



Technological Parks as mobilizers of entrepreneurial social capital for the development of the regions: a different proposal in Cariri do Ceará

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Abstract:

Technological Parks (PqT) are organizations that have as one of their main roles to act as catalysts for regional economic growth and development. Against this perspective, studies have revealed that in the world, and especially in developing countries, PqT are inefficient, unproductive and are nothing more than a panacea and an unreal dream. In view of these findings, the objective of this article is to answer the following research question: how to make PqT potential instruments for mobilizing entrepreneurial social capital for regional development? A qualitative single case study was carried out based on institutional documents from the Regional Center for Innovation and Entrepreneurship (CRIE) established in the Cariri region of the State of Ceará, based on the following dimensions: structural, relational and cognitive, proposed by Nahapiet and Ghoshal (1998). The results of the work contribute to present the PqT as entities that need to evolve from the traditional experiences touched only by infrastructures (installations, systems, among others), financial, political, scientific contributions, among others and become organizations that concentrate relationships.

Key words: technology parks; share capital; entrepreneurship

1. INTRODUCTION

At Traditional organizations and their models are in transformation. Companies integrate and de-characterize themselves, starting to form networks, chains, conglomerates and strategic alliances, the so-called post-Fordist organizations (CLEGG; HARDY, 1999) adapted to the era of knowledge, to the unpredictable conditions introduced by the rapid economic transformation and technological (CASTELLS, 1994; 1999), like the Technology Parks (PqT), (LINDELÖF; LÖFSTEN, 2002; TOWNSEND et al., 2009).

Some of the current challenges of achieving efficiency highlighted by PqT scholars: strategic inefficiency; governance; lack of qualified labor to work with knowledge networks; deviation from the vision and role of PqT; lack of future vision; infrastructure; low performance;

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Technological Parks as mobilizers of entrepreneurial social capital for the development of the regions: a different proposal in Cariri do Ceará and, political and legal immaturity to support the needs of PqT, are among the issues to be overcome (GIL-SERRATE, 2014; RODRÍGUEZ-POSE, 2012; MORGAN, 2015; UNESCO-WTA, 2010).

In terms of entrepreneurial social capital, Jack (2010) observed that studies addressing the philosophical assumptions of the theme, its relationship with networks, agencies, and other actors, are limited. Aiming to expand the knowledge related to PqT and the entrepreneurial social capital it was found, through research in several national and international databases - Database of Institute for Scientific Information (ISI Web of Science); Scopus; ProQuest; Coordination for the Improvement of Higher Education Personnel (CAPES); Academic Search Premier (ASP); Elton B. Stephens Co (EBSCO), ScienceDirect (Elsevier), SpringerLink (MetaPress) - there is a lack of studies, reports and cases in this regard. Thus, the objective of this article is to answer the following research question: how to make PQT potential instruments for mobilizing entrepreneurial social capital for regional development?

2. THEORETICAL REFERENCE

2.1 Technology Parks (PqT)

The first PqT were established in the middle of the 20th century, more precisely between the years 1960 and 1980, in the USA, England and France. In the USA in two regions, one in the southwest and one in the northeast of the country, PqT started as conglomerates of high technology, all spatially concentrated. Vedovello et al. (2006) state that through a retrospective view, it is evident that the establishment of the PqT occurred at a time of economic crisis, the disappearance of jobs and changes resulting from the transition to the post-industrial or information economy.

Together with the PqT, universities, companies, scientists, entrepreneurs, capitalists *angel*, seed and venture come together, with spontaneous models, agglomeration and geographical neighborhood as key elements for promoting synergy and innovation, depending on the effectiveness of management, cooperation and entrepreneurial practice of those involved (LÖFSTEN; LINDELÖF, 2001-2003).

The PqT, or Technological Innovation Park, is an environment that reflects the assumption that technological innovation originates from scientific research and that parks can

Technological Parks as mobilizers of entrepreneurial social capital for the development of the regions: a different proposal in Cariri do Ceará provide the necessary catalyst environment for the transformation of research into marketable products (LÖFSTEN; LINDERLÖF, 2002).

THE *International Association of Science Parks and Areas of Innovation*(IASP) attributes to PqT the objective of developing interaction between the actors of knowledge development and innovation (for example, companies, commercial and non-commercial institutes, universities, researchers and entrepreneurs) through a dynamic and innovative combination of policies , programs, quality space and high value-added facilities and services (IASP, 2018).

There are now over 400 PqT worldwide and their number is growing. At the top of the list comes the USA with more than 150 PqT. Japan comes next with 111 PqT. China, which started developing PqT in the mid-1980s, now has about 100, of which 52 have been approved by the national government and the rest by local governments (UNESCO-WTA, 2010). Anprotec data (2008) pointed out that the vast majority of Brazilian experiences emerged only after the 2000s, with most of the projects being in the feasibility study phase. In 2014, a survey carried out by the Support Center for Technological Development of the University of Brasília (CDT / UnB), Secretariat for Technological Development and Innovation of the Ministry of Science, Technology and Innovation (MCTI), (MCTI; CDT / UnB,

As you can see, PqT are entities with different characteristics and compositions (COLOMBO, DELMASTRO 2002; CUMMING; JOHAN, 2013; FUKUGAWA, 2006; GOWER et al., 1996; KACZMARSKA; GIERULSKI, 2012; RAGUZ et al., 2012; RATINHO; HENRIQUES, 2010). The PqT have different missions, objectives, functions, structures, forms of action, size, location and results. Private companies, public facilities and local universities in whole or in part can also be found within the PqT.

The social, cultural and economic determinants of the region influence and are influenced by the PqT. However, regardless of the differences, the basic task of the PqT is to stimulate the growth of the local economy by supporting entrepreneurship, innovation and the technological diffusion of the entities that compose them (PELLE et al., 2008, p. 3-6 ; RAGUZ et al., 2012, p. 5; SQUICCIARINI, 2008, p. 45).

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2.2 Entrepreneurial Social Capital (CSE)

The focus on the entrepreneur as a “heroic” individual (CONWAY; JONES, 2012), has been increasingly challenged by those who emphasize the importance of social, relational and network aspects in the entrepreneurial theme (BIRLEY, 2000). Founded in this context, the Social Capital Entrepreneur (CSE) designates the external relations networks of the entrepreneurs mobilized for the creation of an enterprise (BORGES, 2007). Bourdieu (1986), Coleman (1988), Putnam (2000) and other authors, such as Granovetter (1973, 1985); Lin (2001a, 2001b), relate the CSE to studies and parallel concepts such as, for example, social network or social resources.

Nahapiet and Ghoshal (1998) visualize social capital from three dimensions: structural (the pattern of connections in a network of relationships), relational (quality and strength of social ties) and cognitive (representations and meanings transmitted between the parties). The relational social capital of the entrepreneur leads him to focus his attention on the norms of trust, reciprocity, mutual obligations and expectations that influence the behavior of those who belong to a given social network.

Because it is an intangible asset, the relational capacity of the CSE depends on goodwill among members of a network to ensure that there are effective flows of knowledge, including suggestions on new ideas or new market opportunities. The lack of trust between the actors in the network means that there will be no basis for sharing valuable information about, for example, new business opportunities or improving internal efficiency through better use of social media (LEE; JONES, 2015).

According to Lee and Jones (2015), the cognitive dimension identified by Nafta and Ghoshal (1998), is based on the idea that actors such as entrepreneurs and others build relationships through communication, stories and narratives. Effective communication means that actors must have a “shared language” based on understanding the codes that govern conversations. For De Carolis et al. (2009), improving cognitive social capital skills means that entrepreneurs learn to communicate with other entrepreneurs, as well as with a wide range of stakeholders, including customers, competitors, suppliers and resource providers.

Nahapiet and Ghoshal (1998) highlight two important consequences that the establishment of social capital can enhance in entrepreneurial activity, namely: 1) social capital

Technological Parks as mobilizers of entrepreneurial social capital for the development of the regions: a different proposal in Cariri do Ceará increases the efficiency of the action, promotes the minimization of redundancy and greater efficiency in the dissemination of information, contributes to the increase in confidence levels, reduction of the probability of opportunism and consequent expensive monitoring processes; and 2) social capital stimulates cooperative behavior, facilitates the development of new forms of association and promotes innovative organization.

The gathering of dimensions and characteristics that may favor the social capital can contribute significantly to the generation of tangible and intangible benefits, including increased confidence in others, financial capital or assets and equipment purchased at competitive prices (STARR; MACMILLAN, 1990). Regarding these combinations, different beliefs, values, experiences, academic backgrounds, social networks, financial capital or cognitive variations can expressly affect the final situation of the result and thus fit what Putnam (1995) warns about the establishment of social capital not it is a one-dimensional concept.

Among the studies related to CSE, the research by Lee and Jones (2015) stands out who reviewed and classified the entrepreneurial social capital studies according to the following approaches - objectivist (realist-positivist, structuralist) and subjectivist (social constructionist). According to these authors, there is a neglect of structure and agency, and they encourage a realistic critical approach that allows a networked, more humane and systemically dynamic understanding. Jack et al., (2004) critically examine the nature, content and process of strong ties in the entrepreneurial context from three categories: family, business contacts and suppliers, competitors and customers. For the authors, these categories provide a specific range of support for the entrepreneur, and their appropriate and effective use greatly facilitates business performance.

Finally, when investigating the social capital and the acquisition of resources of entrepreneurs who live in needy areas of England, Lee et al., (2011) join the other researchers already mentioned, arguing that social capital helps to explain the acquisition of resources that entrepreneurs living in needy areas need to develop a new venture. However, the authors warn of the danger of overconfidence in the ties of connection for the acquisition of resources. For them, excessive bonding (homogeneity and confinement)it can lead to redundant resources, and “stick around” can limit growth. In light of these results, the authors recommend a more active presence of the government and other actors, intermediating policies and infrastructures that expand the entrepreneurial perspectives providing a greater regional development.

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In line with the above, section 4 will present the Regional Center for Innovation and Entrepreneurship (CRIE) which, in addition to mission of contributing to the scientific, technological, economic and social development of the Cariri Metropolitan Region of the State of Ceará, aims to be an arm of the municipal government in the mobilization of entrepreneurial social capital for the development of the region.

3. METHODOLOGY

The research strategy used in this research was qualitative. An exploratory study of a descriptive nature was carried out based on a single case and supported by institutional documents from the Regional Center for Innovation and Entrepreneurship located in Cariri do Ceará.

For Yin (2014, p.32), the case study is “an empirical investigation that investigates a contemporary phenomenon within its context of real life, especially when the limits between the phenomenon and the context are not clearly defined”. The uniqueness of the case provides the study with the possibility of deepening the revelation of the studied object (Bravo, 1998).

In terms of document analysis, it is a technique that “seeks to identify factual information in documents based on questions and hypotheses of interest” (CAULLEY apud LÜDKE and ANDRE, 1986, p. 38). “A person who wishes to undertake a documentary research must, in order to constitute a satisfactory corpus, exhaust all the clues capable of providing him with interesting information” (CELLARD, 2008, p. 298); and make use of “original documents, which have not yet received analytical treatment by any author.” (HELDER, 2006, p. 1-2).

Regarding the authenticity of the documents, it is possible to share in this study the questions of May (2004) that aim to give a greater degree of scientificity to the studies:

Is the data genuine? Are they from a primary or secondary source? Are they really what they appear to be? Are they authentic copies of the originals? Have they been corrupted or tampered with? Can authorship be validated? Are the documents dated and located? Are they accurate records of the events or processes described? Are the authors of the documents credible? (FOSTER apud MAY, 2004, p. 220)

In view of the above, in this study, the collection of institutional documentary data from CRIE occurred between the months of November and December of the year 2018, January and February of the year 2019. The analytical categories of the study and the mentioned elements of analysis are shown in Chart 1 and were defined based on the structural, relational and

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cognitive dimensions proposed by Nahapiet and Ghoshal (1998) and adaptation of the framework prepared by Souza and Teixeira (2018).

Frame 1 - Analytical categories and elements of analysis

S § 5	Analysis elements
Structural dimension	<ul style="list-style-type: none"> • What is the importance given to relationships with institutional and / or professional actors to examples from banks, accountants, lawyers and consultants? • What is the importance given to relationships with social actors such as family, friends, employees and former co-workers? • In terms of promoting business creation and development, how is the adoption of own and third party resources assessed?
Relational dimension	<ul style="list-style-type: none"> • What relationships are fostered in the search for information to obtain raw materials, equipment, labor and suppliers? • Which relationships are considered most relevant for the promotion and development of business? • What problems are considered to originate from relationships for the promotion and development of business? • How are groups related to business development and development (association, union, etc.) considered? How is the importance of these groups assessed?
Cognitive dimension	<ul style="list-style-type: none"> • What are the elements that promote the perception and promotion of trust in relationships? • How do you help to foster and develop relationships that can collaborate in the process of identifying new opportunities or ideas? • How do you help to foster and develop relationships that can help the reputation of supported businesses?

Source: Adapted by the author from Nahapiet and Ghoshal (1998) and Souza and Teixeira (2018).

4. THE CASE OF THE REGIONAL CENTER FOR INNOVATION AND ENTREPRENEURSHIP (CREATE) AND ITS ANALYSIS

4.1 About CRIE

The Regional Center for Innovation and Entrepreneurship (CRIE) aggregates the characteristics of a technology park and entrepreneurship center that was founded by a partnership between the Federal University of Cariri (UFCA), the Chamber of Shopkeepers (CDL) of Juazeiro do Norte / CE and the Municipality of Juazeiro do Norte / CE.

CRIE's fundamental objectives are to contribute to the scientific, technological, economic and social development of the Metropolitan Region of Cariri, through the structuring and management of a business environment capable of enhancing scientific and technological research activities; the introduction of innovations and the transfer of technology; as well as creating and consolidating ventures in the development of scientific and technological research and new technologies, products and processes.

CRIE's objectives will be achieved through interaction and cooperation between universities, scientific and technological institutions, technology-based companies, entities or REGMPE, Brasil-BR, V.4, N°3, p. 74-94, Sep./Dec.2019 <http://www.regmpe.com.br>

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bodies of the federal, state and municipal direct and indirect public administration; private teaching and research institutions based in the country; other national private institutions and other public or private teaching and research institutions based abroad.

With approximately 700m² provided in a development and innovation partnership with Cariri Garden Shopping, CRIE tends to be located in this establishment located at Rua Av. Padre Cícero, 2555 - Triângulo, Juazeiro do Norte - CE, 63041-145, Centro, Juazeiro North / CE. The physical structure is planned with: Reception; Administration room; Meeting room; coworking space; mini auditorium; modular rooms for incubators; laboratory (fablab); cafe (lounge bar); living area (exhibition site and fairs); concept of access to information (media library, library); support spaces for research groups, junior companies and others; studio; Innovation Technology (IT) space.

4.1.1 Axes of action and proposed activities

In order to create a space for dialogue between academia, public authorities and companies, to train entrepreneurs and to develop enterprises, CRIE seeks to act in two axes with specific activities: culture for technological innovation and entrepreneurship; and fostering innovation and entrepreneurship.

I. Culture for technological innovation and entrepreneurship

Creating an environment favorable to innovation and entrepreneurship requires, necessarily, an alignment of the local culture. Thus, this axis involves: (i) Free School of Innovation and Entrepreneurship; and (ii) Agenda for Innovation and Entrepreneurship.

- I. Free School of Innovation and Entrepreneurship: spaces designed to conduct discussions and orientations, stimulating innovation and entrepreneurship in the local community. It involves training activities, in person or at a distance, including actions with the public of elementary, secondary, technical and higher education, such as lectures, seminars, short courses, workshops, among others.
- II. Agenda for innovation and entrepreneurship: survey existing activities and projects in the area to disseminate a calendar of local, regional and state events, promoting training, mentoring and networking. Among which, the following stand out: digital corridors;

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startup weekend; hackathon; fairs; Technology, Entertainment, Design (TEDs); bootcamp, seminar; courses; summit; Pitch, among others.

II. Fostering innovation and entrepreneurship

In addition to promoting articulation, partnership and exchange between different local actors to establish a network for innovation and entrepreneurship, activities inherent to technology parks, this axis specifically aims to attract professionals, entrepreneurs and companies, to support and support ideas and businesses, involving the use of the structure of CRIE and its partners to accelerate and incubate companies. To know:

- I. Structural services:coworking spaces with hot desk or dedicated table, meeting rooms, auditorium, media library, FabLab, telecentre and living space, totaling approximately 700 m² and other infrastructures, such as internet access, energy, water and coffee.
- II. Support services:accounting, legal, technological, management, reception (delivery and receipt protocol, telephony, printing, mail). Services for companies incubated in the center.
- III. Business incubator: offering, for a limited time, physical structure for the installation of companies; technical team to provide support and consultancy for the development of products, processes or services that include innovation and technology.
- IV. Business accelerator: help in the process of stabilization and growth of companies and startups that involve innovation in products, processes or services. Incubated companies may also be selected for the acceleration process.
- V. Teaching, research and extension center: provision of the study and research center in innovation and entrepreneurship, whose mission involves the development, application and improvement of innovation and entrepreneurship indicators in the region, stimulating the formatting of extension, undergraduate and post-graduate courses University graduate.

4.2 CRIE's situation in the canalytical categories and elements of analysis in terms of mobilizing entrepreneurial social capital

CRIE's situation, in terms of its role as a mobilizer of entrepreneurial social capital, was analyzed from the data present in the institutional documents based on the structural, relational and cognitive dimensions, proposed by Nahapiet and Ghoshal (1998).

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4.2.1 Structural dimension

The structural dimension is associated with the actions and partnerships between the actors, their connections and respective support configurations and measurements such as density, connectivity, hierarchy and adequacy.

In relation to this dimension and its elements of analysis, there is a main line present in the institutional documents of CRIE that points to a strong incentive for relationships by institutional and / or professional actors, such as banks, accountants, lawyers and consultants. by CRIE. Such registration is contained in the CRIE Statute in Art. 4, § 2, II, where it addresses the objectives and performance of its functions, it is registered:

create conditions for the implementation of cooperation and partnership between educational and research institutions, companies, governments and national and international development promotion agencies, at its different levels, with the purpose of increasing the exchange of knowledge and its application in development actions local, regional and national, as well as participate in these partnerships whenever relevant.

Another yes, when the importance given to relationships with social actors, such as family, friends, employees and former co-workers, is devoted, CRIE has a variety of projects to train citizens in an integral way, organizing teaching and learning practices that are active, dynamic and multivariate in the areas of performing arts, music, visual arts, literature and publishing, audiovisual, animation, games, software applied to the creative economy, advertising, radio, TV, fashion, architecture, design, gastronomy, popular culture, crafts, entertainment, events and cultural tourism.

The relevance given to relationships with social actors such as family, friends, employees and former co-workers, it receives various incentives such as facilitation of the various bureaucratic processes necessary for the operationalization of training projects for these citizens, namely: provision of transport, accommodation, food for the participants; access to didactic material and training, certification of training, among others.

In terms of promoting business creation and development, CRIE, through its partners (Banks, University, Colleges, Chamber of Logistic Directors, SENAC, SEBRAE, among others), promotes *workshops*, meetings, fairs, lectures, meetings among other related actions

Technological Parks as mobilizers of entrepreneurial social capital for the development of the regions: a different proposal in Cariri do Ceará whose main objective is to support your audience with data, information and knowledge to assist them in deciding whether to adopt their own resources, third, mixed or other sources.

The creation of an environment of collaboration and cooperation is at the heart of fulfilling CRIE's functions. Based on this foundation, the infrastructure provided by CRIE can significantly contribute to the set of relationships capable of promoting a positive differential in obtaining raw materials, equipment, labor and suppliers from its various agents. For Putnam (2002, p. 182), continued relationships "often have a social meaning, with strong expectations of reliability and abstention from opportunism", which supports and contributes to leverage results.

As you can see, the network configuration determines the main information channels (NAHAPIET; GHOSHAL, 1998). In relation to the key aspects dealt with in this dimension, there is a clear association with that advocated by Lundvall (1992). According to this author, the relationships that develop between agents over time establish the rules of the game and end up becoming a reference in organizational terms.

4.2.2 Relational dimension

The present dimension is related to the assets created and leveraged through the relationship. Included in this focus are attributes such as identification, trust, rules, sanctions, obligations and expectations. In this dimension, the debate, the activities developed have the objective of providing the cohesion of the different groups (commercial association, chamber of store owners, entrepreneurs and investors of the region, associations and diverse social cooperatives, among others) in the face of their differences and similarities, among others, they aim to awaken the agents to a thought and an action capable of bringing together the interests of all.

For companies, relationships are seen as a way of creating potential value and accumulating social capital, considered important for the creation of knowledge and for the improvement of their performance (BRENNECKE; RANK, 2017; FANG; WANG; CHEN, 2017; MARTIN-RIOS; ERHARDT, 2017). Putnam (2002) and Fukuyama (1996) also emphasize that relationships have a strongly related context from historical roots.

Regarding its historical roots, CRIE seeks to encourage relationships, work and entrepreneurship as a source of development, mainly based on the legendary memory of what

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Father Cícero preached. According to the priest, man is only able to modify his destiny through the effort and actions he develops (ARAÚJO, 2005).

Institutionally, the records contained in CRIE's projects, formal presentation and other official documents, underpin what is established in its Statute in Art. 4, § 1 °: “CRIE's objectives will be achieved through interaction and cooperation [.. .]” And § 2, III, “ create conditions for the implementation of cooperation and partnership ”. The situation presented has been straining CRIE to act in its environment as coordinator of an innovation ecosystem formed by innovative companies of different sizes, institutional research and development laboratories, groups, university and research centers, investors, spectators, multiple spaces, among others. others.

Contrary to the traditional literature where organizations are viewed as autonomous entities, inserted in a given environment, CRIE actively seeks to contribute to the potential immersion of its actors, agents and collaborators in a network of relationships, because “adopting an approach relational rather than atomistic, it is possible to better understand the differences in performance between companies ”(LEENDERS; GABBAY; FIEGEBAUEM, 2002, p.18).

The relational approach thus becomes a differentiated strategy adopted by CRIE for promoting trust, engagement, social exchange and cooperative interaction (FUKUYAMA, 1996; GAMBETTA et al. 2000; HRUSCHKA; SILK, 2017; PUTNAM, 1995; RING; VAN DE VEN, 1992, 1994; TYLER; KRAMER, 1996).

4.2.3 Cognitive dimension

The cognitive structural dimension refers to shared views, interpretations and common systems of meanings, such as language, codes and narratives. According to Doh and Acs (2010), the more widespread the norms, goals and common culture, the greater the propensity of the actors to interpret information and knowledge useful for innovation. An adequate understanding of valuable information favors, according to Tang (2010), the best use of knowledge and the proactive way of identifying new opportunities.

In this dimension, the elements of analysis in the present study are synthesized in terms of trust in relationships and in the way CRIE proposes and concretizes the promotion of the development of relationships capable of promoting collaboration in the process of identifying

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new opportunities or ideas. To achieve these goals, CRIE is strategically positioned adopting a standard practical language.

It is possible to perceive the common system of meanings and or the promotion of a single language from the Statute in Art. 4, § 2, VII, which registers as a function of CRIE:

“Plan, design, build, operate, maintain, expand and improve, according to the needs of its activities, its own physical facilities and internal processes, as well as contributing to the qualification and motivation of its own human capital and its partners, aiming at increasing , constantly, the quality of the results of all its actions and those of its partners; ”

The aforementioned functions are realized through activities, facilities, processes and by assisting in the development of best practices, behaviors and competitive understandings for the various actors who are connected to CRIE. This generation of context and language, when shared by the community, serve as the foundation of the cognitive structural dimension.

The promotion of the set of values, meanings and a common and collective vision encouraged by CRIE contribute to the establishment of actions that can, in addition to benefiting the entire organization, encourage the development of sociable and reliable relationships. Ratifying this exhibition, Nonaka and Takeuchi (1997) highlight that socialization is a process in which experiences based on mental models or personal skills are shared to create new tacit knowledge that occurs through activities, training, interactions with customers, informal sessions, brainstorming, among others.

Finally, it is emphasized that the cognitive dimension also depends significantly on the collaboration of language, legends, proverbs, music, culture. In this sense, CRIE, as an entity belonging to the Carri region of the State of Ceará, has influences from the entrepreneurial ideas of Father Cícero Romão Batista (Father Cícero), above all, when expressions and sayings of this religious as: (i) “In each room, an altar; in each yard, a workshop ”; (ii) "God never left work without reward or tears without consolation"; (iii) "Everyone who teaches is a bearer of light for those who do not know"; (iv) "Take the first step and the rest our good God will do.", are referenced in meetings and guidelines of the institution.

5. FINAL CONSIDERATIONS

The organizational, relational, innovative and creative point of view presented in this study is fundamentally social. It is possible to perceive that the potentializing actions developed

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by CRIE are important to strengthen social relations, are based on this foundation and through this validates such institution as a mobilizer of entrepreneurial social capital that contributes differently to the development of Cariri Cearense.

By placing CRIE in the analytical categories and respective elements of analysis, it is possible to see that structural decisions are significant for the effectiveness of social systems and their network of existing relationships, that is, who you reach and how you reach them (Burt, 1992) through the presence or absence of ties (SCOTT, 1991; WASSERMAN; FAUST, 1994), the configurations (KRACKHARDT, 2014) or the network's morphology (TICHY et al., 1979), relevant potential collaborations are relevant by the institution.

Structural decisions, although infrastructural, can be understood as inducing the relational dimension. The relational dimension, as presented, provides the actors involved with the development capacity (of current and new ventures) with each other, through a history of interactions (Granovetter, 1992). Such developmental capacity is the result of the promotion of cognition. Regarding the improvement of cognition, it is known that this issue is related to shared views, interpretations and common systems of meanings such as language, codes and narratives. As presented, according to Doh and Acs (2010), the more widespread the norms, goals and common culture, the greater the propensity of the actors to interpret information and knowledge useful for innovation.

The objective of this article was to answer the following research question: how to make PQT potential instruments for mobilizing entrepreneurial social capital for regional development? In this sense it is possible to view the actions of CRIE as a successful answer to the question presented, above all, when it is perceived, on the part of the institution, varied contributions to the establishment of networks of external relations mobilized for the creation and improvement of enterprises (BORGES, 2007).

As limitations, the consolidation of entrepreneurial social capital and problems of future research are: how cultural changes can be antagonistic instead of supporting cooperation exchange, exchange and change towards strengthening entrepreneurial social capital; how to align the costs of establishing and maintaining structure, networks and cognition in order to make this action a conscious and significant investment for the various enterprises and entrepreneurs.

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