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Nurse: actor in social entrepreneurships

ABSTRACT | Introduction: The social entrepreneur is an agent of change that inspires others to engage around a common cause and supports the improvement of environments where resources are scarce. Nurses carry out social entrepreneurship, as they seek innovative solutions and seek social sustainability. Objective: to discuss the role of the nurse as an actor in social entrepreneurship. Method: Descriptive and qualitative study of an integrative literature review in Pubmed, Lilacs, Scielo and Spell indexer databases, between 2010 and 2020 on social entrepreneurship and nursing. Results: Twenty researches were found, of which 25% portray the entrepreneurial characteristics of academics, teachers and nurses; 25% addresses entrepreneurship in the training of nurses; 15% of the studies bring national and international information on the subject. Conclusion: It is essential to discuss the role of nurses as social entrepreneurs, their training and performance for their empowerment in health care.

Keywords: Innovation; Nursing; Nursing education research.

RESUMEN | El emprendedor social es un agente de cambio que inspira a otras personas a involucrarse en una causa común. El enfermero realiza emprendimiento social al buscar soluciones innovadoras y la sostenibilidad social. Objetivo: discutir el rol del enfermero como actor en el emprendimiento social. Método: Estudio descriptivo y cualitativo de revisión integradora de literatura sobre emprendimiento social y enfermería en las bases de datos Pubmed, Lilacs, Scielo y Spell index, entre 2010 y 2020. Resultados: Se encontraron veinte encuestas, de las cuales el 25% retrata las características emprendedoras de académicos, docentes y enfermeros; El 25% aborda el espíritu empresarial en la formación de enfermeros; El 15% de los estudios aportan información nacional e internacional sobre el tema. Conclusión: Discutir sobre el rol del enfermero como emprendedor social, su formación y desempeño para que estos profesionales se empoderen en el cuidado de la salud.

Palabras claves: Innovación; Enfermería; Investigación en educación em enfermería.

RESUMO | Introdução: O empreendedor social é um agente de mudanças que inspira outras pessoas a se engajarem em torno de uma causa comum e corrobora com a melhoria de ambientes onde os recursos são escassos. O enfermeiro realiza o empreendedorismo social, uma vez que busca soluções inovadoras e busca a sustentabilidade social. Objetivo: discutir o papel do Enfermeiro como ator no empreendedorismo social. Método: Estudo descritivo e qualitativo de revisão integrativa de literatura nas bases de dados Pubmed, Lilacs, Scielo e indexador Spell, entre 2010 a 2020 sobre empreendedorismo social e enfermagem. Resultados: Foram encontradas vinte pesquisas, do qual 25% retrata as características empreendedoras de acadêmicos, docentes e enfermeiros; 25% aborda o empreendedorismo na formação dos enfermeiros; 15% dos estudos trazem informações nacionais e internacionais sobre a temática. Conclusão: É essencial discutir sobre o papel do enfermeiro enquanto empreendedor social, sua formação e atuação para seu empoderamento na assistência de saúde.

Palavras-chaves: Inovação; Enfermagem; Pesquisa em educação em enfermagem.

Hélio Martins do Nascimento Filho

Nurse. Master in Science, Technology and Management Applied to Tissue Regeneration by Unifesp. Nurse at the Family Health Unit / USF in Conselheiro Lafaiete – MG. Professor at the Postgraduate Course in Dermatological Nursing with Emphasis on Wound Treatment at FAIPE Faculty (Cuiabá-MT).
ORCID: 0000-0003-3700-3910

Daniela Tinti Moreira Borges

Nurse. Professional Master in Science from UNIFESP/SP; Stomal therapist, by FAMERP/SP (2019). Professor of the Undergraduate Nursing Course at AEMS (Integrated Faculties of Três Lagoas/MS).
ORCID: 0000-0001-8890-8918

Fabiola Arantes Ferreira

Nurse. Master in Nursing in Intensive Care, graduated in Nursing from UEMG.
ORCID: 0000-0001-7360-820X

Lara Mendes Chaer Rezende Costa

Specialist in General Surgery and Angiology and Vascular Surgery, graduated in: Medicine from the Faculty of Medical Sciences and Health of Juiz de Fora.
ORCID: 0000-0001-7131-0960

Elisângela Soares da Silva Reis

Specialist in Medium High Complexity Nursing - Stomatherapy from UFMG and in Emergency Urgency and Trauma Nursing from PUC de Minas Gerais (2011). She is currently a Nurse at Hospital Sofia Feldman.
ORCID: 0000-0001-9753-062X

Flávia Carla Takaki Cavichioli

Nurse. Master in Science, Technology and Management Applied to Tissue Regeneration by UNIFESP.
ORCID: 0000-0003-2277-9548

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INTRODUCTION

Entrepreneurship is the individual's ability to develop skills to manage and take advantage of business opportunities, develop and improve processes individually or collectively. This term was widespread in Brazil in the 1990s, a period marked by a major economic crisis characterized by rising inflation, currency devaluation and high unemployment rates.^(1,2)

In that social context, the majority of small businesses emerged as an alternative to generate income. The figure of the entrepreneur is born out of this need, who, without management skills, sees innovation as the solution to the problems faced by the economic situation that the country was going through.^(1,2)

The expression “Being an Entrepreneur” is beginning to be widely used to designate people who start something new, observe a potential opportunity, manage to assess the risk and decide on the right action. Entrepreneurs are achievers because they produce new ideas through the congruence between creativity and imagination, always motivated by self-fulfillment and the desire to take responsibility and be independent. ⁽²⁻⁶⁾

Entrepreneurship has changed over the years due to changes in the economy and market needs, the term social entrepreneurship, of recent use, is increasingly valued. The figure of the social entrepreneur becomes essential, for pointing out trends, bringing innovative solutions to social and environmental problems, accelerating the process of change and inspiring others to engage around a common cause. ^(6,7)

The social entrepreneur acts as an agent of transformation by creating social value in issues such as poverty, disease, illiteracy, environmental destruction, human rights violations, corruption, among others. Furthermore, it intervenes on these factors with innovation and the use of financial resources for social, economic and community development. ^(5,8,9)

The nurse is a social entrepreneur, responsible for mobilizing and integrating the different functionally differentiated systems into a network, enhancing and multiplying individual competences and local resources to achieve resoluteness and comprehensive care in nursing care. Despite the performance of an entrepreneur developed in the field of nursing, there are few works that discuss this theme. ^(1,6,10,11,12)

From the above, it is observed that nurses have entrepreneurial characteristics, however, there is a gap regarding publications on the subject. The justification for this work is based on the need to broaden the discussions



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related to entrepreneurship in nursing, and the authors hope to contribute to expanding the knowledge of nurses and researchers.

This study aims to discuss the role of nurses as an actor in social entrepreneurship to achieve the integration of health care and the mobilization of people.

METHOD

This is a descriptive and qualitative study, carried out through an integrative literature review, seeking to answer the following guiding question: “What is the role of the nurse as a social entrepreneur?”

For the bibliographical survey, search strategies were carried out using the Descriptors and their combinations in Portuguese and English: “Entrepreneurship”, “Social Entrepreneurship” and “Social Entrepreneurship and Nursing”. The selection of studies followed the following inclusion criteria: publications between the years 2010 to 2020, available in full free of charge in the Pubmed, Lilacs and Spell indexer databases, from 2010 to 2020 that addressed the proposed theme; written in Portuguese, English or Spanish.

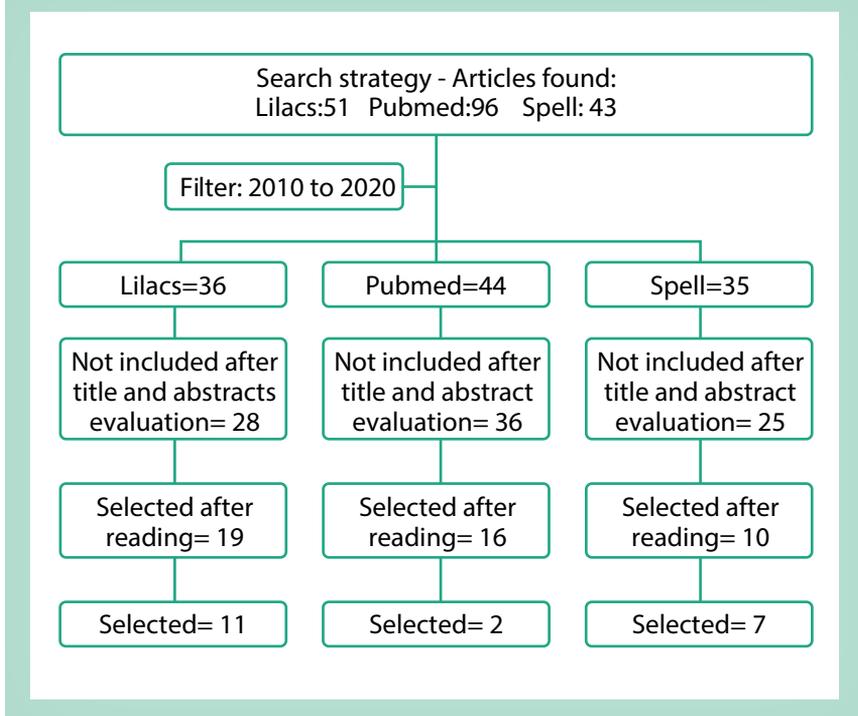
In this search, 115 (one hundred and fifteen) works were found, and after analyzing the title and abstract, 70 (seventy) repeated works and/or works that did not address entrepreneurship in nursing were excluded. Forty-five (45) studies were selected for full reading. After reading them, 25 (twenty-five) works were excluded because they did not fit the theme proposed in this study. In the end, 20 (twenty) works that portrayed social entrepreneurship in nursing were selected. The search strategy is shown in Figure 1.

RESULTS



Twenty articles corresponding to the inclusion criteria were selected

Figure 1. Article search and selection strategy



Source: Authors, 2020

for this study. Among them, five (25%) portray the entrepreneurial characteristics of academics, teachers and nurses; five (25%) address entrepreneurship in the training of nurses; three (15%) studies bring national and international information on the subject; two (10%) address the construction of the social entrepreneurial role in nursing; two (10%) talk about social entrepreneurship carried out by nurses in the health systems; one (5%) study deals with the difficulties of social entrepreneurs in the labor market, one (5%) compares social entrepreneurship in nursing with other professions and one (5%) portrays social entrepreneurship in private service. The main results of the selected studies can be seen in Chart 1.

Social entrepreneurship is a current theme, but in the nursing field it is little discussed. It is important to emphasize that of the 115 works found, only twenty articles (17,8%) discuss social

Chart 1 - Summary of selected articles

Authors and Year of Publication	Title	Main results
Bargsted (2013) ⁽¹³⁾	Social entrepreneurship from a psychosocial perspective	The characteristics related to entrepreneurship are individual, motivational, social and a specific work identity. In addition, some views are incorporated regarding society, the goals of organizations and the psychosocial aspects of organizational behavior.
Ferreira et al. (2013) ⁽¹⁴⁾	Entrepreneurial characteristics of the future nurse	Nursing students showed the following entrepreneurial characteristics: determination, need to proactively design, create and carry out activities, skills to deal with people and motivate them.
Avila et al. (2014) ⁽¹⁵⁾	Characteristics of publications on (social) entrepreneurship in the Web of Science in the period 2002 -2011	Social entrepreneurship contributes to advances in the economic and social area, especially in public management with new business and management models.
Stein-Backes et al. (2014) ⁽¹¹⁾	Meaning of nurses' social practice with and from the Brazilian Unified Health System	The Unified Health System encourages and facilitates nursing care as a social practice, also providing a new approach to social intervention.
Casaqui (2014) ⁽¹⁶⁾	Concepts and meanings of social entrepreneurship in Brazil and Portugal: crisis, performance and the common good	Social entrepreneurship in Brazil has been gaining visibility and expanding meanings associated with transformation and the common good. In Portuguese society, civil society is responsible for finding solutions to moments of crisis.
Stein-Backes et al. (2015) ⁽¹⁷⁾	Learning incubator: a tool to induce entrepreneurship in nursing	Through the learning incubator in the education process, entrepreneurship is induced in nursing and health

Casaqui (2015) ⁽¹⁸⁾	The construction of the role of the social entrepreneur: possible worlds, discourse and the spirit of capitalism	Social entrepreneurship is relatively recent and transforms crisis scenarios
Altman e Brinker (2016) ⁽¹⁹⁾	Nursing social entrepreneurship leads to positive change	The health system is transformative and provides many opportunities for nurses to become social entrepreneurs
Stein-Backes et al. (2016) ⁽²⁰⁾	Systemic interactivity between interdependent concepts of nursing care	Entrepreneurial practices and actions contribute to changes in attitudes carried out in nursing care
Gaiotto (2016) ⁽²¹⁾	Social entrepreneurship: bibliometric study on national and international production	North American publications were predominant, while Brazilian publications sought conceptual bases to become relevant in this field. There was a decline in publications in 2014, followed by a growth in 2015
Itelvino et al. (2018) ⁽¹⁰⁾	Formation of social entrepreneurs and formal and non-formal education: a study based on life history narratives	Social entrepreneurs have their education related to: learning spaces and contexts, leadership trajectory and motivation. These categories are permeated by both formal and non-formal education
Bittencourt et al. (2016) ⁽²²⁾	Systematic review of the literature social entrepreneurship and skills development: an analysis of the past 10 years	This study indicates that there is no clear definition of the social entrepreneur's responsibilities for success, there is a theoretical gap to be filled and it is important that there is an increase in studies related to the theme, although there is a growth curve of publications in the last decade
Seba and Casagrande (2016) ⁽⁸⁾	Social entrepreneurship: analysis of the perception of undergraduate students from Campo Grande/MS	The survey identified that most nursing students have entrepreneurial characteristics, however there are some points that need development and/or improvement
Copelli et al. (2017) ⁽⁷⁾	Entrepreneurship in nursing: integrative literature review	Personal and professional characteristics are related to the concepts of entrepreneurship in nursing, and in this profession there are: social, business and intrapreneurship entrepreneurship
Tossin et al. (2017) ⁽¹¹⁾	Entrepreneurial profile of nursing faculty at a public university	The professors showed medium and high entrepreneurial tendency, so that the most prevalent dimension was autonomy, however the dimension of propensity to take calculated risks obtained low scores.
Estivaleta et al. (2018) ⁽⁹⁾	Contributions of social entrepreneurship to increasing women's participation in the labor market	Among the difficulties faced by women to participate in enterprises, the following stand out: lack of opportunities for qualification and participation in the formal market
Colichi e Lima (2018) ⁽¹²⁾	Entrepreneurship in nursing: comparison with other professions	The number of companies in the field of nursing is lower than in other professions. It is necessary to insert entrepreneurship content in undergraduate nursing courses in order to prepare these professionals for new job markets
Ippoliti et al. (2018) ⁽²³⁾	The private healthcare market and the sustainability of an innovative community nurses programme based on social entrepreneurship- Consenso project	There are opportunities for the private service to provide social services aimed at elderly people seeking to reduce environmental risks, such as the risk of falls
Stein-Backes et al. (2020) ⁽²⁴⁾	Contributions of Florence Nightingale as a social entrepreneur: from modern to contemporary nursing	Florence Nightingale left a legacy that transcends different areas of knowledge, distinguished by its visionary attitude, humanitarian social value and the transforming potential of resources and realities
Guedes dos Santos e Bolina (2020) ⁽⁶⁾	Entrepreneurship in nursing a need for innovations in health care and professional visibility	Entrepreneurship is still little discussed in the training of nurses, however, it is important to increase discussion and publications on the subject, since through entrepreneurship nurses can provide care even more focused on social needs, changing realities
Source: Authors, 2020		

entrepreneurship in nursing and the profile of this professional. The expansion of the discussion on the subject allows changes in the training of nurses so that these professionals can meet the needs of the labor market, resulting in the improvement of the quality of health care, in addition to providing full security in their care and the increasing achievement of operating market with a guarantee of success in their choices in any situation.

DISCUSSION

Entrepreneurship in Nursing made it possible to increase the visibility and consolidation of the profession as science, technology and innovation. It is a topic little discussed in the literature, despite its importance. Expanding the discussion of entrepreneurship and typologies of entrepreneurship in nursing makes it possible to know the fields in which the profession can advance. ⁽⁷⁾

Nurse Florence Nightingale, precursor of the profession and founder of the first nursing school, applied social entrepreneurship to improve patient care and achieve quality of care. Among other enterprising nurses, we have Anna Nery, who worked in the care of the wounded in the Paraguayan War, and Wanda de Aguiar Horta, the first Brazilian theoretician in the profession. ^(7,19)

Social entrepreneurship in nursing is defined as the attitude of promoting healthy living for individuals, families and communities through interactive and associative processes. It is the emancipation of patients as protagonists of their own history, which requires the effective and responsible engagement of nurses through entrepreneurial actions that propose new theoretical and practical references. ^(6,14,17,20,23)

The nurse assumes a decisive and proactive role, with clarity and res-

ponsibility in identifying the population's care needs, as it projects changes that cause positive impacts for the patient and family, through actions to promote and protect the health of individuals in its different dimensions. As a social entrepreneur, he analyzes complexity as the union between unity and multiplicity and proposes an expanded, dynamic look at realities. These professionals have interactive and associative skills, because they understand the human being as a whole, because of the comprehensiveness of health care and the capacity to provide care. ^(6,11,14,17,20)

During daily activities, the nurse identifies with the needs and expectations of individuals, through the ability to interact directly with the user and the community, promoting dialo-



At treatment and rehabilitation care levels, nursing rescues the client as a unique being, who in many cases is seen as a specific disease to be treated.



gue between users and the family health team, making referrals and optimizing interventions of health care in a way that integrates and contemplates both professional knowledge and the knowledge of users, regardless of their economic, cultural or social conditions. ^(11,14,17,20)

To practice nursing, it is necessary to work with the singularities and limitations of each individual and population groups, there must be the ability and sensitivity to carry out guidelines aimed at understanding the different audiences that interact in the health system to achieve effective care. ^(6,11)

Nursing care is carried out competently, responsibly and ethically. The promotion and prevention actions developed in primary care seek to promote a healthy life, rescue the self-esteem and uniqueness of customers (health users) who are in situations of vulnerability, without value judgment to promote the individual's well-being and family, which is part of a community. The actions developed as guidelines for pregnant women exemplify the broad education action of nurses, who through lectures use multidisciplinary to raise awareness of good health practices and increase the self-esteem of women, who are encouraged to look at themselves as women who are acquiring the role of mom. ^(6,11, 14,17,20,23)

At treatment and rehabilitation care levels, nursing rescues the client as a unique being, who in many cases is seen as a specific disease to be treated. Entrepreneurship in health is the creation, management and daily search for alternatives so that the client has their needs met in a unique and integral way to become protagonists in the health process. ⁽¹¹⁾

The social entrepreneurial nurse's challenge is to deal with changes and the team's resistance to these transformations. In their daily life, adversities

must be worked with creativity and innovation to achieve the quality of health care for the client who, after their recovery, must return to the community they are in and develop work, leisure and education activities to achieve better quality of life. (9-11,19)

In Brazil, several scholars strive to give visibility to the role of nurses, whether as an autonomous community social practice or as an institutionalized care practice. Nurses, in their daily lives, carry out the survey of critical situations and the systematic intervention of a care plan in order to overcome fragmentation and ensure the continuity and resoluteness of health care. (9-11,19)

In order to achieve comprehensiveness and quality of care, the health system requires enterprising nurses to create positive results through change and innovation in everyday

problems. It is necessary to study the performance of these professionals to value and demystify that entrepreneurship is restricted to the business environment. (6,9-11,19)

CONCLUSION

It is essential to discuss social entrepreneurship in nursing and the entrepreneurial profile of nurses for professional empowerment. As an example of the role of nurses in social entrepreneurship, we can mention the precursor nurse of the nursing profession, Florence Nightingale, who was already developing social entrepreneurship for being a leader, transforming reality and improving processes that allowed health care to be treated as science and the patient to be seen as a being in an integral way.

Discussing the role of nurses in

the health care integration process and emphasizing its importance in social and environmental changes is necessary to prepare professionals according to the demands and needs of the labor market so that they are team leaders, a situation already presented even in graduation, look at the patient as the protagonist of their own history, amidst the daily challenges found in the services of the health system, so that health care is of quality and the needs of patients are fully met.

Entrepreneurship is one more path to be explored by nurses who carry with them the responsibility of a broad and complete performance, having as examples protagonists such as Florence, Wanda Horta, among others who left their legacy as a motivating way for those who choose to assume the day-to-day challenges of nursing as an art of care. 🐦

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