo com Freitas (2009) o processo de urbanização teve início com a constituição da sociedade humana e seu estabelecimento em determinados espaços físicos. Com o advento de um estilo de vida cada vez mais urbano, esse processo tem se intensificado em rápida velocidade. Isto tem proporcionado a disseminação de numerosas e vastas áreas urbanas, fruto do crescimento vegetativo da população, mas principalmente, da passagem cada vez maior dos habitantes do campo para os centros urbanos.

the period, 1991 to 2010 , of 29.05%. Regarding Itabuna, the numbers are much more representative, but the percentage variation was much smaller, since the municipality since the 1980s had already been going through a strong urbanization process. As Santos A. (2012) attests, Itabuna registers more than 84% of urbanization in this period, which was, at the time, higher than the national and state rates. In the 1990s, this rate reached 96.13% and growth in the last two decades was 1.47%, reaching an urbanization rate in 2010 of 97.55% (UNDP, 2013).

When the data from Ilhéus and Itabuna are observed in relation to population density, it appears that in 1991 the second municipality had a proportion of 427.33 inhab./Km², in 2010 this number was 473.51 inhab./Km² , showing a high density and an increase of 10.81% in the last two decades. The municipality of Itabuna has an area of 997 Km² and a total population, in 2010, of 204.667 inhabitants. In the case of Ilhéus, there is a much lower population density, also due to its territory, which is 1,852.39 km² and a total population in 2010 of 184,236 inhabitants (IBGE, 2011). However, unlike the neighboring municipality, its population density has declined in the last decades, from 125.47 inhabitants / km² in 1991 to 104.67 inhabitants / km² in 2010, a relative reduction of 17.06%.

This high population density combined with the intense urbanization that has occurred in the two cities in question, can explain, for example, the various social problems that the two cities have been experiencing, primarily those linked to the explosion of violence (SANTOS A., 2012). On the other hand, according to Verheul et al. (2001) it is precisely these strong urban agglomerations that are the engine for the explosion of new businesses, precisely because of this proximity to the markets and a commercial infrastructure. In addition, a high population density can lead to the opening of small businesses. Likewise, these two population phenomena can be the motivator for an economy of scale, where companies seek to produce more and better to meet a demand that is abundant (STOREY, 1994).

Correlating the two variables to entrepreneurship, it is clear that, in the case of Ilhéus, population density has a weak negative correlation with the rate of entrepreneurs with r of (-0.365), whereas the urbanization rate, the correlation, on the contrary, is positive and strong, presenting an r equal to 0.723. In Itabuna, the results of the first variable are opposite to what happens in the neighboring city, it exhibits a strong and positive correlation with an r equivalent to 0.834 and for the second, urbanization rate, it also shows a strong positive correlation with r equal to 0.992. These data reinforce the precepts of TEE, moreover, it makes clear that the high population density, as well as the high rate of urbanization, as in Itabuna, strongly influence and contribute to the emergence of new entrepreneurs, which contributes to the regional development process. It is noteworthy that, unlike the results of this study, Souza et al. (2011) investigating these same variables, in a study with Medium and Small Enterprises in Brazil, did not find results consistent

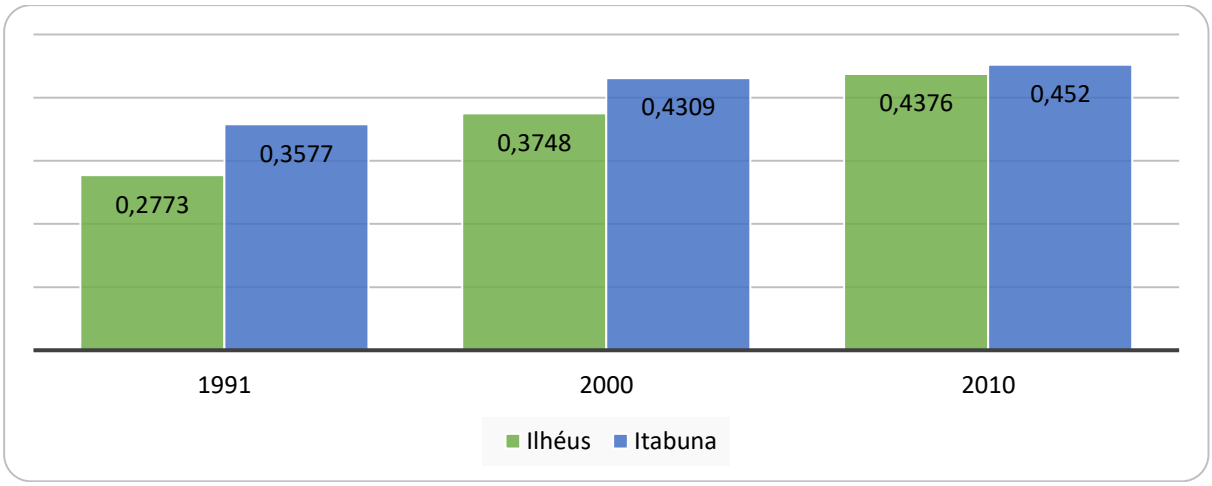
with TEE, for population density. However, the rate of urbanization proved to be a good determinant of entrepreneurship.

4.5 Women's Participation

For Verheul et al. (2001) the number of women in the labor market has increased considerably in Western countries, and this may be a consequence of a new attitude of society towards women, as well as a change in the behavior of women themselves. According to the authors of the Eclectic Theory, the simple expansion of the participation of women does not mean an increase in the number of women entrepreneurs, but this fact increases the probability of them opening their own business. However, they point out that whether a higher rate of women in the market has a positive or negative impact on entrepreneurship, depends a lot on which variable it will be measured against. What is certain is that a greater participation of women in the labor market, as has been happening in recent decades, especially in the West,

Data from the GEM report (2013) reveal that 52% of incoming entrepreneurs, those with up to three and a half years of activity, are women. And this trend continues in almost all the National Territory, only in the Northeast has not yet surpassed the male rate, being almost tied with 49% of new developments. Given this fact, according to the authors, as the numbers of men (17.2%) and women (17.4%) are very close, it can be inferred that the propensity to undertake in Brazil is quite similar. However, in relation to already established entrepreneurs, this provision is not confirmed, following a trend that is more similar to the other countries analyzed, where the specific rate of men is much higher than that of women (FILION, 1999).

With reference to the participation of women in the labor market in Ilhéus, graph 2, in the last two decades there has been a significant advance, from 27.73% in 1991 to 43.76% in 2010, representing a percentage increase of 57.81% in the period. In 2000, there was a female participation of 37.48%, compared to participation in 2010, there was a percentage change of 16.76%. With respect to Itabuna, the results are much greater than those of Ilhéus, but the variation from one period to the next is less expressive. In 1991 there was a female participation in the labor market of 35.77%, in 2000 this value jumped to 45.09% representing an increase of 26.06%, from 2000 to 2010 the percentage variation was much more modest, of only 4.9% (IBGE, 2011).



Graph 2 - Participation of women in the labor market in Ilhéus and Itabuna from 1991 to 2010.
Source: Own elaboration based on data from IBGE (2011).

These results are yet another indicator of the reflexes of the cocoa crisis, because until the beginning of the period under study, when the air of cocoa was still breathing, female participation was very small, increasing greatly in the following decades, because women had to, in many cases, entering the job market to supplement the family income that has been compromised, in addition to the new socioeconomic panorama of women's emancipation, which has enabled a more effective insertion of women in economic life.

When the participation of women is correlated with the rate of entrepreneurs in the two cities in question, it is clear that there is a positive Pearson correlation in Ilhéus, considerably strong with an r equivalent to 0.837. For Itabuna, this correlation is considered almost perfect, presenting a very strong positive correlation, with an r corresponding to 0.940. This difference in the results of the two municipalities can be explained by the numbers of female participation in Itabuna being more representative than those in Ilhéus. These results demonstrate the strength of the participation of women in the labor market on the rate of entrepreneurs, while attesting to the assumption of the Eclectic Theory of Entrepreneurship, which ensures that greater female participation in economic life, can lead to more significant participation in entrepreneurship. This fact is also proven by research carried out by the Global Monitoring for Entrepreneurship (GEM, 2013; VERHEUL et al., 2001).

4.6 Immigration

This is a factor that directly relates both to the age structure and to the population growth, because generally the immigrant families have a larger number of children, which can be motivated by religious or cultural factors. In this sense, it may have an influence on the number of self-employed workers. Another determinant cause is the fact that the immigrant is more prone to risk than most native residents, which is a remarkable characteristic of the entrepreneur, as this is the

person who is at moderate risk to achieve his goals (VERHEUL et al., 2001; 1982; FILION, 1999; DORNELAS, 2001; FAGUNDES; GARGUR, 2007).

Immigration in the cocoa region has always been highly relevant. This region of Ilhéus and Itabuna received a considerable number of immigrants, until the beginning of the 1990s. In absolute numbers, 20,220 people declare themselves not born in Ilhéus in 1991 and in Itabuna that number was slightly higher, 25,270 people, which represents 9.16% and 13.68% respectively, of the total population of each municipality. In the following decade, this flow was relatively smaller, 5.8% for Itabuna and 4.7% for Ilhéus, which reflects well the depth of the crisis that hit the region, with greater resonance, precisely in this period. In relation to 2010, migratory flows increased again and in Itabuna there was a percentage of 6.02% and in Ilhéus 6.9%. Although the relative numbers are slightly different, in absolute terms they are practically the same 12. 317 and 12,319, concomitantly. These results show that there was an improvement in the regional panorama, meaning that both municipalities found another economic path and started to attract more immigrants (IBGE, 2011).

However, Muricy (2003) points out that the accumulated numbers, on immigration, do not always reflect the number of people who actually migrate to the region or municipality, as they represent only the people who took up residence and remained in the locality until the Census dates, in the case of a residual contingent, the result of flows that originated in other countries or states. In this way, those who left the place after residing for a certain period of time are not counted, as well as those who died before the Census took place. For the author, faced with such a situation, it is possible to affirm that the migratory flows can be much higher than those presented by the data released by the official research bodies, in addition to not incorporating the so-called return immigration[9], which represents a problem in these researches.

When immigration is correlated with the rate of entrepreneurs, it is noticed that there is a strong negative Pearson correlation in the two municipalities in question, where for Ilhéus it denotes an r equal to (-0.959) and in Itabuna it has an r corresponding to (- 0.994). These results indicate that a variation in the number of immigrants also causes proportional changes in the rate of entrepreneurs, which proves the assumptions of the Eclectic Theory of Entrepreneurship.

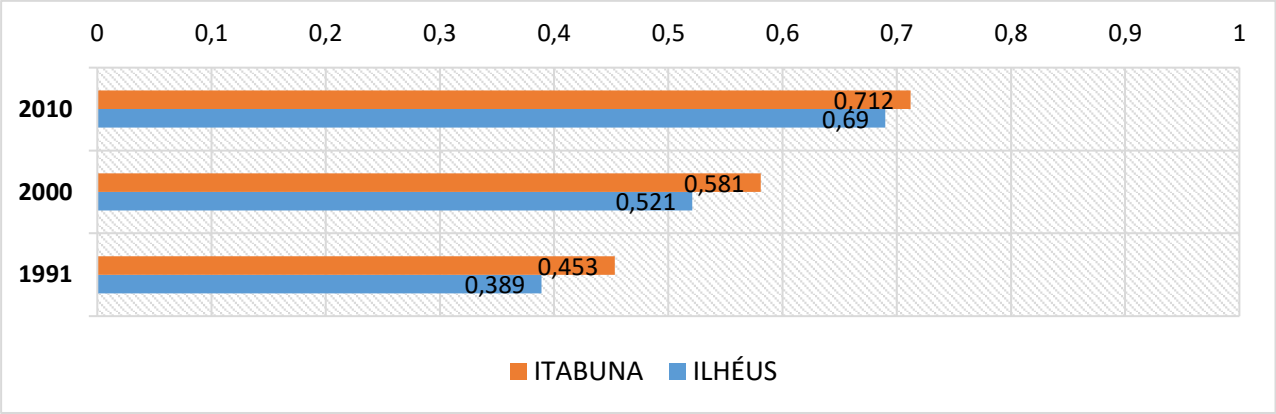
4.6 Public policy

Measuring the evolution and results of a continuous public policy is the great challenge for social researchers. For this purpose, several tools have been used, among them one of the most used are synthetic indicators, such as the Human Development Index (HDI), Municipal Human

[9] Como migrante de retorno considera-se o indivíduo que, sendo natural de uma Unidade da Federação, onde foi encontrado residindo na data de referência do Censo, não declarou este mesmo estado como local de residência (IBGE, 2011; MURICY, 2003).

Development Index (IDHM), Social Development Index (IDS), among others. (JANNUZZI, 2004; HOFFMANN, 1998). Thus, for this work, aiming to test the variable public policies in Ilhéus and Itabuna, the MHDI was used as a proxy. This is an indicator that can be considered as a good measure of public policies, even due to the lack of other more disaggregated indicators, and with municipal characteristics, that can obtain data for the period under study. Besides that,

The data collected reveal that in Ilhéus the MHDI in 1991, Graph 3, was 0.389, changing to 0.521 in 2000 and expanding a little more to 0.690 in the following decade. When the municipality of Itabuna is observed, the results are slightly better, in 1991 it had an MHDI equivalent to 0.453, raising this index in the next decade to 0.581 and further increasing it in 2010 to 0.712 (UNDP, 2013). It can be seen that there was a substantial improvement in living conditions in the two municipalities in the period under analysis. This may have occurred, as already mentioned in item 4.1, due to the reduction in income inequality of the regional population, caused by the crisis of the cocoa crop, at first, but above all, by an improvement in the provision of public services and a increase in the average income of the population, which has also grown significantly, mainly in the last decade. In this logic, according to Verheul et al. (2001) the public policy factor has a strong influence on the supply of entrepreneurs in a given location, and can create mechanisms that interfere in the balance of the entrepreneurship rate.



Graph 3 - Result of public policies in Ilhéus and Itabuna from 1991 - 2010.
Source: Own elaboration.

When public policy, measured through the Municipal Human Development Index, is correlated with the rate of entrepreneurs, it is clear that there is a proof of the precepts of TEE, as in Ilhéus it presents a strong positive Pearson correlation with r equal to 0.715 and in Itabuna this correlation is still a little stronger and also positive with r equivalent to 0.777. A similar result was found by Canever, et al., (2010) in a study for the municipalities of Rio Grande do Sul, which found that the rate of entrepreneurship strongly impacts, and in a positive way, the levels of municipal human development, a result that is adhering to the Eclectic Theory of Entrepreneurship, as it places development as one of the determinants of the supply and demand of entrepreneurs.

In view of the analyzes now developed, it is evident that socioeconomic variables both influence and are also influenced by the levels of entrepreneurship in a given region. However, as mentioned at the beginning of this section, the results, regarding the correlation, should be taken with caution, when dealing with very small samples, as is the case of the research presented here.

5. FINAL CONSIDERATIONS

Entrepreneurial activity has shown, over time, to be a great enhancer of the regional development process. Several studies have confirmed that there is a positive and growing correlation between the process of development of nations and entrepreneurship (SCHUMPETER, 1982; VERHEUL et al., 2001; CANEVER et al., 2010; SOUZA et al., 2011; SOURCES; PERO, 2011). On the other hand, the Eclectic Theory of Entrepreneurship stresses that, there are a set of socioeconomic variables that, combined with public policies, are largely responsible for offering entrepreneurs in a given region or country. In this sense, this research aimed to understand the contribution of these factors for promoting entrepreneurship in Ilhéus and Itabuna.

Thus, it was incumbent, as the initial procedure of the study, to carry out an analysis of the main socioeconomic variables in the area surveyed, which allowed for a clearer social and economic vision of the two cities in question. And it revealed, among other aspects, that both the municipality of Ilhéus and Itabuna were holders of a high concentration of income, at the beginning of the period under study, however due to the problems faced by the cocoa plantation, the driving force of the region's economy, this concentration has decreased over time, however only allowing the poorest 60% to earn only around 20% of per capita income, while the richest 10% get the equivalent of 45% and the non-poor 30% they get 35% of the average income per capita.

However, in addition to this general view on socioeconomic variables, the research also contemplated the application of Pearson's correlation, between these and the entrepreneurship rate in Ilhéus and Itabuna, which was measured by the number of self-employed workers. Thus, in general, the socioeconomic variables showed a degree of Pearson correlation consistent with the precepts of the Eclectic Theory of Entrepreneurship, that is, in the vast majority of cases and in both cities, the intensity and the sign of the results found occur as specified by the literature. Which leads to the conclusion that the development of entrepreneurial activity in the two cities surveyed is strongly influenced by such variables. It is noteworthy that this part of the analysis was fundamental to attest to the precepts of Theory and that, unlike other studies carried out, all variables were verified, which it presents as determinants of entrepreneurship. However, these are results that need to be taken with caution, in view of the sample size, as already mentioned. Which, clearly, is one of the limitations of this study.

It can be concluded that the trends analyzed in the development of this paper demonstrate that this is a field in development and, therefore, there is a need to expand empirical research in order to rescue and analyze the real potential and limits of entrepreneurship in Ilhéus and Itabuna and its potential to boost initiatives to promote local and regional development.

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ANEXO I – Correlações entre a Taxa de Empreendedorismo e Variáveis Socioeconômicas em Ilhéus

		Rate_Emp	Disp_renda	Performance	Income_Level	Densid_pop	Cresc_pop	Rate_urb	Age_Structure	Immigration	Part_Mulher	Public Policy
Rate_Emp	Pearson's correlation	1	-, 337	784	-, 335	-, 365	-, 924	.723	913	-, 959	.837	.715
	Covariance	69,938	-, 098	38,974	-13.230	-36,006	-31,040	57,451	25,512	-18.106	56,517	902
	N	3	3	3	3	3	3	3	3	3	3	3
Disparity_ income	Pearson's correlation	-, 337	1	, 321	1,000 **	1,000 *	, 670	-, 894	-, 691	, 055	-, 797	-, 899
	Covariance	-, 098	, 001	066	164	409	093	-, 294	-, 080	, 004	-, 223	-, 005
	N	3	3	3	3	3	3	3	3	3	3	3
Unemployment	Pearson's correlation	784	, 321	1	.323	, 292	-, 488	138	463	-,928	,316	,126
	Covariância	38,974	,066	35,327	9,065	20,496	-11,651	7,803	9,193	-12,460	15,176	,113
	N	3	3	3	3	3	3	3	3	3	3	3
Níveis_Renda	Correlação de Pearson	-,335	1,000**	,323	1	,999*	,669	-,893	-,690	,053	-,796	-,898
	Covariância	-13,230	,164	9,065	22,359	55,807	12,692	-40,116	-10,895	,562	-30,404	-,641
	N	3	3	3	3	3	3	3	3	3	3	3
Densidade_pop	Correlação de Pearson	-,365	1,000*	,292	,999*	1	,692	-,907	-,713	,085	-,815	-,912
	Covariância	-36,006	,409	20,496	55,807	139,435	32,809	-101,747	-28,108	2,257	-77,740	-1,625
	N	3	3	3	3	3	3	3	3	3	3	3
Cresciment_pop	Correlação de Pearson	-,924	,670	-,488	,669	,692	1	-,932	-1,000*	,778	-,982	-,927
	Covariância	-31,040	,093	-11,651	12,692	32,809	16,119	-35,544	-13,407	7,053	-31,855	-,562
	N	3	3	3	3	3	3	3	3	3	3	3
Taxa_urb	Correlação de Pearson	,723	-,894	,138	-,893	-,907	-,932	1	,942	-,497	,983	1,000**
	Covariância	57,451	-,294	7,803	-40,116	-101,747	-35,544	90,276	29,896	-10,657	75,464	1,433
	N	3	3	3	3	3	3	3	3	3	3	3
Estrut_Etária	Correlação de Pearson	,913	-,691	,463	-,690	-,713	-1,000*	,942	1	-,759	,987	,938
	Covariância	25,512	-,080	9,193	-10,895	-28,108	-13,407	29,896	11,161	-5,730	26,641	,473
	N	3	3	3	3	3	3	3	3	3	3	3
Imigração	Correlação de Pearson	-,959	,055	-,928	,053	,085	,778	-,497	-,759	1	-,646	-,486
	Covariância	-18,106	,004	-12,460	,562	2,257	7,053	-10,657	-5,730	5,100	-11,790	-,166
	N	3	3	3	3	3	3	3	3	3	3	3
Part_Mulher	Correlação de Pearson	,837	-,797	,316	-,796	-,815	-,982	,983	,987	-,646	1	,981
	Covariância	56,517	-,223	15,176	-30,404	-77,740	-31,855	75,464	26,641	-11,790	65,244	1,196
	N	3	3	3	3	3	3	3	3	3	3	3
Políticas_púb	Correlação de Pearson	,715	-,899	,126	-,898	-,912	-,927	1,000**	,938	-,486	,981	1
	Covariância	,902	-,005	,113	-,641	-1,625	-,562	1,433	,473	-,166	1,196	,023
	N	3	3	3	3	3	3	3	3	3	3	3

Quadro 2 – Correlação de Pearson entre a taxa de empreendedorismo e variáveis socioeconômicas em Ilhéus de 1991 a 2010
Fonte: Elaboração própria com base em dados da PNUD (2013); IBGE (2011).

ANEXO II – Correlações entre a Taxa de Empreendedorismo e Variáveis Socioeconômicas em Itabuna.

		Taxa_Emp	Disp_renda	Desemp.	Nív_Renda	Densi_pop	Cres_pop	Taxa_urb	Estru_Etária	Imigração	Par_Mulher	Polít_pub
T_Empeendedorismo	Correlação de Pearson	1	-,846	,800	-,887	,834	-,956	,992	,913	-,994	,940	,787
	Covariância	41,220	-,327	35,573	-54,568	124,029	-4,130	5,239	21,366	-28,735	29,857	,654
	N	3	3	3	3	3	3	3	3	3	3	3
Disparidade_renda	Correlação de Pearson	-,846	1	-,357	,997	-1,000*	,965	-,907	-,990	,898	-,977	-,995
	Covariância	-,327	,004	-,149	,576	-1,395	,039	-,045	-,218	,244	-,292	-,008
	N	3	3	3	3	3	3	3	3	3	3	3
Desemprego	Correlação de Pearson	,800	-,357	1	-,432	,336	-,588	,716	,485	-,732	,546	,259
	Covariância	35,573	-,149	48,007	-28,690	53,952	-2,740	4,083	12,251	-22,824	18,722	,232
	N	3	3	3	3	3	3	3	3	3	3	3
Nível_Renda	Correlação de Pearson	-,887	,997	-,432	1	-,995	,984	-,939	-,998*	,931	-,991	-,983
	Covariância	-54,568	,576	-28,690	91,806	-220,636	6,343	-7,401	-34,864	40,139	-47,015	-1,220
	N	3	3	3	3	3	3	3	3	3	3	3
Densidade_pop	Correlação de Pearson	,834	-1,000*	,336	-,995	1	-,960	,898	,987	-,888	,973	,997
	Covariância	124,029	-1,395	53,952	-220,636	536,013	-14,952	17,106	83,268	-92,517	111,443	2,988
	N	3	3	3	3	3	3	3	3	3	3	3
Crescimento_pop	Correlação de Pearson	-,956	,965	-,588	,984	-,960	1	-,986	-,993	,981	-,999*	-,934
	Covariância	-4,130	,039	-2,740	6,343	-14,952	,453	-,546	-2,435	2,973	-3,326	-,081
	N	3	3	3	3	3	3	3	3	3	3	3
Taxa_urbanização	Correlação de Pearson	,992	-,907	,716	-,939	,898	-,986	1	,958	-1,000*	,976	,860
	Covariância	5,239	-,045	4,083	-7,401	17,106	-,546	2397,835	2,872	-3,702	3,973	,092
	N	3	3	3	3	3	3	4	3	3	3	3
Estrutura_Etária	Correlação de Pearson	,913	-,990	,485	-,998*	,987	-,993	,958	1	-,951	,997*	,970
	Covariância	21,366	-,218	12,251	-34,864	83,268	-2,435	2,872	13,287	-15,600	17,995	,458
	N	3	3	3	3	3	3	3	3	3	3	3
Imigração	Correlação de Pearson	-,994	,898	-,732	,931	-,888	,981	-1,000*	-,951	1	-,970	-,848
	Covariância	-28,735	,244	-22,824	40,139	-92,517	2,973	-3,702	-15,600	20,257	-21,617	-,494
	N	3	3	3	3	3	3	3	3	3	3	3
Participação_Mulher	Correlação de Pearson	,940	-,977	,546	-,991	,973	-,999*	,976	,997*	-,970	1	,951
	Covariância	29,857	-,292	18,722	-47,015	111,443	-3,326	3,973	17,995	-21,617	24,493	,609
	N	3	3	3	3	3	3	3	3	3	3	3
Políticas_públicas	Correlação de Pearson	,787	-,995	,259	-,983	,997	-,934	,860	,970	-,848	,951	1
	Covariância	,654	-,008	,232	-1,220	2,988	-,081	,092	,458	-,494	,609	,017
	N	3	3	3	3	3	3	3	3	3	3	3

Quadro 3 – Correlação de Pearson entre a taxa de empreendedorismo e variáveis socioeconômicas em Itabuna de 1991 a 2010.
Fonte: Elaboração própria com base em dados da PNUD (2013); IBGE (2011).