

# Knowledge Economy And Participation In The Entrepreneurship Of A Peruvian Economic Sector. Review Study

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## Abstract

The knowledge economy has as its underlying theme the application of knowledge to the development and economic growth of societies, having as support elements the technological instruments that today make the world possible as a product of globalization. The objective is to show the participation of the knowledge economy in the entrepreneurship of SMEs in the footwear sector in Peru. The methodology is descriptive and reflective. As a result, it is established that it is so necessary that individuals and organizations make use of such means that facilitate information and communication technologies in order to disseminate knowledge on a larger scale, which generates the authentic wealth and productivity of a country.

**Keywords:** continuous improvement, competitiveness, innovation, productivity, SMEs, society.

## 1. INTRODUCTION

The name knowledge economy was established by the OECD (1996), in which it makes an allusion aimed at developed countries in which they consider knowledge as the fundamental element for adequate economic growth. Thus, its interpretation turns out to be deeper than that referring to high technology or the new economy that shows a close link with the internet, which even takes into account what is commonly understood by the information society (Alvarado & Mendoza, 2019). It can be affirmed that this becomes part of the science of economics, in which knowledge is considered as the central axis that facilitates the production of value and wealth for a certain geographical area, which becomes notorious at the level of education, research and development, criteria whose purpose is to generate added value in the products and services that are marketed; It must be taken into account that the economy and education seek to motivate the change of mentalities and actions, with the purpose of promoting an alternative economy, the building of knowledge and the growth of skills in an area with criteria of justice, humanism and sustainability (Manzano et al., 2016; Davis & Dingel, 2019). Thus, the world's economies are increasingly focused on knowledge and information. Now it is knowledge that is seen as the core of the productivity and economic growth of the peoples, laying the foundations of a new perspective on the role of information, technology and learning with horizons to generate economic performance, being Thus, the expression "knowledge-based economy" is inferred as a consequence of knowledge and technology in the economies of the new times (Gaona et al., 2017; Dubina et al., 2012).

On the other hand, entrepreneurship, so necessary to grow, produces different effects on the financial, social and ecological context, the center of the debate is that the financial only favors the partners and despite presenting externalities in a positive way such as the generation of employment, family income, also contains harsh consequences for human beings, which are notorious in the context of the environment.

With regard to the social side, it is very likely to guarantee that this does not produce a relevant concern for companies and entrepreneurs, who in a generic way only pursue the achievement of higher income for their partners (Rodríguez, 2016). It is in this sense that today's enterprises are supported by technology that makes it possible for knowledge to travel to the most remote areas of the world, in order to guarantee learning and economic development of peoples. For this reason, today's societies advocate reaching levels of wealth and productivity through their companies that are implemented technologically, allowing the different types of companies to diversify, including SMEs in the footwear sector, which has as one of the largest areas of Peru, the city of Trujillo.

Given this, the following problem arises: What is the participation of the knowledge economy in the entrepreneurship of SMEs in the footwear sector in Peru? The novelty of the work lies in the fact that it presents new contributions that link the knowledge economy with the SME business ventures belonging to the footwear sector and that contribute to generate the development of the society of Trujillo, Peru. It justifies its importance by the need to know the magnitude or social impact that the issue represents. The objective is to show the participation of the economy of the knowledge economy in the entrepreneurship of SMEs in the footwear sector in Peru. The article is composed of Introduction, Literature review, Methodology, Results and Discussion (Society and economy of knowledge, Relationship with the entrepreneurship of SMEs and Its application to the footwear sector in Peru) and Conclusions.

## 2. LITERATURE REVIEW

### 2.1. Looking for organizational development

When proposing a knowledge management model in companies that included a study, the relevance of creating, disseminating, using and transferring the knowledge that is held globally in the organization in favor of improving organizational development was found, remaining at criteria of the managers and entrepreneurs the corresponding readjustments, taking into account the qualities of the organization that concern each of the companies that were commissioned, being that in the end it was found that the companies were at a medium level in what alludes to knowledge management (González et al., 2012). Over time, it seeks to create an approach that is based on a system of strategic innovation that is capable of exercising dominance in a network of different organizations, with the purpose of being able to manage the flows of knowledge and that have value, under the criteria of a common objective: economic, social, political and cultural development of a geographical area (Pineda, 2013). It is observed that for entrepreneurs and managers it is easier for them to see that investments can be made in ICTs, which can generate returns for companies, noting that it becomes something very relevant for survival and competitiveness (Gálvez et al., 2014). It is necessary to know that companies have a conceptual base poor in knowledge and their management process, they lack a systematic approach on how to appropriate and share knowledge, ignoring the advantages of knowledge management and having to delve into solving critical problems. in the short term instead of improving the efficiency of organizational learning, its appropriate use and its respective development (Liberona and Ruiz, 2013). In addition, it is necessary to indicate that small companies manage to combine knowledge very little, being the variables that predominate negatively those that are linked to little management capacity and the differentiation strategy (Pinto, 2007). However, it is also clarified that on certain occasions social responsibility and knowledge management are not seen in some companies as human management strategies, but rather as administrative management strategies (Saldarriaga, 2013).

## 3. METHODOLOGY

To carry out this scientific work, the use of qualitative typology was used, which was considered a descriptive and reflective degree, which consisted of five phases such as: i) theoretical review of knowledge economy and related topics throughout these last decades, ii) review of the topic to entrepreneurship or business situations, iii) review of the topic applied to footwear SMEs in Peru, iv) comparison of data of the chosen underlying topic based on real data and, v) presentation of the summarized and conclusive information of the study which considers the relevance of the knowledge economy in business activities with application to an economic activity such as the Peruvian footwear sector.

## 4. EMPIRICAL RESULTS AND DISCUSSION

### 4.1 Society and knowledge economy

As the so-called forms of existing sources of innovation in society become more detached from the field of research and development (R&D) and as more participation of GDP and employment seek to have a space within knowledge, rise to the notion of knowledge society, used by authors linked to UNESCO (Archibugi & Coco, 2004). If within a theoretical context, the largest element of society consisted of its personnel, the much-needed public policies should consider the distribution of such personnel by fields (industry, government, university) and by roles (production, research, teaching). (Ponce, 2018; Tchamyu, 2017). Thus, the knowledge society becomes the bulwark of authentic collective development in a given environment, in which the participation of various entities is essential to achieve the convergence of interests that leads to the real growth of a nation.

However, for dynamic purposes, the knowledge-based economy manages to converge four factors considered elementary: an incentive system, the path to education, a dynamic innovation regime, and a contemporary computing infrastructure. To this, the knowledge economy shows a complementary benefit, taking into account an indicator of the progress achieved by each nation in the four areas already mentioned (Naisbitt, 2006). In this way, these four pillars create the bases so that a new society can be built with a new mentality that seeks to advance supported by the means and mechanisms that society itself provides and whose purpose is to reach the largest proportion of individuals who intend to improve their quality of life, especially in the one that has a part in the preparation and development.

It is said that there has been a shift from the industrial paradigm to the knowledge paradigm. Thus, economic activity, and therefore economics as a science, come to externalize a new paradigm, a new long-term economic circuit that is characterized by the decisive relevance of knowledge flows in exposing economic progress, competitiveness and well-being. This decisional relevance of knowledge cannot be interpreted through classical economic and behavioral roles. The usual boundary between inputs and outputs is noticeably diluted. The economy is becoming more and more quantum and less traditional (Torrent, 2016). Among the strengths of knowledge creation, the most relevant are those that make it easier for current students to continue progressing in learning and update it throughout their work period. In this way, the ability to determine objectives that are their own is revealed, that individuals have the ability to evaluate their strengths and weaknesses, to define a training program, to be able to recognize learning resources and to monitor and that of society in a generic way (Martín, 2016). In recent times, the belief that the virtues of the knowledge economy generate growth and the bases that underlie scientific and technological research and innovation has been in coexistence with the idea that privately owned entities can grant in the field of intangibles, the same way of advantages that they grant in the tangible field (Pagano & Rossi, 2017).

The managerial exercise shows and identifies that this new economy is the product of a great incidence and very elementary for current organizations, in the same way, a positive development in this aspect has not yet been achieved, due to the existence of several problems. Among the most striking is the fact that several institutions have this good, lack techniques for proper management, do not have methods or tools for its measurement; there are no studies on the innovative capacity regarding the institutions and, therefore, the organizational knowledge niches are not recognized, from the human capital management schemes. Apart from this, no studies are carried out to measure organizational potentials, such as the human, organizational, technological, social and business potentials that are found within the knowledge management taxation system (Ruiz et al., 2015). Seen in another way, the essential causes of the existence of effectiveness in the company, are related to the dissatisfaction of consumers, collaborators, with the little maturity of the intellectual potential, with the inability that an institution has to be able to reach the insurance, administration, control of skills, scarce resources and that show value and with the not yet consolidation of a productive matrix transformation (Erazo & Narváez, 2020).

In a strict sense, one speaks of the Knowledge Society and the Knowledge Economy. In a clear way, the aggressiveness that results in organizations and in their direction of survival, is based on the fact that this learning is expected and used productively. Globalization, the new economy and new developments represent a portion of the components that make the advice's information to be presented

categorically every time. Learning, as it is understood today, is an asset that facilitates the translation of our situation, but also gives the probability of acting (Coaquira, 2019). The name of Knowledge Society manifests the transfer of an economy that generates products to an economy that focuses on services, which for this fact requires highly qualified professionals, in which the production of ideas is reached to become the greatest source of innovation and development of the technological mechanism needed by emerging economies with the greatest source of productivity generation, which necessarily requires having a quality education regime, evaluated and accredited that facilitates strengthening the transfer until the knowledge society (Terán, 2018).

There are different approaches related to knowledge management. On the one hand, there is the technological one, which through information and communication technologies it is possible to access information and be processed; On the other hand, there is the one related to organizational processes and individuals, within which there is greater importance that corresponding to organizational development and intellectual assets. It should be borne in mind that at the business and regional level, knowledge management shows a trend based on criteria of human interaction, the part of the dialogue on an informal and formal scale and the generation of networks between individuals and organizations (Calvo, 2017). In addition, knowledge management is seen as an organizational strategy, which, having its innovative axis and the use of ICTs, manages to develop strengths to: create, store, transfer, apply and care for organizational knowledge, with the purpose of increasing the competitiveness and sustainability of institutions or companies (Argüello, 2017).

There is a close link between the sense of knowledge management and business performance, so it can be pointed out that to the extent that institutions, essentially small and medium-sized companies, have a better degree of sense of knowledge management Knowledge of the same magnitude could significantly increase your business performance. For this reason, it can be affirmed that SMEs will be able to achieve a better degree of business performance, to the extent that they show a significant improvement in their degree of sense of knowledge management, that is, to achieve a better degree of business performance it is necessary that the managers of SMEs show improvement in the activities of exchange, assimilation and reception of the aforementioned knowledge (Pinzón et al, 2019). It can be emphasized that knowledge management, within organizations, consists of the process of capturing information and knowledge to achieve, preserve and transcend the image of the entity, improve its organizational development and obtain competitive advantages through improvement. continues (Macías & Zambrano, 2020). The dimension of knowledge opens the opportunity to work extensively in knowledge management with application of the praxis of corporate social responsibility, managing to become the nucleus to strengthen the other dimensions that belong to responsibility, having to give knowledge management in a sustained manner and with the intervention of all the stakeholders (Gómez et al., 2017). The economy that comes to focus on knowledge has the exact foundations to be able to become a productive and competitive economy, making it easier in the end to avoid a capital flight without proportions (Alvarado & Mendoza, 2019).

It is necessary to emphasize that technology will be of no use, if there are no capacities that allow generating knowledge through it, therefore, the relevance of linking the media approach and the skills that the organization presents, because without it, the organization would have no life (Mora, 2018). Individuals, more than the very fact of technologies and processes, are the authentic agents of change and the producers of innovation; that is, individuals are the generators of results when studying subjects from different perspectives. In this way, it is possible to become competitive at the level of processes, methodologies, instruments and techniques (Correa et al., 2019).

Table 1. Main contributions of the author(s) on the knowledge economy

<b>Author(s)</b>	<b>Año</b>	<b>Dimension</b>	<b>Input</b>
Macías, N. & Zambrano, E.	2020	Management	Knowledge management seeks to obtain competitive advantages through continuous improvement.
Coaquira, A.	2019	Preparation and/or training	Learning is an asset that facilitates the translation of our situation, but also gives the probability of acting.

Alvarado, F. & Mendoza, J.	2019	Strategic	The knowledge-based economy has the exact foundations to be a productive and competitive economy.
Pinzón, S.; Maldonado, G. & Marín, J.	2019	business profitability	To achieve a better degree of business performance, executives of SMEs must improve the activities of exchange, assimilation and reception of knowledge.
Correa, A.; Benjumea, M. & Valencia, A.	2019	Methodological resources	There is a probability of being competitive at the level of processes, methodologies, instruments and techniques.
Terán, F.	2018	Preparation and/or training	It is necessary to have a quality education system, evaluated and accredited that strengthens the transfer to the knowledge society.
Ponce, L.	2018	Public and private management	Consideration of public policies for the distribution of personnel by fields (industry, government, university) and by roles (production, research, teaching).
Mora, G.	2018	Methodological resources	Need to connect the mechanisms and skills displayed by the organization.
Calvo, O.	2017	Human talent	Knowledge management leans towards criteria of human interaction, the side of informal and formal dialogue and the generation of networks between individuals and organizations.
Argüello, C.	2017	Strategic	Knowledge management as an organizational strategy manages to increase its strengths in order to increase the competitiveness and sustainability of institutions or companies.
Gómez, M.; López, A. & Carvajal, R.	2017	Commercial agents	Knowledge must be managed in a sustained manner and with the intervention of all stakeholders.
Pagano, U. & Rossi, M.	2017	Functional	The same advantages are granted in the context of intangibles as in the tangible context.
Torrent, J.	2016	Economic spectrum	The economy is becoming more and more quantum and less traditional.
Martín, J.	2016	Strategic	It is necessary to: determine your own objectives, evaluate strengths and weaknesses, define a training program, recognize learning resources and follow up.
Ruiz, M.; Font, E. & Lazcano, C.	2015	Tax	No studies are made to measure organizational potentials, which are within the knowledge management taxation system.
Naisbit, J.	2006	Innovation / quality	Basic factors: incentive system, path to education, dynamic innovation regime, contemporary computing infrastructure. The progress achieved by each nation in the four areas indicated is added.
Archibugi, D. & Coco, A.	2004	Educational	The term Knowledge Society manages to be applied by UNESCO.

#### 4.2 Relationship with the entrepreneurship of SMEs

It should not be overlooked that the existence of SMEs has led to their becoming, without a doubt, the essential nucleus of economic development and, in a certain way, has enabled a better quality of life for

many people (Díaz et al., 2018). Thus, strategic knowledge is not fully synchronized with entrepreneurship for the development of different strategies that help to use all its capacity, in the same way the implementation of different techniques and tools that are required to achieve the economic, operational and strategies that are formulated by the company. A balance of competition is created between organizations (González, 2020).

Entrepreneurship is defined as the process of recognizing potential business opportunities and their respective exploitation through the mixture of existing media or the generation and commercialization of new products and services, in the same way as the dynamic process of vision, change and creation, giving application to their energy and passion that are dedicated to the design and implementation of ideas and solutions that promise innovation (Calvo et al., 2020). Entrepreneurship is a fundamental factor for the progress of the economy. Although there are precise means, the intensity, time and direction of this link is still unknown, it is evident that the generation of companies and the permanence of these over time increases competition, the creation of more jobs, innovation and the diversification of production (Zamora, 2018).

Within a framework of a knowledge economy, technological entrepreneurs have a vital role as catalysts for development. This group of entrepreneurs are considered key players in taking advantage of business opportunities since the emergence of knowledge-intensive solutions (Muegge, 2013 cited by Colombo and Talbot, 2021). The entrepreneur must not only be seen as the one who founds a company, but must also be seen as a creator, innovator, as a subject that is committed to society and as the result of a process that entails preparation (Pérez et al., 2016). In the well-known era of globalization, issues related to entrepreneurship and innovation are taken into account as emerging and complex, their instructions in the context of knowledge, since an interdisciplinary and contextualized panorama is needed, which is enhanced through the research (Vélez & Ortiz, 2016).

Today, SMEs have a relevant role in the productive development of the Latin American continent, however, due to their size they have a small share in the GDP of each nation. Its production is rather related to the internal market, for which a considerable part of the citizens and the economy of the region are based on their activity, in a separate aspect the participation of SMEs in exports is much lower as product of a lack of development in terms related to competitiveness, which is also expressed in the marked productivity gap in relation to large companies (Ferrero, CEPL, 2010 cited by Pico & Coello, 2017). The level of education of entrepreneurs in early-stage entrepreneurship-exporting SMEs is predominantly secondary. However, the degree of higher education becomes an element that positively influences the internationalization of SMEs that are within early entrepreneurship followed by the risk attitude component. Given this, permanent training and updating in matters that correspond to international trade will have a positive impact on entrepreneurs, since it will offer them new tools and knowledge that are essential to reduce uncertainty and thus have a greater perception of barriers in adoption, dangers and advantages of internationalization (Bardales, 2019).

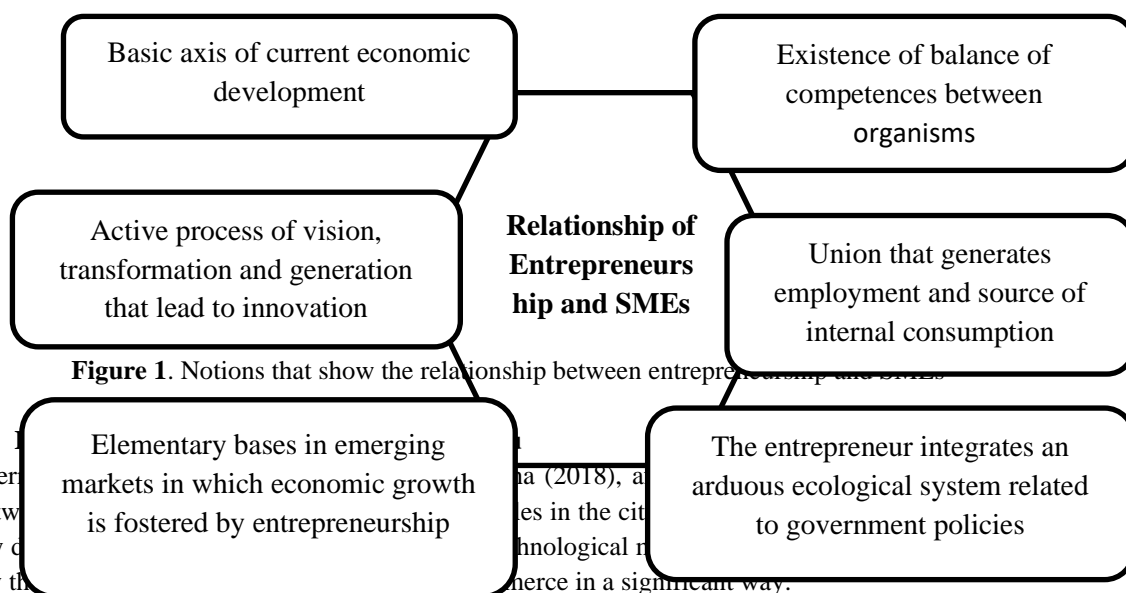
It is necessary to take into account that for the promotion of sustainable entrepreneurship for the economic growth of SMEs, it is essential that entrepreneurs not only have an idea or have a passion, but also give way to the analysis of the factors of the environment that surround them and the requirements present in this, since they must have ideas about entrepreneurship to start to manage to stay within the market, in such a way that it facilitates them to continue advancing through the exchange of money, products, services that they present or any type of business that it is legal that they formulate, in all situations it will be necessary the existence of income and to have knowledge of the expenses in order to be within a state of operational maintenance over time, in this way to be able to contribute to the increase in the quality of life of the inhabitants and therefore, of the economic prosperity that is required (Chirinos et al., 2018).

The entrepreneur is not born spontaneously, but rather integrates a difficult ecological regime that is related to government policies, collaboration systems and probable international efforts, more preferably in Latin America (De Souza & Nelson, 2017; López & Lemus, 2018 cited by López & De La Garza, 2020). At a government scale and public policy program, it is desirable to generate support for entrepreneurs, which can be for financing, subsidies and linkage programs, simplifying administrative processes and encouraging entrepreneurship (Santamaría et al., 2021). Faced with the existence of various market proposals, the survival, profitability and liquidity of any organization is based on its competitive strength, which has become a relevant criterion to increase the grades of small and medium-sized companies. (Benítez et al., 2020).

According to Damián (2020), SMEs in Peru constitute essential economic organizations, as a result of the work of entrepreneurs and due to little or no aid from the State, they come to operate within the scope of informality. It is taken into account that SMEs represent the relevant base of the economy, generator of employment and source of internal consumption, being that the level of informality in the country is presented in a constant and structural way and that the State still operates in a reactive in the formalization and facilitation of SMEs.

It is necessary to highlight that SMEs are a very essential component of current economies in the already known emerging markets, especially if a study of our region is carried out, in which economic growth, a basic result when driven by entrepreneurship (Rocha et al., 2018). The development of micro, medium and small companies in Latin America and their role as essential organizations in the economic and social dynamics of a large number of the population of the nations of the region, it becomes important to know their functioning collectively, both in bodies immersed in economic circuits that seek to achieve better chances of both business and family survival (Álvarez & Trujillo, 2015).

Every institution must take into account that learning is the path of solution to the objectivity in which an organization develops in this century; It can be said that the theoretical analysis indicates that relevant results can be achieved, it is necessary to take into account that this is focused on how SMEs with their information regimes can serve for a more thorough study and that they contribute to the growth of the context and the improvement of business quality (Jiménez et al., 2017).



**Figure 1.** Notions that show the relationship between entrepreneurship and SMEs

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Elementary bases in emerging markets in which economic growth is fostered by entrepreneurship

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Since the positive incidence of ICTs in the development of the activities of SMEs related to footwear, it is possible to give value to the organization and resources that are assigned for the application of ICTs to keep in good standing the technological means, information systems and operational ICT services, so that workers can carry out their activities in good conditions and allow them to develop better products (Otaegui, 2017). Somehow ICTs have shown the variety of advantages they provide to individuals. Indeed, it is emphasized that the government must promote digital inclusion to ICTs to benefit the conditions that are required to facilitate individuals through the use of ICTs, such as operations, sales, service payments, document processing, access to information, etc. Therefore, through the digital economy it will be possible to pay for products and services without the requirement of having or carrying money (García et al., 2021). The growth of international trade and the greater incidence and interconnection of the various economies, allowed the footwear sector since 2010 to have to face an important course of restructuring that derives from the globalization of the economy, where the productions of nations of the world stand out. Asia, with advantages manifested in cheap labor costs (Florián, 2017).

Footwear is considered a complex product that involves different agents such as consumers, distributors and manufacturers; The purpose of the design is to find solutions that satisfy these agents through product lines that satisfy the different needs of customers, promoting promotion and distribution, adjusting the skills of the organizations that reach them. develop (Piraquive & Fuentes, 2019). Currently,

economic growth in the country (Peru) is driven by medium, small and micro-enterprises, which places the country in fourth place in South America in the production of footwear, with a production of around 50 million pairs per year, the which manages to differentiate itself from Chinese footwear due to the durability of the products, being that since 2018, the country has suffered declines in market share, as a result of the well-known unfair competition from foreign products, deficient production, high levels of informality, limited capacity of business management instruments and/or methodologies, give us the choice of conventional processes and little use of modern technology due to lack of capital or planning, problems that stand out in micro and small companies reaching a participation of 24% with 40 pairs/day and 36% with 250 pairs/day, respectively, with the highest concentration being Lima with 60%, Trujillo with 20%, Arequipa with 15% and 5% in different provinces (Chávez, 2021).

Thus, the companies that make up the footwear sector in order to penetrate internationally must formulate strategies that seek to improve their competitive position in the world market. It is necessary to strengthen its system linked to artisan production that takes it to an area of higher technology and with greater added value to the product. The aim is for the sector to bet on providing a product that contains greater differentiation from competing products, with the presence of cost leadership, products with better designs and innovative materials. In this sense, the sector of footwear SMEs is obliged to strengthen its gear with higher educational entities and the condition that produces a triad with these actors in the approach of policies that promote the economy of the context in question (Trillos & Pérez, 2018 ).

From studies carried out, it is known that the footwear sector does not have a quality management model, which directly affects the organization, especially in production areas, which leads to a lack of control regulations that help to verify the quality of the products so that they can be competitive (Mancheno & Villalba, 2016). Do not forget that it must be taken into account that B2C (Business to Consumer) platforms are a sophisticated method of footwear trade, which facilitates gathering the sales of a company, organization or entity. Given this, the role of ICTs is remarkable, since it generates differentiation in the market and provides a significant value to the economic field, especially indicated as footwear (Palate et al., 2021). However, the B2B (Business to Business) mode of commerce consists of an innovation strategy for markets that do not know the efficiency of this mode of commerce, which causes it to be applied in various businesses (Teneda et al. , 2021).

It must be borne in mind, despite the different public policy tools that somehow seek to stimulate companies to create added value from innovation and technology, it is necessary to have effective strategies for SMEs to carry out technological projects that facilitate coping to the challenges that concern the global market (Álvarez et al., 2015). Certain critical aspects suffered by SMEs in the footwear sector, is given by the negligible projection into the future, given that most of the institutions, their main purpose is linked to getting beyond the daily life and not the generation of strategies oriented towards the opening of new markets, which is due to less knowledge about the relevance of strengthening structures both at the organizational, productive and commercial level (Aguirre et al., 2017).

## 5. CONCLUSION

Being living in the era of knowledge, in which greater emphasis is given to all that knowledge as the center of development of all societies, and this being the propitious field for it to be adapted to the economic context, the same one that should promote authentic growth desired by the nations of the world. Knowledge is the core of a harmonious social development and in which today the various elements that favor its diffusion are considered, being today the technological means through their electronic and related platforms, which make it possible for human beings to communicate every day. integrate more to live within the standards that means living in dignity and civilization. In this sense, it is necessary that every day ventures related to the context in question become more visible, since it is evident that means and mechanisms are required that allow access to knowledge to a greater number of individuals. Thus, the knowledge economy lays the foundations so that entrepreneurial schemes can be designed, within a framework of public policies that bring together and integrate human beings and allow companies to generate change in mentalities and ways of life, leading to obtaining unforeseen productivities. thought before. The knowledge economy is a source of wealth and the transformation of lifestyles in contemporary societies within a true sense of social inclusion.

Thus, today's ventures become the paths that allow opening horizons for individuals and organizations to establish closer links in which knowledge will be the sources to generate new economies within what is required by competitiveness and quality of life. Companies become the instruments that facilitate the appearance of new forms of innovation and, at the same time, better solutions presented by societies where knowledge is the axis of the social movement. From this it follows that all businesses are open to admit new ideas and at the same time provide innovative solutions, which can be applied to different types of businesses, including footwear, being one of the greatest productive benefits of the city of Trujillo, Peru, which manages to supply the national and international market, although the cities of Lima and Arequipa also have a share in smaller proportions. Knowledge generates development, growth, productivity, innovation and new ways of life for which there are increasingly faster solutions to what societies demand.

When carrying out this work, the limitation was that the total information on the footwear sector was not available, since many work informally, but somehow the trends presented by the sector related to the subject in question can be observed. Alternatives are proposed to find more precise solutions to the footwear sector in Trujillo, Peru that have to do with the issue of knowledge economy.

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