

## Challenges and Perspectives of Entrepreneurship in Nursing

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**Abstract**— The study aimed to investigate in the scientific literature the challenges and perspectives of nurses' performance in nursing entrepreneurship. This is a bibliographic, descriptive research with a qualitative approach. The search in the scientific literature was carried out from May to July 2021 in two databases: SCIELO (Scientific Electronic Library Online) and LILLACS (Latin American and Caribbean

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**Keywords**—Challenges, Entrepreneurship, Nursing.

*Literature in Health Sciences). The descriptors in Health Sciences (DeCS) used in the search for data consisted of: challenges, entrepreneurship and nursing. Nine publications were analyzed in full, which suited the purpose of the study. The study made it possible to identify that the entrepreneurial nurse is a reality on the rise. There are numerous advances, challenges and entrepreneurial practices in nursing, an extensive field that allows nurses to work promoting health to the population. Offices, home care, consulting and audits are some of the examples that enable the professional nurse to act independently, innovatively and entrepreneurially.*

## I. INTRODUCTION

In recent decades, the field of entrepreneurship has advanced considerably, mainly due to economic changes, technological innovations and globalization [1, 2]. This scenario points out ways to be explored by different professionals, in particular, nursing professionals.

In this context, it is understood that Entrepreneurship is related to the creation or improvement of something, providing benefits to the individual and society [2]. For some authors, entrepreneurship consists of a set of practices adopted in order to guarantee the generation of wealth and the best performance of societies [3]. For others, entrepreneurship is the process of creating something new with value, innovating, daring, dedicating the necessary time and effort [4, 5].

In Brazil, entrepreneurship began to receive more attention in the 1990s, a period in which there was an increase in national and international market demand associated with technological advances [6].

It is observed in the national and international market that, currently, the entrepreneur is related to the exploration of new opportunities, to social and institutional responsibility, enabling the progress of new technologies and management procedures and social inclusion [3, 7].

To accompany this new scenario, nurses must know how to identify opportunities, and seek the necessary resources to transform them into business, that is, they increasingly need to dare and visualize new spaces, leading new fields and practices of professional activity.

The nurse is recognized as a liberal professional, through a ministerial opinion established in 1946, in which it was decided to release it also for autonomous practice [8].

The operation of nursing offices and clinics, which provide nursing services and consultations, is regulated by the resolution of the Federal Nursing Council (COFEN) No. 568 of 2018 [9]. These establishments must be registered as companies with the regional nursing councils, being exempt from annuity payments. Configuring in

possibilities of action of nursing professionals in the job market.

Currently, it is known that the labor market in Brazil is in an economic and political crisis, perceived by the increase in unemployment. According to a survey carried out in Brazil in 2016, out of a total of 414,712 nursing professionals, 12.4% of nurses reported unemployment in the last 12 months, and 78.9% reported difficulty finding a job [10]. There is concern about the saturation and stagnation in the area, becoming a reality to be faced. In addition, there is an intensive commodification in the health area and the transfer of public investment to the private environment [11], which leads to new paths to the nurses' job market, which must be taken into account by future professionals.

In this perspective, realizing the importance of knowing the job opportunities in the nursing area and considering that it is from the knowledge of a science that it can be understood and delimited new directions, the following guiding question was delimited: What are the challenges and perspectives of entrepreneurship in nursing?

The study aimed to investigate in the scientific literature the challenges and perspectives of nurses' performance in nursing entrepreneurship.

## II. METHODOLOGY

It is a bibliographical, descriptive research, with a qualitative approach, defined in a research alternative that proposes to seek and analyze published knowledge regarding a specific topic.

The search in the scientific literature was carried out from May to July 2021 in two databases: SCIELO (Scientific Electronic Library Online) and LILLACS (Latin American and Caribbean Literature in Health Sciences). The descriptors in Health Sciences (DeCS) used in the search for data consisted of: challenges, entrepreneurship and nursing.

The inclusion criteria defined for the selection of articles were: full texts published in a journal indexed in the Portuguese language, in the last 12 years. Subsequently, an initial analysis of all the articles found was performed, by reading the titles and abstracts and articles unrelated to the theme were excluded.

The review of selected databases resulted in thirty-five publications. Considering the inclusion and exclusion criteria, twenty-six articles were excluded from the study. Dissertations and theses were excluded. Thus, nine publications were analyzed in their entirety, which suited the purpose of this bibliographic research. The

presentation of the results and discussion of the data obtained were presented in tables and later analyzed in the light of the relevant literature on the subject.

### III. RESULTS AND DISCUSSION

Nine studies that met the previously established inclusion criteria were analyzed. Next, Table 1 will be presented, which contains a synthesis of the productions.

Table 1: Synthesis of included studies according to author, year of publication, title, objectives and conclusions.

| Authors                          | Year | Title  | Objectives  | Conclusions   |
|----------------------------------|------|--|---|---|
| Patriota; Santos; Rosa [4]       | 2018 | The importance of entrepreneurship for the professional nurse                      | To analyze the importance of entrepreneurship for the professional nurse.   | It is inferred that there is a lack of literature on entrepreneurship in its broad concept and also in nursing.   |
| Andrade; Bem; Sanna [2]          | 2015 | Entrepreneurship in Nursing: panorama of companies in the State of São Paulo       | To identify and characterize the nursing companies managed by business nurses, registered with the Board of Trade of the State of São Paulo until 2011. | The study made it possible to identify that the entrepreneurial nurse is a reality on the rise from the identification of 196 companies opened by this professional, later analyzing the time of existence, the main economic activity of the company, capital value, percentage of nursing partners and the distribution of companies by region of the State of São Paulo. |
| Fonseca; Araújo; Olivindo [12]   | 2020 | Entrepreneurship in Nursing: motivations and possibilities for nurses to undertake | To analyze in the literature the field of action of nurses in entrepreneurship in Nursing   | Entrepreneurial entrepreneurship emerges as an innovative area of work for nurses in the labor market, enabling independence and professional autonomy, in addition to development of concepts that stimulate students and professionals in the field of nursing to enhance, improve, and strengthen entrepreneurial actions as an alternative of professional growth.      |
| Colichi; Lima; Bonini; Lima [13] | 2019 | Business entrepreneurship and Nursing: integrative review                          | Identify the knowledge produced on business entrepreneurship in Nursing.  | There is a need to prepare nurses with adequate skills to increase their ability to integrate into the labor market and improve their own well-being and that of society.   |
| Colichi; Lima [14]               | 2018 | Entrepreneurship in nursing: comparison with other health professions              | To characterize nursing companies and other health professions, comparing indicators  | The indicators reinforce the need to include entrepreneurship content in undergraduate nursing courses, with a view to preparing for new job markets.   |

|   |      |  |  |   |
|---|------|--|--|---|
|   |      |  | related to entrepreneurship among these professional categories.   |   |
| Chagas; Milagres; Silva; Cavalcante; Oliveira; Santos [15]                        | 2018 | Business entrepreneurship among nurses   | To characterize business entrepreneurship among nurses.  | Business entrepreneurship among the nurses studied was a professional opportunity seen from the need for profitability and personal satisfaction, which forced them to move away from traditional work niches.      |
| Bolina [16]   | 2019 | Nursing in the contemporary socio-political and economic context: stimulating private entrepreneurship and/or strengthening social entrepreneurship? | Provoke some questions in order to reflect on which path(s) we want to tread for the edification of Brazilian nursing. | It is necessary that nursing guide its political-legal project, in order to critically reflect on the relationship of public and collective interest to the detriment of economic and corporate interests.          |
| Erdmann; Stein Backes; Alves; Albino; Farias; Guerini; Abe; Cordeiro; Pudell [17] | 2009 | Training entrepreneurs in nursing: promoting socio-political competences and skills  | Analyze and discuss concepts and characteristics related to entrepreneurship.  | The exercise of teaching focused on active methodologies can be an important way to foster new entrepreneurial possibilities for the area of nursing/health.  |
| Santos; Bolina [18]   | 2020 | Entrepreneurship in nursing: a need for innovations in health care and professional visibility   | Contextualize and discuss entrepreneurship in nursing.   | Entrepreneurship is not only an important competence for the search for an autonomous practice, but also a characteristic that enhances the practice of nursing professionals in caring for people and communities. |

Source: Own authorship.

Currently, it is perceived that the labor market and the economy are in potential transformations, due to the global culture established, and the consequences for the economy due to the pandemic caused by the new coronavirus (SARS-COV-2) [19, 20]. The entrepreneurial concept emerges as a need to meet the demand, where technological innovation and changes in society's way of life are present.

The National Curriculum Guidelines of the undergraduate course in Nursing establish administration and management as one of the nurses' competences, demanding that these professionals are able to be entrepreneurs, managers, employers, among other actions [21]. Thus, the nursing course should sensitize the student to the desire to undertake, through the inclusion of entrepreneurship content in the training of professionals [7, 22].

In this context, it is understood that entrepreneurship must seek innovations and business opportunities, configuring itself in a promising performance of nursing, enabling the opening of new spaces in the job market.

Among the various activities of the entrepreneurial nurse, we can mention consulting and auditing, teaching, promoting events, providing specialized services on vaccination, breastfeeding, sterilization of hospital material, supply and rental of hospital equipment, sale of products, transport and accommodation of patients, among others that allow the nurse an autonomous and entrepreneurial action [4].

Nursing has auditing as one of the important areas of entrepreneurship [23]. Institutions are always looking for strategies to solve or avoid financial crises and competitiveness, thus the audit emerges as one of the most effective options [24].

In December 2019, numerous cases of pneumonia began in the city of Wuhan, China, caused by a new coronavirus not yet identified in humans, causing an epidemic that soon spread across Europe and the Americas [25]. In this scenario, the World Health Organization (WHO) declared on January 30, 2020 that the outbreak of the novel coronavirus (2019-nCoV) constituted a Public Health Emergency of International Concern and on March 11, 2020, it was declared the pandemic of COVID-19, disease caused by the new coronavirus (Sars-Cov-2) [20].

In this context, there was an increase in the visibility of the work of the professional nurse, at the same time that it boosted even more the necessary transformations and innovations in the profession. Thus, it is understood that nurses need to transform themselves in the face of new challenges to be faced, not limiting themselves to the old concept of exercising only care [4].

In this perspective, the study by Andrade, Bem and Sanna [2] points to the need to dare, aiming to discover new opportunities in unknown spaces, since being an entrepreneur requires motivation to explore and act in new areas, requiring changes and transformations in the way of exercising the profession.

In addition, considering the numerous actions of the entrepreneurial nurse, the nurse's role in the home care service or "Home Care" has been highlighted in studies. There are many patients who prefer this form of care, as it frees the patient from the hospital environment while performing the necessary health care [26].

The nursing professional's search for other actions outside the hospital context, offering quality and diversified care in clinics, offices, schools, Home Care, consultancies, audits, are presented as examples in which entrepreneurship in nursing has been strengthened. In addition, other factors also contribute to the opening of new fields of work for nurses, such as the expansion of women's performance in the job market, different lifestyles, intense technological advances, new family arrangements, among others [27].

In this context, there are also complementary health practices, among them acupuncture, which consists of a Chinese technique, performed through the stimulation of points by needles, laser and other approaches [28].

Although universities are considered important institutions in the training of future entrepreneurs, the study by Chagas [15] showed that most nurses did not recognize them as encouraging entrepreneurship, identifying a gap in nursing training when it comes to encouraging entrepreneurship.

In addition, the research by Chagas [15] pointed out that enterprising nurses with registered ventures have high profitability compared to those who work in the traditional job market. These results demonstrate the innovative possibilities of nursing action.

In this way, it is understood that investment in skills and entrepreneurship takes advantage of current and future trends and enables opportunities for social, political and economic transformation [14].

#### IV. CONCLUSION

The study allowed us to identify that the entrepreneurial nurse is a reality on the rise. Through entrepreneurship, nurses can contribute to innovations in health care and, therefore, increase the visibility of the profession.

There are numerous advances, challenges and entrepreneurial practices in nursing, an extensive field that allows nurses to act promoting health to the population. Offices, home care, consulting and audits are some of the examples that enable the professional nurse to act independently, innovatively and entrepreneurially.

Entrepreneurship, as an innovative area of action in nursing, works by promoting health in society, being significant for the movement and renewal of the economy, in order to provide improvements in society, generation of jobs and expands options for consumers, thereby reducing inconsistencies resulting from the economic crisis.

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