

NURSING AND ENTREPRENEURSHIP: A BIBLIOGRAPHIC STUDY ON THE VALUATION PROCESS

ENFERMERÍA Y EMPRENDIMIENTO: UN ESTUDIO BIBLIOGRÁFICO SOBRE EL PROCESO DE VALORACIÓN

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ABSTRACT

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This article presents bibliographical research that investigates entrepreneurship in nursing and its valorization process. Based on an integrative literature review, academic articles, books, and other relevant sources were examined to understand the role of entrepreneurship in nursing and the challenges faced in the process of valuing this practice. The results highlight the growing importance of entrepreneurship in nursing, both as a tool for innovation in healthcare delivery and as a means of training nursing professionals. Furthermore, the article analyzes the factors that influence the appreciation of entrepreneurship in nursing, including the need for institutional recognition, government support, and the development of entrepreneurial skills among nursing professionals.

Keywords: Entrepreneurship; Nursing; Valuation.

RESUMEN

Este artículo presenta una investigación bibliográfica que investiga el emprendimiento en la enfermería y su proceso de valorización. Basado en una revisión de literatura integradora, se examinaron artículos académicos, libros y otras fuentes relevantes para comprender el papel del emprendimiento en la enfermería y los desafíos enfrentados en el proceso de valorar esta práctica. Los resultados destacan la creciente importancia del emprendimiento en la enfermería, tanto como una herramienta para la innovación en la entrega de atención de salud como un medio para la formación de profesionales de enfermería. Además, el artículo analiza los factores que influyen en la apreciación del emprendimiento en la enfermería, incluyendo la necesidad de reconocimiento institucional, apoyo gubernamental y el desarrollo de habilidades emprendedoras entre los profesionales de enfermería.

Palabras clave: Emprendimiento; Enfermería; Valoración.

1. INTRODUCTION

The term "entrepreneurship" originated around the 15th century, derived from the French words "entrepreneur" (entrepreneur) or "entreprendre" (undertake), which denote the idea of organizing, managing, and taking risks in a business or enterprise. Entrepreneurship can be understood as an action aimed at achieving success through the coordination and implementation of projects, services, and businesses (SOUZA, et. al., 2019).

According to Guerra; Jesus; Araújo, (2021), and entrepreneurship implies constantly reevaluating business concepts, seeking innovation and reinventing companies daily, in its broadest sense. The impact of new business paradigms makes entrepreneurship even more valued, since it is challenging, given this context, to maintain political and economic

independence, and not invest intensively in initiatives focused on innovation, aiming to adapt to constant transformations. of the global business scenario.

In Nursing, entrepreneurship has rooted that date back to the 19th century, evidenced by the pioneering work of figures such as Florence Nightingale. She became known for her work caring for soldiers during the Crimean War and for founding the School of Nursing at Saint Thomas Hospital, thus establishing the scientific foundations of the profession (SANTOS, 2019).

Therefore, it is feasible to state that nursing is an essential and fundamental profession within the health system, playing a central role in the promotion, prevention, treatment, and rehabilitation of patients. Despite this, the value of nursing is often underestimated, whether due to a lack of adequate recognition, challenging working conditions or inadequate remuneration (PAIVA, et. al., 2021).

According to Collichi (2019, p. 321), “there is a need to prepare nurses with adequate skills to increase their ability to integrate into the job market and improve their own well-being and that of society”, since, the appreciation of the class is extremely associated with constant evolution, new technologies, care approaches and service delivery models.

This study is an integrative literature research, aiming to explore entrepreneurship in nursing and its valorization process, examining the theoretical and empirical perspectives available in the literature, in order to answer the following question: Can nursing use entrepreneurship as a opportunity for class appreciation?

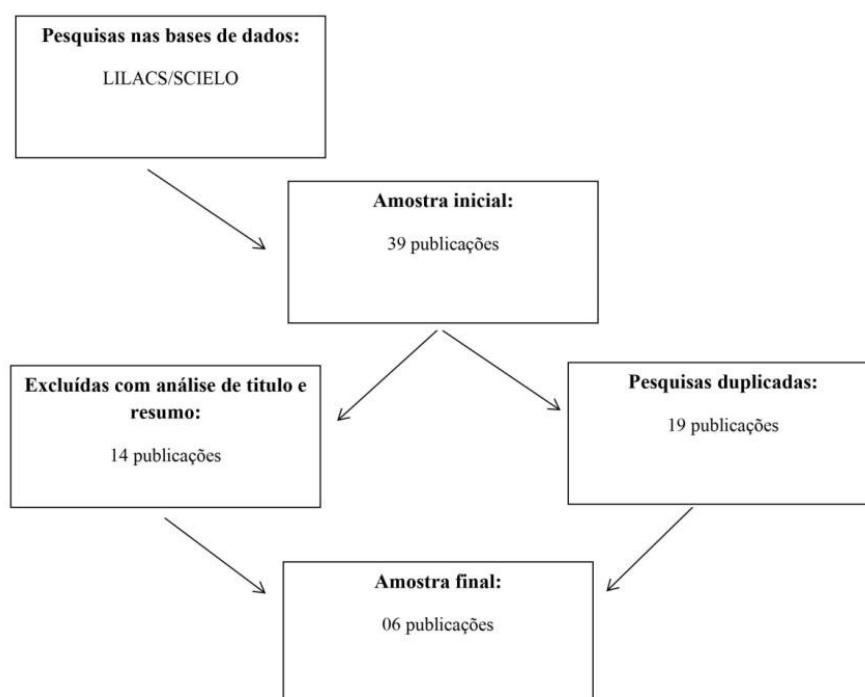
2. METHODOLOGY

This is an integrative review of the literature with a descriptive qualitative approach. An Integrative Review is a specific methodological approach that combines literature studies carried out independently of their methodology, aiming to provide a more complete understanding of a specific phenomenon (MATTAR & RAMOS, 2021).

Qualitative research is distinguished for exploring the individual experiences and perceptions of participants, which are essential aspects for investigation, especially when dealing with social and educational issues (GOZALÉZ, 2020). Furthermore, descriptive research allows

for the description of data from the literature, which enables a better understanding of existing health problems and their various facets (ANDRADE, 2023).

To prepare this study, the six phases of the Integrative Literature Review development procedure were covered (DE JESUS MORAES, 2021): 1st phase - identification of the theme and choice of hypothesis or research question to conduct the integrative review; 2nd phase - establishment of criteria for inclusion and exclusion of studies/sampling or literature search; 3rd phase - determination of the information to be extracted from the selected studies/categorization of studies; 4th phase - critical analysis of the studies included in the integrative review; 5th phase - interpretation of results; 6th phase - presentation of the review/synthesis of knowledge. Thus, the present study originated from the following guiding question: Can nursing explore entrepreneurship as an opportunity to enhance the profession? To conduct this research, searches were conducted in the LILACS and SCIELO databases, using the following Health Sciences Descriptors (DeCS): "Entrepreneurship", "Nursing", "Valorization". Combination strategies were applied with the Boolean operators "AND" and "OR" to optimize the search for articles or official documents that addressed the topic. The inclusion parameters covered articles in Portuguese published between 2019 and 2024. Conversely, articles that did not deal with the specific topic outlined in this study were excluded, as well as duplicates, publications in languages other than Portuguese, and works only partially available in the database. After that, the PRISMA method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) was used to conduct this review, ensuring a systematic and transparent approach in the selection and analysis of included studies. The following Figure 1 shows a flowchart that demonstrates the step-by-step process taken to arrive at the number of articles established for review.

Figure 1. Article trajectory found, 2024.

Source: Authors (2024).

3. RESULTS AND DISCUSSIONS

O Frame represents the results of main information collected that identify you x articles selected according to the objective of the study

YEAR	AUTHOR	TITLE	GOAL	RESULTS
2019	COLICHI, Rosana Maria Barreto et al.	Business entrepreneurship and nursing: integrative review.	Identify the knowledge produced about business entrepreneurship in Nursing.	There is a need to prepare nurses with adequate skills to increase their ability to integrate into the job market and improve their own well-being and that of society.
2021				

	GUERRA, Magda S.; JESUS, Élvio H.; ARAÚJO, Beatriz R.	Entrepreneurship and nursing: what reality?	Validate scientific evidence on how entrepreneurship is carried out by nurses.	The entrepreneur is constantly seeking change, reacts to it and explores it as an opportunity. Being an entrepreneur in nursing means positively impacting the lives of people who need assistance.
2020	SANTOS, Mirelton Souza.	Sowing entrepreneurial ideas in the drought polygon: a study on the repercussions of teaching developed in the nursing course.	Research arises from the need to uncover the potential of teaching in employability, especially in situations of employment crisis	It is necessary to advocate policies and regulations that support entrepreneurship in nursing and ensure an environment conducive to the growth and development of entrepreneurial nurses. These strategies help create a favorable environment for entrepreneurship in nursing
2022	TREVISANUTO, Tatiene Martins Coelho.	Entrepreneurship in the Health Area: an exploratory study about opportunities and challenges	An exploratory study on the opportunities and challenges of entrepreneurship in the health sector	Entrepreneurship in nursing promotes a renewed focus on patient-centered care, enabling nurses to develop services and programs that meet the specific needs of patients and their families
2023	MARQUES, Ivone Sofia Duarte.	The importance of a social entrepreneurship project for community development in the municipality of Beja-the MediCar Project .	Assess the importance of a social entrepreneurship project	Entrepreneurial initiatives in nursing can help improve the efficiency and sustainability of the healthcare system by reducing costs, optimizing resources and promoting evidence- based practices
2022	DIAS, Leonardo			

		The growth of Entrepreneurship in Nursing in Brazil	Bring a concept about Entrepreneurship, which is referred to by the translation of the word entrepreneurship, containing ideas of initiative and innovation, and which implies a way of being, of conceiving the world and to relate	The motivation of nurses who choose to take on the role of entrepreneur is related to the search for professional development and job satisfaction.
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Source: Authors, (2024).

Entrepreneurship is not just about bringing about change, but mainly about identifying and taking advantage of the opportunities that arise from them. In other words, entrepreneurs see the opportunities created by change instead of focusing on the problems it can generate. According to a paraphrase by the author, "the entrepreneur is constantly seeking change, reacts to it and explores it as an opportunity" (GUERRA; JESUS; ARAÚJO, 2021).

Valuing nursing through entrepreneurship involves several strategies and initiatives that recognize the entrepreneurial potential of nursing professionals and promote their development and growth within the profession. According to Colichi (2019), "there is a need to prepare nurses with adequate skills to increase their ability to integrate into the job market and improve their own well-being and that of society".

Evidence shows that the motivation of nurses who choose to take on the role of entrepreneur is related to the search for professional development, job satisfaction, recovery of the sense of autonomy in relation to the balance between personal and professional life and filling existing gaps in the area health (DIAS; FRAZOI, 2021).

The entrepreneurial nurse, as highlighted by Guerra; Jesus; Araújo, (2021), must integrate their knowledge, skills and experiences to preserve, promote and restore the health of clients in the community through their entrepreneurial capacity. In this sense, it can meet the unmet needs

of populations by the health system. Being an entrepreneur in nursing means positively impacting the lives of people who need assistance. Creative and responsible entrepreneurship can result in consistent, quality healthcare, in addition to facilitating the achievement of individual, family and organizational goals.

Thus, Da Silva Prudencio; Bernadi; and De Almeida Biolchini (2020), agree that it is necessary to encourage nurses to seek entrepreneurial opportunities that allow them to exercise greater autonomy in their clinical and administrative practice. By implementing these strategies, healthcare institutions can create an enabling environment for nurses to explore and capitalize on their entrepreneurial skills, allowing them to exercise greater autonomy in their clinical and administrative practice.

Abramenko et. al. (2022), states that it is necessary to defend policies and regulations that support entrepreneurship in nursing and guarantee an environment conducive to the growth and development of entrepreneurial nurses. These strategies help create a favorable environment for entrepreneurship in nursing, ensuring that entrepreneurial nurses have the support and resources necessary to thrive in their ventures and contribute to the continuous improvement of nursing practice and healthcare (SANTOS, 2020).

For SILVA, et. al., (2023) and Maldonado & Cruz, (2021), there are many ways for nursing to act as an entrepreneur, some of them are: Acting or creating telemedicine or telehealth platforms that allow patients to access virtual medical consultations, remote monitoring of chronic conditions and guidance health in real time. In this way, nurses can play a central role in these services, providing virtual care and support to patients.

Additionally, experienced nurses can offer healthcare consulting services to healthcare institutions, medical technology companies, and government organizations. They can provide expert care on clinical issues, healthcare management and regulatory compliance (SANTORO, 2024).

Nurses can lead these initiatives and work in partnership with other organizations and volunteers. Create a non-profit organization or social enterprise that offers accessible healthcare services to underserved communities, such as mobile clinics, vaccination programs, health screening and home care (CHAVES, et. al., 2021).

Another entrepreneurial branch is creating a training and qualification company for healthcare professionals, offering continuing education courses, specialized workshops, and professional development programs in various areas of nursing and healthcare (BRANDÃO, et. al., 2021).

The importance of nursing being entrepreneurial lies in several aspects that impact both nursing professionals and the health system as a whole (DALGALLO, et. al., 2023). Since, entrepreneurship in nursing promotes a renewed focus on patient-centered care, allowing nurses to develop services and programs that meet the specific needs of patients and their families (VELOSO, et. al., 2023; TREVISANUTO, 2022).

Enterprising nurses can implement systems for monitoring and evaluating health outcomes and quality of care, which help identify areas for improvement, reduce errors, and ensure the delivery of safe, effective, and patient-centered care (MATOS, 2023). Furthermore, entrepreneurial initiatives in nursing can help improve the efficiency and sustainability of the health system, reducing costs, optimizing resources and promoting evidence-based practices (MARQUES, 2023; VIEIRA. et. al., 2023).

As with any change, the reintroduction of entrepreneurial nurses demands careful preparation of professionals and the working environment, simultaneously establishing essential legal, socioeconomic, professional and personal structures. As mentioned in the reviewed studies, nursing schools play a crucial role in the preparation and continuous evolution of entrepreneurship, as all this implies a great responsibility in monitoring and evaluating results in terms of impact on the care provided to target people and in nurses' sense of professional well-being (GUERRA; JESUS; ARAÚJO, 2021).

4. FINAL CONSIDERATIONS

Throughout this study, the importance of entrepreneurship in nursing was highlighted as a significant opportunity for professional growth and salary enhancement for nurses. Recognizing the need to explore new employment opportunities beyond traditional clinical settings, it was discussed how entrepreneurship offers nursing professionals the chance to

diversify their careers, exercise greater autonomy and contribute to innovation in the healthcare sector.

We explore several areas in which entrepreneurial nurses can work, from creating health consultancies to developing innovative medical technologies. Furthermore, we discuss how entrepreneurship can lead to increased salary increases for nurses, providing them with the opportunity to earn additional income and achieve greater recognition for their work.

Therefore, we highlight the importance of supporting and promoting entrepreneurship in nursing through favorable policies, training programs and investment in resources and infrastructure. Through these measures, it is possible to create an enabling environment for entrepreneurial nurses to thrive and continue to play a key role in transforming and improving the healthcare system.

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