

From Parents to Pioneers: Examining Parental Impact on Entrepreneurial Traits in Latin America

Authors : Bert Seither

Abstract : Entrepreneurship is a critical driver of economic growth, especially in emerging regions such as Latin America. This study investigates how parental influences, particularly parental individual entrepreneurial orientation (IEO), shape the entrepreneurial traits of Latin American entrepreneurs. By examining key factors like parental IEO, work ethic, parenting style, and family support, this research assesses how much of an entrepreneur's own IEO can be attributed to parental influence. The study also explores how socio-economic status and cultural context moderate the relationship between parental traits and entrepreneurial orientation. Data will be collected from 600 Latin American entrepreneurs via an online survey. This research aims to provide a comprehensive understanding of the intergenerational transmission of entrepreneurial traits and the broader socio-cultural factors that contribute to entrepreneurial success in diverse contexts. Findings from this study will offer valuable insights for policymakers, educators, and business leaders on fostering entrepreneurship across Latin America, providing practical applications for shaping entrepreneurial behavior through family influences.

Keywords : entrepreneurial orientation, parental influence, Latin American entrepreneurs, socio-economic status, cultural context

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