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The Emerald handbook of entrepreneurship in Latin America: unleashing a millennial potential

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BOOK REVIEW

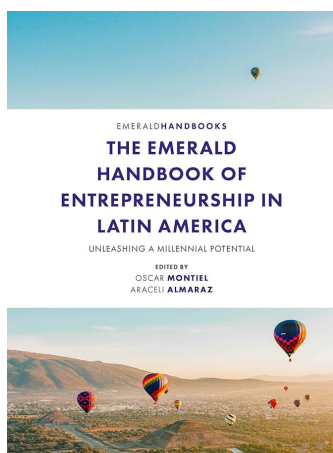
The Emerald handbook of entrepreneurship in Latin America: unleashing a millennial potential

Handbook Emerald de empreendedorismo na América Latina: liberando um potencial milenar

Handbook Emerald de emprendimiento en América Latina: liberando un potencial milenario

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Palabras clave: Emprendimiento. América Latina. Innovación. Creatividad.

“The Emerald Handbook of Entrepreneurship in Latin America – Unleashing Millennial Potential,” edited by Oscar Montiel and Araceli Almaraz, represents a commendable initiative aimed at surveying and updating the landscape of entrepreneurship across the Latin American continent.

From the outset, this handbook merits recognition for uniting a diverse group of researchers who, across more than 500 pages and 27 chapters, deliver an extensive analysis of a topic that has commanded academic interest and practical application within the Latin American business context. By envisioning the research potential of this subject for the future, the work stands as a noteworthy achievement. Hailing from various nationalities and research institutions across the region, forty-three authors explore critical themes that offer insight into entrepreneurship within this context. Consequently, this work fills a gap by delving into regional specificities, such as the relatively limited integration of the region into the global economy and the recurrent economic crises, as highlighted by the editors in the preface. These conditions significantly influence entrepreneurial dynamics. However, as demonstrated in several chapters throughout the handbook, entrepreneurs actively strive to overcome these challenges by incorporating emerging knowledge about entrepreneurship to enhance the effectiveness of both managerial and academic efforts.

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Hence, entrepreneurs, managers, and academics all have compelling reasons to delve into this reading, where they can uncover the unique intricacies that shape the entrepreneurial landscape of the Latin American continent. In doing so, they can better address difficulties and explore thematic potentials.

Handbooks serve as overviews of fields, showcasing a compilation of authors' contributions that provide insights under a common guiding principle. In this regard, this handbook undeniably meets this criterion. The content illuminates the subtleties that have facilitated the consolidation of this field, tracing prominent theoretical and methodological pathways, central areas of focus, influential authors, historical foundations, and transformative future prospects.

Unfortunately, space limitations preclude an exhaustive analysis of each of the 27 chapters, prompting us to provide concise summaries. The first section, encompassing six chapters, delves into the nexus between creativity and entrepreneurship. This is a pivotal theme, as creativity is an essential catalyst for innovation – a critical element in the entrepreneurial landscape. The chapters explore various facets, including the interplay between creativity and entrepreneurship, the historical institutional context for fostering creativity, the “orange economy” and the cultural influence on the economy, published accounts of organizational creativity in the region, shifts in intellectual property commercialization, and an examination of media labs' structure, learning, and innovation processes.

The second section, comprising eight chapters, examines the intersection of entrepreneurship and innovation. Acknowledging the widespread recognition of innovation as a driving force for social development, applying innovation knowledge becomes indispensable for those engaged in entrepreneurship. These chapters delve into the history of regional innovation, Latin American perspectives on innovation and entrepreneurship, challenges in transforming the current innovation system, knowledge and science transfer, technology and innovation policies, startup capacities for innovation and entrepreneurship, social innovation within the continent, gender disparity and the fintech revolution, and the interplay of Latin American entrepreneurial dynamics within the global context.

The third and most extensive section encompasses thirteen chapters, delving into the past and future of Latin American entrepreneurship, offering essential insights from regional viewpoints while outlining the potential for both conceptual and practical applications. This pluralistic section evaluates the phenomenon from a multitude of perspectives, including the current state of the fourth entrepreneurial wave across the continent, the entrepreneurial perspective of Mesoamerican civilization and its implications for Latin America, priority research areas within the field, analyses of social entrepreneurship studies, the initial impact of COVID-19 on regional entrepreneurial endeavors, psychological characteristics of Latin American entrepreneurs, the potential of biographical studies in business, opportunities and challenges in business due to migratory processes, a theoretical exploration of entrepreneurial education, an analysis of corruption's impact on regional entrepreneurship, an overview of the intersection between tourism and entrepreneurship, a historical examination of family businesses and succession, and an economic institutional perspective on negotiation and entrepreneurship.

The diversity of perspectives within this handbook mirrors the multifaceted nature of entrepreneurship. Creativity and innovation emerge as pivotal elements, scrutinized in alignment with regional specifics to amplify transformative efforts. While comprehending these diverse viewpoints may pose a challenge, it also underscores the theoretical and practical potential that can be harnessed through entrepreneurial action as the guiding force.

Latin America strives for global integration commensurate with its untapped potential, as recognized by scholars such as Canclini (2008) and Galindo and Nuguer (2023). Despite progress in recent decades, persistent challenges remain in social inequality, poverty, low educational attainment, and restricted healthcare access (Galindo & Nuguer, 2023). Institutions dedicated to teaching and research are crucial in nurturing innovation and entrepreneurship within Latin America (Organization for Economic Cooperation and Development & Inter-American Development Bank, 2022). This alignment is pivotal because entrepreneurial efforts can serve as allies in the broader endeavor to overcome these challenges.

One distinctive aspect of this handbook is its ability to illuminate a wide array of avenues through which entrepreneurial action can be leveraged within the region. Tourism, cultural diversity, and creative capacity are highlighted examples that can fuel transformative change. Thus, this handbook appeals to various stakeholders, including policymakers, business professionals, executives, academics, and members of organized civil society. This diverse audience will discover within this

handbook a wealth of emerging insights into the reality of entrepreneurship within the Latin American context. Addressing the previously mentioned regional challenges requires recognizing local circumstances, socio-historical factors that have shaped the present situation, and contemporary socio-economic conditions that will influence decisions within the public and private sectors. Many of these aspects are explored across several chapters, adding another layer of merit to this comprehensive work.

This handbook undoubtedly succeeds in fulfilling its purpose of providing a comprehensive overview of entrepreneurship in the Latin American context. While it is feasible to suggest that some specific analyses might warrant inclusion – such as exploring Latin American culture’s impact on regional entrepreneurship – the handbook admirably meets its guiding theme, exemplifying the challenge of achieving convergence across many authors and analyses.

Diverging from other handbooks that explore entrepreneurship, this work shines by directing its focus toward various dimensions of Latin American social reality. Through this lens, it identifies diverse pathways that can contribute to enhanced integration of the continent on the global stage. As the editors in the preface outlined, this work represents an unprecedented effort within the continent, casting light upon pivotal themes capable of facilitating more profound and more effective regional integration within the global context. A final point of distinction is that much of the Latin American knowledge in this field is published in Spanish and Portuguese. Thus, publishing this handbook in English substantially expands its potential reach and enriches the knowledge base concerning this regional reality.

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AUTHORS' CONTRIBUTION

Henrique César Muzzio de Paiva Barroso: Conceptualization (Lead); Data curation (Lead); Formal Analysis (Liderança); Investigation (Lead).

DATA AVAILABILITY

The entire dataset supporting the results of this study was published in the article itself.

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