

# Entrepreneurship, Management and Technologies in Health



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**E**ntrepreneurship has become one of the most discussed topics in university classrooms and in different areas of health. Entrepreneurial management began to be associated with productivity, new investments and the ability to leave the comfort zone and invest in oneself, in the job market with new opportunities, in resolutions and professional autonomy, we often rediscover ourselves professionally, in We train and create links and interaction in different areas of knowledge.

At the same time, new projections, perspectives and decision-making by us and the bodies that regulate us reinforce our autonomy to exercise these advances safely and legitimately. Some theorists define entrepreneur/entrepreneurship as the ability to create new ventures from something practically non-existent, several areas including Nursing have been growing and becoming prominent inside and outside the country.

Undertaking means being the protagonist of a new way of perceiving, conceiving and realizing opportunities where others only see disorder and chaos. Based on this theoretical construction on the subject, some studies suggest a change of focus from the analysis of

the phenomenon of entrepreneurship and the attributes of the individual (entrepreneur) to the characteristics of an entrepreneurial management mode, that is, as a way of managing businesses and exploring new opportunities. Bringing us training and developments in various areas with skills, abilities and attitudes towards the dynamics of work.

In entrepreneurial management, therefore, we have three dimensions: capacity for innovation; ability to take risks; and ability to act proactively while being willing to anticipate market needs and outperform competitors.

In the field of health, in a more incipient way, entrepreneurship constitutes a new tendency to add social and health value, both in the public and private sectors. Such changes in human resource management have overcome the mechanistic logic and have formulated theories centered on the subjectivity of work, considering variables such as motivation, leadership, interpersonal relationships, new innovative specializations and entrepreneurial management.

The healthcare industry is becoming more open and receptive to entrepreneurship issues. Nursing/health professionals currently

create new ventures/technologies, sustainable projects, anchored in entrepreneurial management, understood by the willingness to conceive, develop and manage a product, service or business, through interactive and associative approaches with the various sectors of society and from work.

Thus, we transpose vertical thinking and invest in horizontal and systemic processes, awakening individual and collective possibilities and talents. We have overcome the traditional and hospital-centric model, we understand that we have other work fronts and we are supported by our bodies and councils.

In addition, the global scenario demands change, calls for a professional who exercises leadership, flexibility to continuous changes, who accepts the challenges that the new brings us as an opportunity.

We still have a lot to look for concepts, legislation, resolutions and fields of action on entrepreneurial management in the health area, but entrepreneurial management technologies for nursing are increasingly being able to articulate academic knowledge and knowledge of entrepreneurial practice.

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