NOTE PREVIEW ARTICLE

ENTREPRENEURSHIP IN NURSING PUBLIC UNIVERSITY MANAGEMENT
EMPREENDEDORISMO NA GESTÃO UNIVERSITÁRIA PÚBLICA DE ENFERMAGEM
EMPRENDIMIENTO EN LA GESTIÓN UNIVERSITARIA PÚBLICA DE ENFERMERÍA

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ABSTRACT

Objective: understanding the meanings of entrepreneurship in the nursing public university management. *Method:* this is a qualitative research-driven by the methodology of Grounded Theory. Data collection will be performed through intensive interviews by the composition of sample groups, with university administrators nursing and other respondents that will arise from the analysis of data from the first sample group. For the data analysis there will be adopted the initial coding and focused coding. The research project was approved by the Research Ethics Committee, CAAE: 38390814.9.0000.0118. *Expected results:* disseminate entrepreneurial culture and education between teachers and students of Nursing; contribute with the consolidation and social visibility of nursing. *Descriptors:* Higher Education; Nursing; Universities; Organization; Management.

RESUMO

Objetivo: compreender os significados de empreendedorismo na gestão universitária pública de enfermagem. *Método:* pesquisa qualitativa orientada pela metodologia da Teoria Fundamentada nos Dados. A coleta de dados será realizada por meio de entrevistas intensivas pela composição de grupos amostrais, com gestores universitários de enfermagem e outros respondentes que surgirão a partir da análise dos dados do primeiro grupo amostral. Para a análise dos dados serão adotadas a codificação inicial e a codificação focalizada. O projeto de pesquisa teve a aprovação no Comitê de Ética em Pesquisa, CAAE: 38390814.9.0000.0118. *Resultados esperados:* disseminar cultura e ensino empreendedor entre docentes e discentes de enfermagem e; contribuir com a consolidação e visibilidade social da enfermagem. *Descritores:* Educação Superior; Enfermagem; Universidades; Organização; Administração.

RESUMEN

Objetivo: comprender el significado de emprendimiento en la gestión universitaria pública de enfermería. *Método:* investigación cualitativa impulsada orientado por la Teoría Fundamentada. La recogida de datos se llevará a cabo a través de entrevistas intensivas por la composición de los grupos de la muestra con los administradores universitarios de enfermería y otros encuestados que se virón a partir del análisis de los datos del primer grupo de la muestra. Para el análisis de los datos se adoptarán la codificación inicial y codificación centrada. El proyecto de investigación fue aprobado por el Comité de Ética en la Investigación, CAAE: 38390814.9.0000.0118. *Resultados esperados:* difundir la cultura y la enseñanza emprendedora entre los profesores y los estudiantes de enfermería y; contribuir a la consolidación y la visibilidad social de la enfermería. *Descriptores:* Educación Superior; Enfermería; Universidades; Organización; Administración.

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INTRODUCTION

There are several meanings of the terms undertake, entrepreneur and entrepreneurship. This is due to the dissemination of multidisciplinary thematic[1] and the complete stimulation of entrepreneurial culture. It is this heterogeneity that led to the implementation of a concept founded on the task, profit or opportunity[2] for a general concept and applies to various areas of knowledge.

Within universities, entrepreneurship can be approached in two ways: (1) entrepreneurial education and (2) university - organization - entrepreneurial.

The academic teaching of entrepreneurship in university degree courses has become increasingly common.[3] In nursing colleges, knowledge management, especially management of people and materials have been incorporated into the curriculum and in conjunction with these entrepreneurship content. However, there are weaknesses in the area of concepts and methodology for the production of entrepreneurial activities by teachers and students. This process contributes to nursing professionals confer no real importance to entrepreneurship, which resonates not subject domain and consequently scientific production shortage in the area.[4]

It is in this context that fits the other entrepreneurial approach in universities: the university as entrepreneurial organization. To explain this other meaning, it must be remembered that universities are maintained by the administrative structures and teachers teaching, research, extension and management.[5] With regard to entrepreneurship, only the issue of education is not enough, because universities do not should only promote entrepreneurial education, but spread it on all levels.[6] After all, higher education based only on education can at best prepare hand labor for the labor market, but is far from the approach to the formation of social subjects, so the need for indissociation of this paradigm (teaching, research, extension and management).[7]

Entrepreneurial universities are organizations managed by teachers with entrepreneurial culture. Impregnated by teachers entrepreneurial culture inspire students to develop an entrepreneurial culture that goes beyond building knowledge and demonstrate skills. Thus, there must be university redesign, not only with regard to their educational proposals[8], but also to existing university management services.[9]

The renewal of the university management for the promotion of entrepreneurship; however, comprises a series of events given the complexity of the university sector. Among the managerial factors related to this process highlights the type of model used in university management and the unpreparedness of university administrators.

It is understood that more democratic management models favor the university entrepreneurship once a flatter relations environment is ideal for the development of independent professionals, creative, innovative and entrepreneurs, since individuals are not intimidated by higher positions.

The problem frequently lies in the fact that these university administrators (rectors, pro-rectors, unit directors, department heads, program coordinators and others responsible for the academic and administrative structure)[10], but they were not prepared formally to exert administrative activity[11], although they are the answer to the challenges of organizational management.

This challenge runs through the actions of university administrators from different areas of knowledge. In nursing, it emphasizes the importance of university management to seek knowledge and strengthen democratic skills through plural participation of participants in this context as well as the construction of new methodologies, strategies and knowledge that provide the quality of training and professional exercise nurse.[12]

Thus, this research seeks to answer the following research questions: "What are the meanings of entrepreneurship in the nursing public university management?" It establishes itself as objective: to understand the meaning of entrepreneurship in the public university management nursing.

METHOD

It is a qualitative research-driven methodology of Grounded Theory.[13] GT is a method that has been gaining momentum in Nursing in recent decades and allowing elaborate a theory from the empirical data from a social reality.[13-14]

The study site is the Nursing Department of the Federal University of Santa Catarina (UFSC), Florianopolis, Santa Catarina, Brazil.

Survey participants will be defined by the composition of sample groups.[13] The first sample group will be defined intentionally, by university administrators from the Department

of Nursing at UFSC. There were selected from the following inclusion criteria: minimum experience of three months in office of university management, as it is believed that this period will have been enough for the manager to learn and take ownership of his proper functions. None employee will be excluded through any criteria, because the intention is to cover the largest number of participants.

The other sample groups emerged from the data analysis of the first sample group, as in GT sample not defined a priori, but in the course of the study, through the gaps of the emerging theory with data collection will be showing relevant.[15] Thus, at this stage, there will be used to network sampling strategy or "snowball", which calls the first informants to suggest other participants in the study with similar characteristics.[16] The sample groups will be determined by the scope of theoretical saturation of the data, that is, until there is repetition or the absence of new data.[17]

Studies using GT and qualitative analysis method aimed at collecting and analyzing the data simultaneously, targeting an inductive-deductive, abductive theory.[14] The collection will be through intensive interviews[13] with questions previously established, in which the experiences and the meanings attributed to entrepreneurship by university administrators teachers will be explored.

Interviews will be conducted individually in the workplace or elsewhere in the participant's choice, there will be recorded in electronic audio device with variable duration. The recordings will be stored and transcribed using Microsoft® Office Word and inserted in NVIVO® 10 software; where will be held the encoding process and organization of data. For the data analysis there will be adopted two main stages: initial coding and focused coding.[13]

Initial coding is the coding word for word, line by line or incident by incident of the transcripts which are to be generated provisional codes, comparative and based on the data. The codes are temporary to keep the researcher open to other analytical possibilities, gradually being replaced with codes that best meet the data. The codes are temporary also due to the fact the researcher power recast and/or improve them, so that these codes capture or condense the meanings and actions of participants.[13]

Focused on the stage, the most significant and/or frequent codes are grouped by similarities and conceptual differences, forming categories with more abstract names to summarize and explain a larger segment of data (word/word, line/line or incident/incident). Comparing initial codes with initial codes, build up focal codes which result in conceptual categories that emerge from the focal code with ideas and core processes data.[13]

During the collection and analysis of data, it is expected the construction of memos and diagrams. Memos are analytical notes the researcher while the diagrams are graphical representations which aims to show the complex relationships established between the data.[13]

At the end of the process, the aim is to draw up a schematic model with the categories raised that can be validated and to serve as a subsidy for the creation of an interpretive model.

The research project was submitted and approved under Opinion number 915.341 and CAAE: 38390814.9.0000.0118. It will be guaranteed compliance with Resolution 466/12. The National Health Council.[18] All members of the research will be informed about the objectives and method of study, and have assured their rights to access the data. The free and informed consent (Appendix B) will be requested in writing, ensuring the confidentiality of the identity of the participants and the information gathered. It will be guaranteed them the freedom to participate, but also fail to take the survey at any time if they feel the need and understand what is best for them.

The confidentiality of study participants will be preserved through the adoption of numerical codes to identify their testimony in the final report of the research. The recordings of the interviews will be eliminated after transcribed, and the transcripts of the testimony will be in possession of a researcher for five years and then destroyed.

EXPECTED RESULTS

This research will allow understanding entrepreneurship in the public university management in nursing from the experiences and meanings attributed by members of the Nursing Department at UFSC.

The results encourage discussions between university administrators and boost new management practices aimed at disseminating culture and entrepreneurial education among teachers and nursing students. Moreover, contribute to the consolidation and social visibility of nursing as science, technology and innovation, promoting personal and professional development.

English/Portuguese

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Copelli FHS, Santos JLG dos, Erdmann AL.   Entrepreneurship in nursing public university...

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