

## BRAZILIAN ENTREPRENEURSHIP ECOSYSTEM: CONCEPTS AND METRICS FOR MONITORING AND EVALUATION

**Matheus Petter de Barros (IC), Edmundo Inácio Júnior (PQ)**

### Abstract

This research aims to give a first step towards a conceptualization on what we could consider as the Brazilian Entrepreneurship Index. To complete this task, we analyzed three most respectful entrepreneurial index of the world, GEI (Global Entrepreneurship Index), ICSEd-Prodem (Index of Systemic Conditions for Dynamic Entrepreneurship) and the Entrepreneurship at a Glance (OECD). Based on this analysis, we highlighted the strength and weakness of these indexes and suggested some venues for the Brazilian Entrepreneurship Index.

*Key words: Entrepreneurship, Ecosystem, Indicators.*

### Introduction

As pointed out by many specialists, 2015 will be marked in Brazil by a series of tributary adjustments. Such changes have strongly impact on the productive sectors of the Brazilian economy, from small groups to the large corporation overseas, and consequently the entrepreneurial activity in Brazil. As already proven out, entrepreneurship is a strong tool to achieve the principal economic objectives of underdevelopment countries, economic growth and wealth equality. Given this objective, policies implementations for strengthen entrepreneurship can produce a great impact on the economic activity, consequently the creation of tools – indicators - to evaluation these impacts have a major importance.

### Results and Discussion

To start a new entrepreneur index we first look at how other indexes are trying to measure entrepreneurship. To complete this task, we compared three entrepreneurial indexes and from then build a series of conclusions that could be used to integrate the Brazilian index. The chosen indexes were the Global Entrepreneurship index (GEI), the ICSEd-Prodem and the Entrepreneurship at a Glance. The analysis of the indexes shown that the most sophisticated and who could express better the reality of entrepreneurship was the GEI, mainly because of their methodology appendices that uses the penalty-for-bottleneck (PFB) technique and a clear interaction between indicators that capture the microeconomics and the macroeconomics of a given country. The ICSEd-Prodem has a unique feature that considers the human capital asset with great importance, what in the Brazilian case it is necessary to do, given our reality in the educational system and access to information. By

last, the Entrepreneurship at a Glance didn't offer many conclusions that could be introduced on this work mainly by the its use of result indicators who were classified as bad indicators for an index, however the indicator that tried to measure green entrepreneurship it could be used to integrated the proposed index given the reality of the environmental importance.

### Conclusions

Based on what we point out in the discussion, an index that aims to value the conditions of Brazilian entrepreneurship ecosystem needs to comprise the following points:

- Contemplate PFB technique;
- Evaluate Brazil by regions;
- Indicators that measure green entrepreneurship;
- Use indicators that evaluate the macro and micro economic conditions;
- Use indicators with focus on Human Capital
- Show the economic stages development of in the Brazilian regions;
- Point solutions for policies be more effective.

### Acknowledgement

I'd like to thank the opportunity conceded by Prof. Edmundo to let me work with this theme, as well for my colleague Diego for the contributions and support to finish this research.

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<sup>2</sup> Ács, Z. J.; Autio, E.; Szerb, L., National Systems of Entrepreneurship: Measurement issues and policy implications. *Research Policy* 2014, 43 (3), 476-494.

<sup>3</sup> OECD. Entrepreneurship at a Glance, Paris, 2011.